8TH ITSA CONFERENCE JAKARTA 2020

December 2, 2020 - Jakarta, Indonesia

Culture, People, and Technology
The Driving Forces for Tourism Cities
Conference Proceedings

Editor :
I Made Adhi Gunadi
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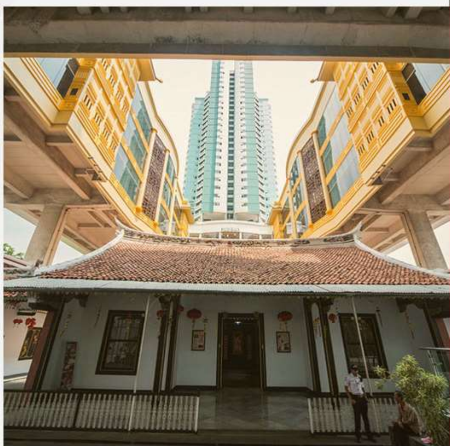
Riza Firmansyah
James Kennell



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Culture, People and Technology: The Driving Forces for Tourism Cities

Proceedings of 8th ITSA Biennial Conference 2020

Jakarta, 2020

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REMARKS FROM ITSA

Hello ITSA family and friends,

A very warm welcome to the 8th ITSA Biennial Conference! Nothing has been simple in 2020 but you have all responded with problem-solving determination to be together with each other in this intellectual space. True to our mission to bridge the gaps between emerging and developed economies and between experienced and inexperienced scholars, ITSA 2020 has brought together scholars hailing from five different continents!

I hope you all will relish this special occasion to celebrate scholarship, network, and enjoy the companionship of friends and colleagues in the ITSA global family. Please enjoy the keynote speeches, research sessions, and our Singapore paper Hackathon event.

As we share our thoughts, be they forward looking, reflective, or outright provocative, and work together to address the forces that will shape the future of tourism, we will grow ITSA's brand reputation for scholarship and help advance the successful careers of our ITSA family members.

Best wishes to you all! Stay safe, productive, and be happy!

Xinran Lehto, Professor

President, International Tourism Studies Association (ITSA)

Associate Editor, Journal of Hospitality and Tourism Research (JHTR)

School of Hospitality and Tourism Management

College of Health and Human Sciences

Purdue University

257 Marriott Hall

West Lafayette, IN 47907

REMARKS FROM ITSA CONFERENCE CHAIR

Warm greetings from Jakarta!

To begin, please allow me to express my warm welcome to all of you conference delegates who join this conference offline and online.

The 8th Biennial ITSA Conference 2020 is the second ITSA Conference that is held in Indonesia. This time in Jakarta, the conference theme centered on how culture, people, and technology is shaping tourism cities.

True to the major objective of ITSA, to bridge the gaps in tourism studies and research, education, and training between developed and developing countries; we are happy to report that the Conference presents four distinguished keynote speakers, is participated by over 170 authors with 86 papers from 16 countries encompassing five continents. We are grateful that despite the COVID-19 pandemic, which has resulted in the postponement of the Conference from August to December 2020, enthusiasm is still pouring from colleagues all over the world. In fact, we have never felt so close to each other, knowing that this unforgettable outbreak impacted all of us. Through monthly online meetings with ITSA Executive Boards, we shared stories of resilience and received tremendous supports from our colleagues.

In this opportunity, I would like to thank all individuals and institutions involved in supporting this event. First and foremost is Rector of Universitas Pancasila, Prof. Dr. Wahono Sumaryono, Apt. for his continuous support and guidance. My thanks also goes to the Chairman of the Board of Patrons of Universitas Pancasila Foundation, Dr. (HC) Ir. Siswono Yudo Husodo and the Chairman of the Executive Boards of Universitas Pancasila Foundation, Prof. Dr. Edie Toet Hendratno, SH, M.Si for their enormous support.

I would also like to thank the Ministry of Tourism and Creative Economy, Republic of Indonesia for supporting us in the organization of the event. HE Angela Tanoesoedibjo, Vice Minister of Tourism and Creative Economy for his insightful opening remarks, lbu Ir. Rizki Handayani Mustofa, MBTM, the Deputy Minister for Tourism Products and Events and her dedicated team lbu Masruroh, S.Sos, MAB and lbu Dra. Titik Wahyuni, MM for hosting the Conference Dinner and Cultural Performances.

Our sincere gratitude to all distinguished keynote speakers, ITSA Executive Boards especially Prof. Xinran Lehto for her leadership and the late Prof. Philip Pearce (May He Rest in Peace) for his support and guidance, which we are truly indebted to. Thank you to all presenters, participants, organizing committee, James Cook University Australia in Singapore as co-host, Universitas Bunda Mulia and Bunda Mulia Tourism Academy as associate universities, and Venue Magazine as media partner and others who can not be mentioned one by one, without whom this conference would not be possible.

Again, thank you and hope we will have a productive and enjoyable conference!

Devi Roza Kausar, Ph.D, CHE

Chair, ITSA Conference 2020

REMARKS FROM ITSA CONFERENCE CO-CHAIR

It is my pleasure to welcome you to the 8th Biennial International Tourism Studies Association (ITSA) Conference co-hosted by James Cook University Singapore. The event was planned to be hosted in beautiful cities of Jakarta and Singapore but since has transitioned into a hybrid event and a virtual Paper Hackathon which was originally scheduled in Singapore. The conference theme, Culture, People, and Technology - the Driving Forces for Tourism Cities, has been carefully chosen to mark tourism growth in urban precincts. I am privileged to be co-chair of this important conference.

Since 2006, ITSA, through its events and members have made tremendous contributions in research, teaching and practice, resulting in impacts in many sectors of society and has been successful in providing a forum for exchange of research ideas and sound research practices in tourism studies among scholars worldwide. At this conference let us celebrate what we, as a professional community, have achieved. This conference through the various keynote addresses, plenary sessions and the paper hackathon will foster a global, cross-sector dialogue that will shed light on - and prompt actionable solutions to - the unique challenge in ongoing pandemic situation to tourism and hospitality sector worldwide.

I take this opportunity to thank Ministry of Tourism and Creative Economy, Republic of Indonesia, Universitas Pancasila Foundation, James Cook University Singapore and ITSA executive body for their unwavering support in these unprecedented times. To put a conference of this magnitude together is not a small task. To that end, I want to thank my colleagues at JCU Singapore for their contributions to the scientific committee; Conference organizing committee for their tireless efforts to organize the sessions - in person and virtually; Dr Devi Kausar for her leadership to the conference, Professors Xinran Lehto, Professor Alastair Morrison and Prof Philip Pearce (Late) for their wisdom and guidance; all of the sponsoring organizations for providing their generous support and all of the conference participants without which this event would not have been possible.

I hope that you have a productive and pleasant conference.

Prof Abhishek Bhati

Co-Chair, ITSA Conference 2020

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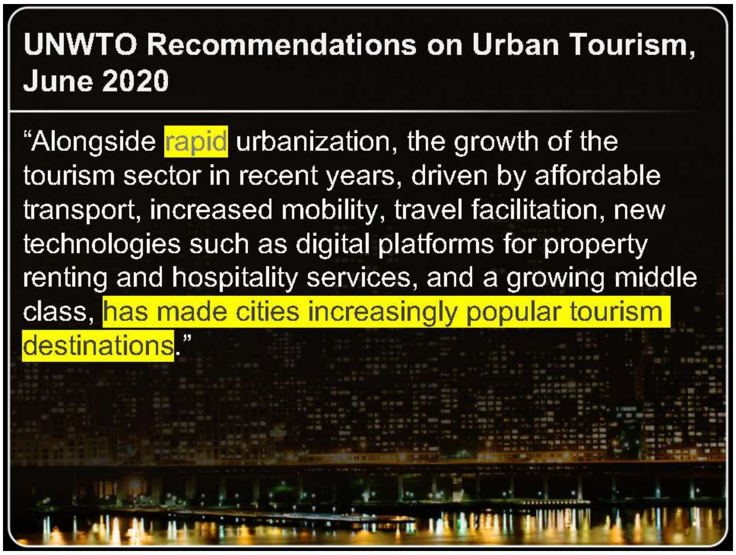
KEYNOTE SPEAKERS

PRESENTATIONS

Prof Alastair M. Morrison


Sources for this presentation
International Journal of Tourism Cities
Scopus
emerald PUBLISHING
ROUTLEDGE HANDBOOKS
Routledge Handbook of Tourism Cities
Edited by Alastair M. Morrison and J. Andres Coca-Stefaniak


UNWTO Recommendations on Urban Tourism, June 2020
"Alongside rapid urbanization, the growth of the tourism sector in recent years, driven by affordable transport, increased mobility, travel facilitation, new technologies such as digital platforms for property renting and hospitality services, and a growing middle class, has made cities increasingly popular tourism destinations."

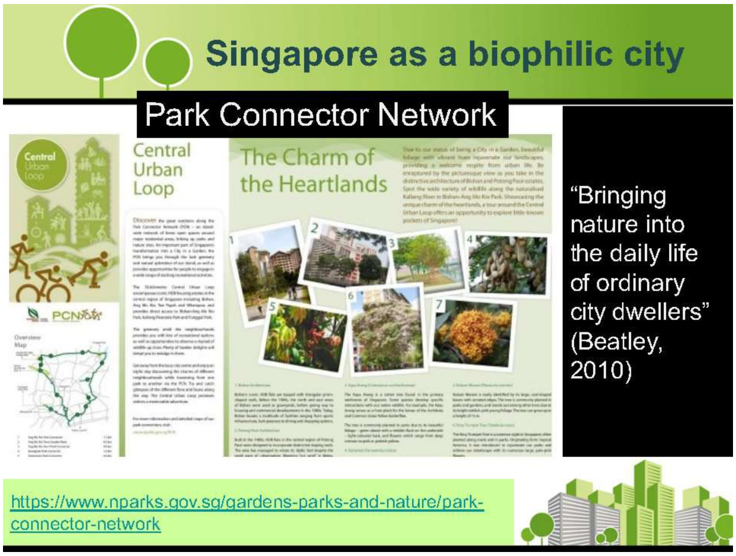

Current and future issues and challenges for city tourism – 12 of them
• COVID-19
• Urbanization
• Traffic congestion
• Air pollution
• Overcrowding
• Civil unrest
• Crime
• Terrorism
• Sharing economy
• Homogenization
• Gentrification
• Water supply


SDG 11: Sustainable cities and communities
MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE
BEFORE COVID-19
SHARE OF URBAN POPULATION LIVING IN SLUMS ROSE TO 24% IN 2018
ONLY HALF THE WORLD'S URBAN POPULATION HAS CONVENIENT ACCESS TO PUBLIC TRANSPORT
COVID-19 IMPLICATIONS
OVER 90% OF COVID-19 CASES ARE IN URBAN AREAS
AIR POLLUTION CAUSED 4.2 MILLION PREMATURE DEATHS IN 2016
47% OF POPULATION LIVE WITHIN 400 METRES WALKING DISTANCE TO OPEN PUBLIC SPACES
11 SUSTAINABLE CITIES AND COMMUNITIES
Make cities and human settlements more inclusive, safe, resilient and sustainable


Challenges and issues affecting tourism and urban sustainability (9)
• Urbanization/urban growth vs. sustainability
• Freedom from disturbance vs. authentic experiences
• "Anti-social" visitor behavior vs. responsible travel
• Population growth vs. lack of pollution
• Globalization/homogenization vs. city uniqueness
• Traffic congestion vs. freedom of movement
• Crime/terrorism vs. safety and security
• Traditional neighborhoods vs. gentrification
• Rising costs of real estate vs. affordable housing

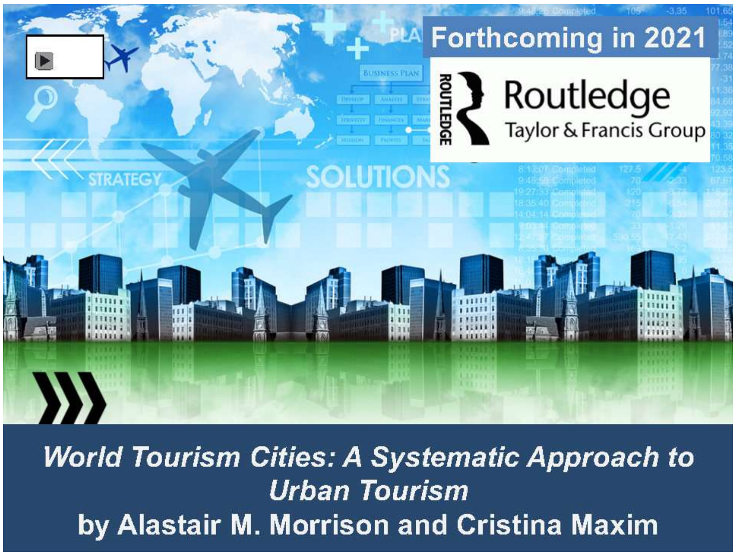

Potential solutions to challenges
What contributes to more sustainable and responsible tourism in urban areas?

Urban tourism sustainability enhancers (8)
- City destination management approach and philosophy
- Greening of cities
- Pollution reduction
- Responsible travel behavior
- Smart city initiatives
- Tourism dispersion
- Visionary leadership
- Visitor management
Biophilic cities – Tokyo image



Singapore as a biophilic city
Park Connector Network
Central Urban Loop
Central Urban Loop
The Charm of the Heartlands
"Bringing nature into the daily life of ordinary city dwellers" (Beatley, 2010)
https://www.nparks.gov.sg/gardens-parks-and-nature/park-connector-network

Copenhagen
Bike-ability
10xCopenhagen was a project conducted by Wonderful Copenhagen

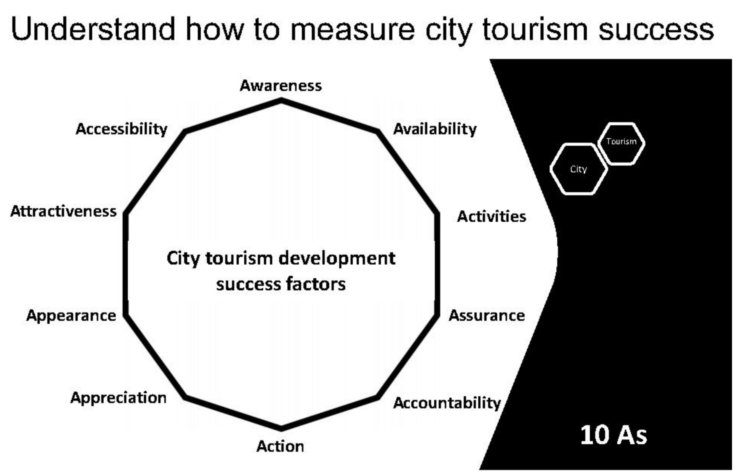


Forthcoming in 2021
Routledge
Taylor & Francis Group
STRATEGY
SOLUTIONS
World Tourism Cities: A Systematic Approach to Urban Tourism
by Alastair M. Morrison and Cristina Maxim

RAPID
Future recommendations for tourism cities
R • Recognize the importance of urban tourism and its contribution to the development of cities and towns
A • Adopt all city destination management roles (7 + One)
P • Prepare regular tourism plans and strategies and use participative tourism planning processes
I • Insist on professional and systematic destination marketing and branding, and the necessity for research data collection
D • Devote greater priority to resident QoL and well-being and emphasize sustainability
Where are we now?
Where would we like to be?
How do we get there?
How do we make sure we get there?
How do we know if we got there?
Planning process

City destination management
Approach and philosophy – "7-plus-one"


Leadership, coordination and governance
Planning and research
Community and stakeholder relationships and involvement
Product development
Plus
Marketing, branding, and promotion
Partnership and team-building
Visitor management
Crisis management
City destination management roles


Understand how to measure city tourism success
Awareness
Availability
Activities
Assurance
Accountability
Action
Appreciation
Appearance
Attractiveness
Accessibility
City tourism development success factors
Tourism
City
10 As


PLANNING
STRATEGY
SOLUTIONS
The ADVICE model for visitor management

Marketing and Managing Tourism Destinations


The Tourism System

Hera Oktadiana, Ph.D, CHE

The Muslim Tourists

Muslims: the world's fastest-growing religious group - 2.8 billion or around one in three people practising Islam worldwide by 2050.

By 2026, it is predicted that the number of international Muslim travelers will almost double to 280 million from its base of 140 million in 2018.

Global Muslim Travel Index 2018, Mastercard-Crescentrating, 2019)

The Muslim Travelers

How different is their travel motivation with other tourists?

Meaning and Value of Travel for Muslims

Motivations guiding Muslim travelers/ the benefits of travel include:

- socializing and meeting other people
- maintaining family ties
- appreciating the natural world and God's creations
- enhancing health and well-being
- learning from the past
- understanding cultural diversity, and adding to knowledge
- helping community and learning about a community's conditions

(Abu Hanifah, 2015; Ghani, 2016; Halaltrip, n.d.; Henderson, 2003; Jafari & Scott, 2014; Mohsin, Ramli, & Alkhulayfi, 2016; Zamani-Farahani & Eid, 2016).

Travel Career Pattern (TCP)

Travel Career Pattern (Pearce, 2011; Pearce, 2019; Pearce & Lee, 2005) was applied to examine the travel motivation of the Muslim tourists and other traveler groups.

Research in progress/unpublished work:

Philip L. Pearce & Hera Oktadiana

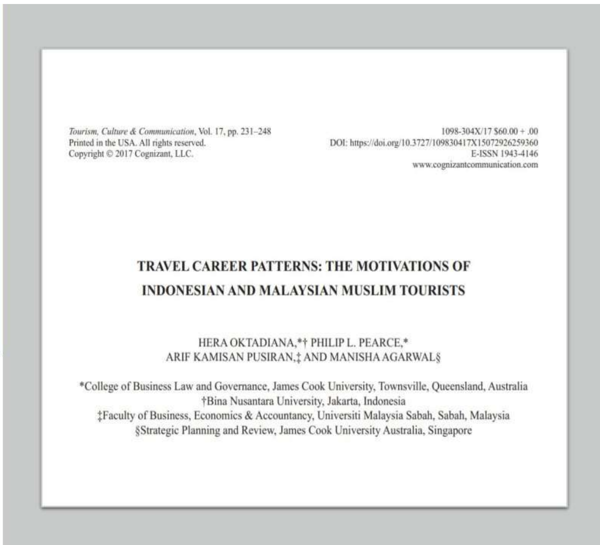
Travel Motivation of Muslim Tourists: Are They Really Different?

Methodology:

Survey – questionnaire

Benchmarking - comparison

Descriptive analysis and Factor analysis



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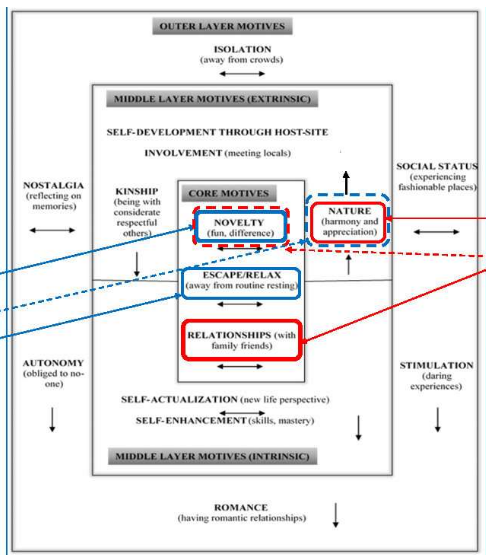
TRAVEL CAREER PATTERNS: THE MOTIVATIONS OF INDONESIAN AND MALAYSIAN MUSLIM TOURISTS

HERA OKTADIANA,*† PHILIP L. PEARCE,* ARIF KAMISAN PUSIRAN,‡ AND MANISHA AGARWAL§

*College of Business Law and Governance, James Cook University, Townsville, Queensland, Australia
†Bina Nusantara University, Jakarta, Indonesia
‡Faculty of Business, Economics & Accountancy, Universiti Malaysia Sabah, Sabah, Malaysia
§Strategic Planning and Review, James Cook University Australia, Singapore

Main Travel Motives

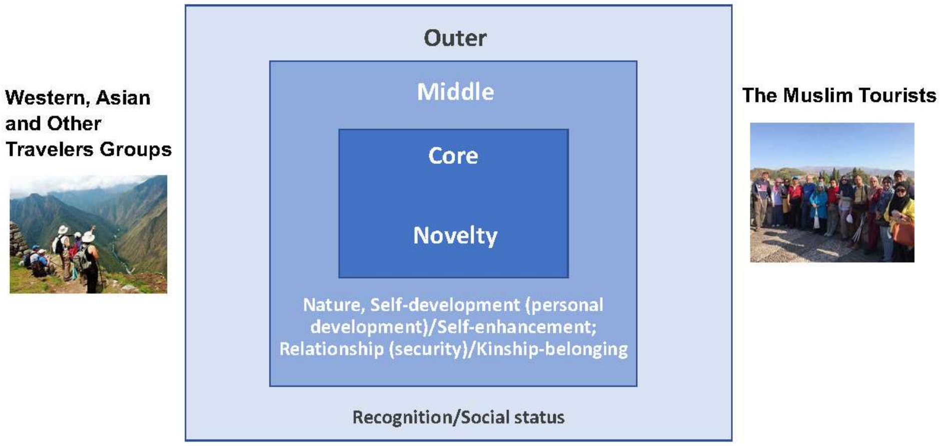
Western, Asian and Other Travelers Groups



The Muslim Tourists

Source: Pearce (2019; p. 30)

Similarities in the Core, Middle and Outer Motives



Highlights

Muslim Tourists	Western Tourists
Nature and cultural sites are integrated → Nature includes a desire to link with the host-site and community	Nature is not linked to cultural and social forces
Personal development and self-actualization were linked: reflect the Islamic view of a journey as jointly serving personal development and spiritual growth	Personal development and self-actualization were differentiated ➢ Personal development involved developing personal interests, skills, and abilities ➢ Self-actualization stressed the understanding about themselves and working on their personal/spiritual values.
Favour relationship strengthening	Favour novelty seeking most of all in travel

Note: Religion and culture have influenced on the motives to travel → e.g. collectivist society

The Muslim Travelers

What do millennial female Muslim travelers say about traveling?

International Journal of
Tourism Research

RESEARCH ARTICLE

Let's travel: Voices from the millennial female Muslim travellers

Hera Oktadiana, Philip L. Pearce, Jing Li

First published: 16 March 2020 | https://doi.org/10.1002/jtr.2355

An earlier and more limited version of this paper was presented at 2019 APacCHRIE & EuroCHRIE Joint Conference in Hong Kong.

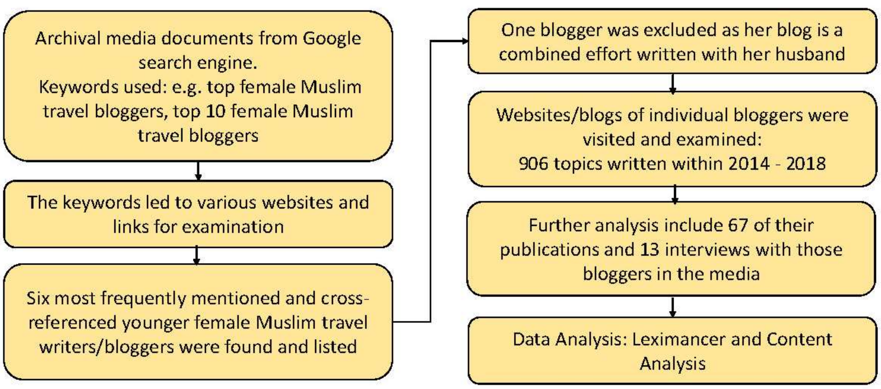
Read the full text › PDF TOOLS SHARE

Female Muslims and Travel

- Muslim women can work, travel, and participate in sport.
- Sixty-three million Muslim women traveled in 2018 and they spent about $80 billion on their trip.
- Two thirds of this group were 40 years of age and younger
- Female Muslim millennial travelers are growing and represent one of the top 10 Halal Travel Trends.
- 71% of Muslim women travelers travel with their family, 28% travel solo, 29% travel in an all-female group, and 22% travel in a mixed gender group

(Mastercard-Crescentrating, 2018, 2019)

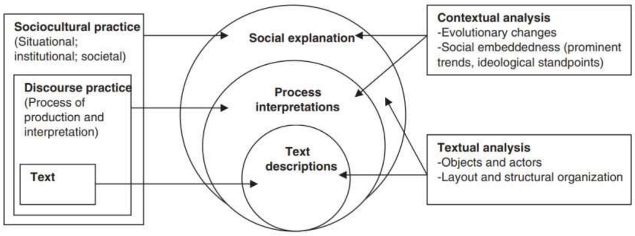
Methodology



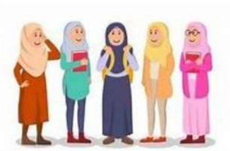
Critical Media Discourse Analysis (CMDA),

The study employed the approach of **Critical Media Discourse Analysis (CMDA)**, based on the work of Li, Pearce, and Low (2018).

CMDA was adapted from the classical models of critical discourse analysis (CDA) and media discourse analysis (MDA) (Carvalho, 2008; Fairclough, 1995; Janks, 1997).



Profile of the five leading millennial female Muslim travelers



Various cultural backgrounds: European, American, Asian, and Middle Eastern.

Raised in multicultural environments or had multicultural background/experiences

Ages: mid-20s to the early 30s

One married
four singles

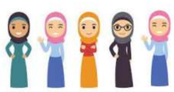
Four have Bachelor and Master degrees (the education background of one blogger was not identified)

Started the blogs in different years, varying from 2011 to 2017

Other social media accounts: Facebook, Instagram, Twitter, Pinterest, and Youtube.

Textual Analysis: Objects and Actors

Stories about female Muslim travelers emerged in 2013 and are growing.



The actors and producers: the millennial female Muslim travel bloggers who recorded and share their travelling experiences as a Muslim.

Discussions: ranged from the reasons for travel, the drive to write travel blogs for Muslims, islamophobia, travelling ban, solo travel, obstacles to travel, positive and negative experiences during travel, and travel destinations.

Images: mainly photos of destinations (attractions, landscape, buildings), the bloggers with those background and food.

Textual Analysis: Layout and structural organization

Stories generally began with the depiction of reasons in creating the travel blogs for Muslim travelers.

Stories were told with images and may link to other posts or media publication.

The blog contents inform various information about what Muslims need and should know when traveling (e.g., Muslim-friendly destinations, hajj, Umroh, halal food, hotels, and airline).

The blogs/websites provide space for guest posts.

Contextual Analysis: Evolutionary changes

Between 2014 and 2015

Predominantly common travel information such as hotels and flights

Between 2016 and 2018

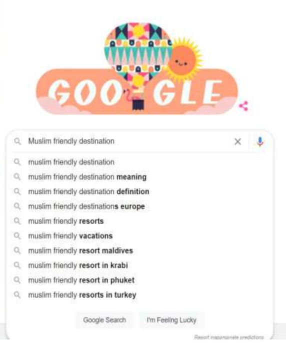
More unique travel needs and experience such as halal food and travel during Ramadan

Contextual Analysis: Social Context

- Stories and articles presented in the websites/blogs and press convey **opinions, knowledge and travel experiences of the writers as female Muslim to influence and change the perspective/attitudes of the people towards Islam and Muslims stereotypes.**
- Conform to Rodrigo and Turnbull's work (2019) on Muslim perceived values: Functional value, emotional value, social value, epistemic value, conditional value, and Islamic value (Rodrigo and Turnbull, 2019).
- Influence businesses by the demand for halal products and services (e.g., food, travel, hotel, fashion, cosmetics).

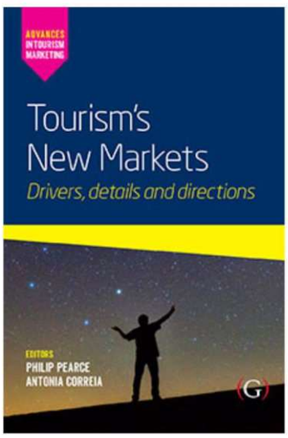
Highlights

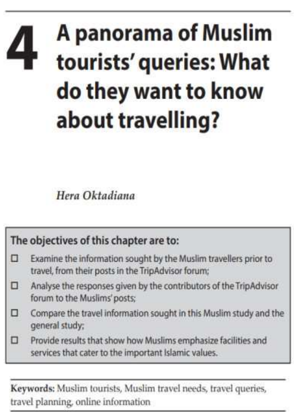
- Muslim travel blogs, travel websites, and press/ media from independent Muslim female travelers are important in inspiring others.
- There is a strong tendency to rely on blogs, social media, and online reviews prior to seek information, plan their travel and make travel decisions.
- This group will shift the development of Halal travel with the demand for specialized travel services and products that can meet the women's personal and relationship needs.
- Integrity, respect and sustainability are features of the changing demands expressed by these travelers.
- There are cultural and social differences within these Millennial Muslim women. They are not alike and they do not represent any single culture or region.



The Muslim Travelers

What do they want to know about traveling?





4 A panorama of Muslim tourists' queries: What do they want to know about travelling?

Hera Oktadiana

The objectives of this chapter are to:

- ☐ Examine the information sought by the Muslim travellers prior to travel, from their posts in the TripAdvisor forum;
- ☐ Analyse the responses given by the contributors of the TripAdvisor forum to the Muslims' posts;
- ☐ Compare the travel information sought in this Muslim study and the general study;
- ☐ Provide results that show how Muslims emphasize facilities and services that cater to the important Islamic values.

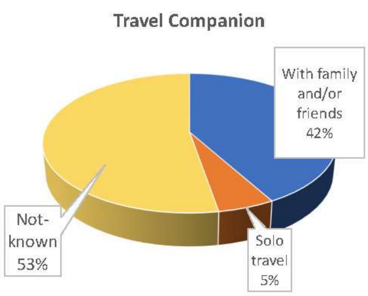
Keywords: Muslim tourists, Muslim travel needs, travel queries, travel planning, online information

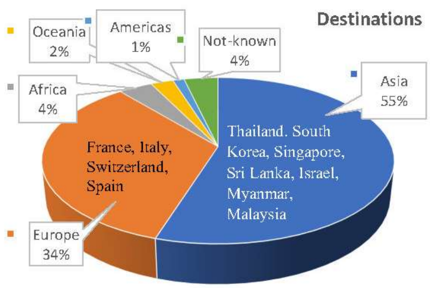
Oktadiana, H. (2020). A panorama of Muslim tourists' queries: What do they want to know about travelling? In P. L. Pearce, & A. Correia (Eds). *Tourism's new markets: Drivers, details and directions* (pp. 37-56). Oxon: Goodfellow Publishers Limited.

Methodology
Data collection and analysis

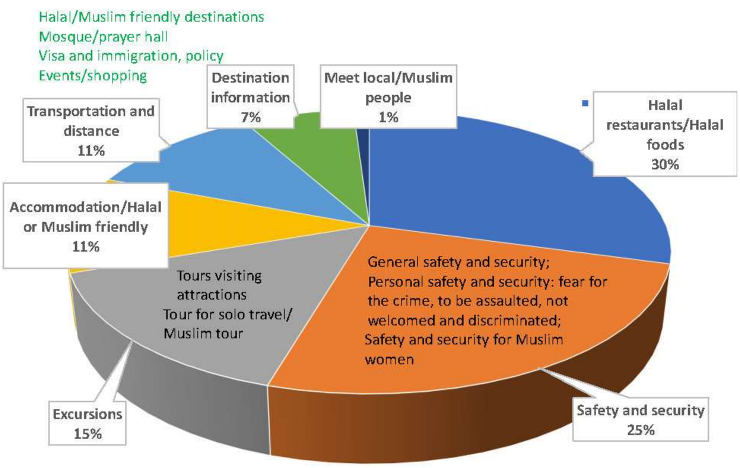
- January 2020 – TripAdvisor forum (between 2015 and 2019)
- Two approaches: Google search and TripAdvisor forum webpage
- Content analysis was used to analyse the posts based upon Elo and Kyngäs (2007) and Graneheim and Lundman (2004)
- 76 posts and 70 topics
- 381 responses (80% level 6 contributors) - multiple responses given to one query from the same person is counted as one.

Posts by Muslim Travelers at TripAdvisor Forum





Queries Posted by Muslim Travelers at TripAdvisor Forum



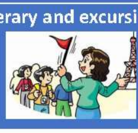
Types of Queries using The WOLF model

(adopted from Oriade & Robinson, 2018, p. 139)

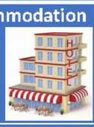
Level of information generated ↑		
	Wonderland query (23%) Low level of precaution/risk perception of the travelers Questions asked by the posters received many responses Similar type of questions as those in Onboard query	**Flagship query (16%)** High level of perceived risks with a high number of responses The posters tend to ask about safety and security issues
	Onboard query (44%) Low level of precaution Basic questions with straightforward answers. The questions were related to Halal food or Halal restaurants, accommodation, and places to visit in a destination.	**Lame duck query (16%)** High level of precaution but the answers are straightforward The posters tend to ask about safety and security issues

Level of precaution taken by traveler →

Comparison of Information Sought

Travel information sought	General studies (cf. Arsal et al., 2010; Oriade & Robinson, 2018)	Muslim travelers study
Food and beverage 	Places to eat How to find the eating place Value for money Tasting local food and drinks	**Halal food** **Halal restaurant** **Access to Halal restaurant**
Safety 	Destination safety Political issues Police corruption Health issues	Destination safety **Safety from discrimination, crime, and assaults** **Safety for Muslim women** (wearing Hijab and solo travel)
Itinerary and excursion 	Route planning and activities Places to see and things to do Tips and recommendation on travel itinerary	Tours at a destination such as city tour, places to see **tours for Muslims, tours for solo Muslim travellers**

Comparison of Information Sought

Travel information sought	General studies (cf. Arsal et al., 2010; Oriade & Robinson, 2018)	Muslim travelers study
Accommodation 	Accommodation cost Place to stay	**Halal food in a hotel** **Muslim friendly hotel** Hotel location General information about hotel
Transportation 	Public transport/ transport facilities Car rental, driving, transportation cost Transport to and at a destination Distance	Car rental **How to go to** an attractions and **mosque** Travel distance Public transportation Transportation cost
Destination information 	Things to do Places to visit Protocol at events Facilities at destination Local language Weather	**Places for prayer/mosque** **Halal/Muslim friendly destination** **Visa and immigration** Events and shopping

A little bit more on Halal Food information…

Received: 21 November 2019 | Revised: 12 February 2020 | Accepted: 17 February 2020
DOI: 10.1002/jtr.2352

RESEARCH ARTICLE

WILEY

Special dietary requirements: Restaurant sector responses across six tourist cities

Hera Oktadiana[1,2] | Philip L. Pearce[1] | Zohre Mohammadi[3]

[1]College of Business, Law and Governance, James Cook University, Townsville, Australia
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[3]Tropical Futures Institute, James Cook University, Singapore, Singapore

Correspondence
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Email: hera.oktadiana@jcu.edu.au and philip.pearce@jcu.edu.au

Abstract

The key aims of the study were to document and analyze contemporary restaurant practices germane to meeting dietary requirements in significant tourist cities. Social practice theory informed the study. Detailed coding of menu information and TripAdvisor sources for 60 restaurants in six strategically selected tourist cities provided the bases for the work. The results identified locational differences; that overall religious and lifestyle requirements are moderately well presented, while health needs addressed less adequately. Social practice theory insights helped interpret the findings through issues of managerial caution, perceived competence, and image and identity management for both restaurants and customers.

KEYWORDS
allergic reactions, dietary requirements, lifestyle diets, menus, religious restrictions, social practice theory

The paper was selected as one of the best quality research papers and productive researchers 2020 by the Republic Indonesia Ministry of Research and Technology/National Research and Innovation Agency of Republic Indonesia

Bali, Singapore, Sidney, Paris, Dubai, Doha

- Lack of information about religious restrictions on the menus
- Only a few restaurants in Singapore and Bali provided information in their menus regarding religious beliefs—specifically Halal for Muslims and Jain for Jainism
- TripAdvisor sites: conformity to Halal requirements was commonly noted for the restaurants in Dubai and Doha, even though such information did not appear on the menus.
- Most of the restaurants provided information on vegan and vegetarian and some on the food allergy (particularly in Sydney).

Conclusion

Many studies can be done in the area of Muslim travelers, such as:

- Cultural and religious Islamic occasions
- The meaning and power of travel for individual well-being in Islamic life
- Management of the separation sexes in common recreational activities
- The study of shopping preferences and needs
- Communication and interaction with Muslim guests
- Comparison of the information search prior to a trip with the information sought during travel
- The influence of responses/information provided by the online community for the Muslim tourists in visiting a destination.

ELSEVIER
Contents lists available at ScienceDirect
Tourism Management Perspectives
journal homepage: www.elsevier.com/locate/tmp

Muslim travellers' needs: What don't we know?

Hera Oktadiana[a,b,*], Philip L. Pearce[c], Kaye Chon[d]

Publication Opportunity

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Home › Journal › International Journal of Tourism Cities › Contemporary Trends, Issues and Challenges in Southeast Asian Tourism Cities

Contemporary Trends, Issues and Challenges in Southeast Asian Tourism Cities

Special issue call for papers from International Journal of Tourism Cities

Guest Editors:

Hera Oktadiana, Walanchalee Watannacharoensil, Denis Tolkach

https://www.emeraldgrouppublishing.com/journal/ijtc/contemporary-trends-issues-and-challenges-southeast-asian-tourism-cities

Link to the ITSA 2020 conference and workshops in Jakarta and Singapore

Researchers might consider developing a conference paper for the ITSA 2020 conference or building new cooperative work at the Singapore workshop and then subsequently developing that material for submission to IJTC and notably this Special Issue.

Enquiries and Abstract submission (500 words) to:
Hera Oktadiana
E-mail: heraoktadiana@jcu.edu.au

Full paper dateline: 5 June 2021


TERIMA
KASIH
thank you
Life is short
It is just a temporary
journey
Live your life with good
deeds that benefit others
In loving memory of Philip L. Pearce

Prof Brian King


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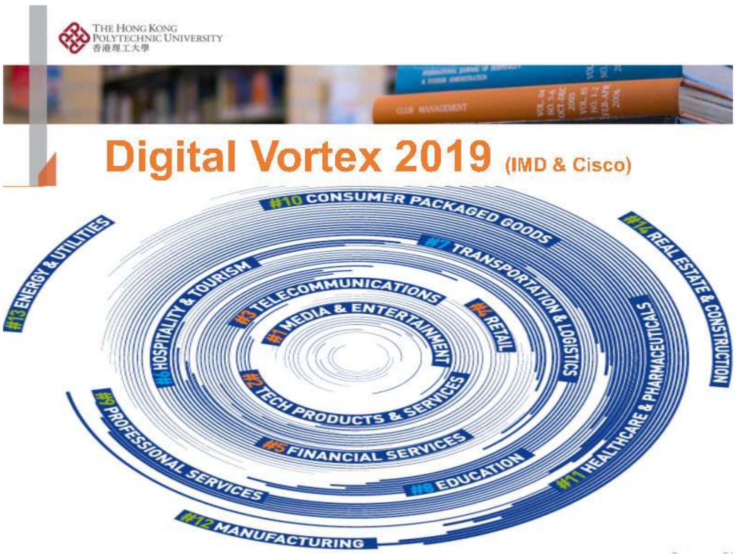
Presentation coverage
• Unprecedented disruption to tourism
• Revising the outlook APAC forecasts
• Potential for regeneration? Asia & the Global S
• Implications for leaders
Asia–Pacific Tourism
Regional co-operation, planning and development


THE HONG KONG POLYTECHNIC UNIVERSITY
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Digital Vortex 2019 (IMD & Cisco)
#1 MEDIA & ENTERTAINMENT
#2 TECH PRODUCTS & SERVICES
#3 TELECOMMUNICATIONS
#4 RETAIL
#5 FINANCIAL SERVICES
#7 TRANSPORTATION & LOGISTICS
#8 EDUCATION
#9 PROFESSIONAL SERVICES
#10 CONSUMER PACKAGED GOODS
#11 HEALTHCARE & PHARMACEUTICALS
#12 MANUFACTURING
#13 ENERGY & UTILITIES
#14 REAL ESTATE & CONSTRUCTION
HOSPITALITY & TOURISM


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Travel as we know it is over
• Brian Chesky – Airbnb Founder
50% of business travel will go away after the pandemic
• Bill Gates – Microsoft Founder
School of Hotel & Tourism Management
Leading Hospitality and Tourism


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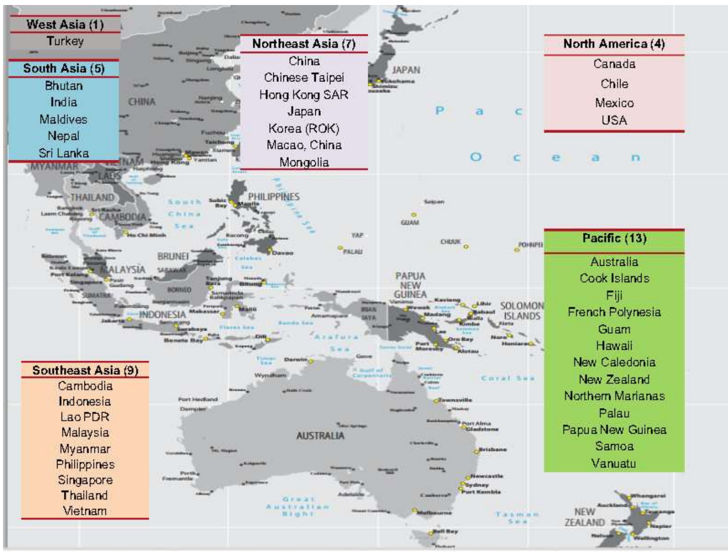
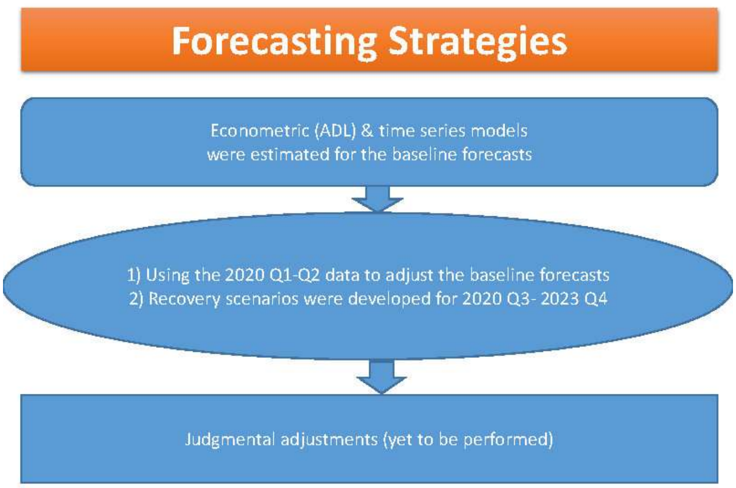
香港理工大學
Asia Pacific Visitor Forecasts 2020-2023
– Provide scenario forecasts of annual & quarterly arrivals to 39 APAC destinations
– Three scenarios proposed: **Mild, Medium & Severe**
PATA
ASIA PACIFIC VISITOR FORECASTS
School of Hotel & Tourism Management


West Asia (1)
Turkey
South Asia (5)
Bhutan
India
Maldives
Nepal
Sri Lanka
Northeast Asia (7)
China
Chinese Taipei
Hong Kong SAR
Japan
Korea (ROK)
Macao, China
Mongolia
North America (4)
Canada
Chile
Mexico
USA
Pacific (13)
Australia
Cook Islands
Fiji
French Polynesia
Guam
Hawaii
New Caledonia
New Zealand
Northern Marianas
Palau
Papua New Guinea
Samoa
Vanuatu
Southeast Asia (9)
Cambodia
Indonesia
Lao PDR
Malaysia
Myanmar
Philippines
Singapore
Thailand
Vietnam
CHINA
JAPAN
PHILIPPINES
THAILAND
CAMBODIA
MALAYSIA
BRUNEI
INDONESIA
PAPUA NEW GUINEA
SOLOMON ISLANDS
AUSTRALIA
NEW ZEALAND
Pacific Ocean


Forecasting Strategies
Econometric (ADL) & time series models were estimated for the baseline forecasts
1) Using the 2020 Q1-Q2 data to adjust the baseline forecasts
2) Recovery scenarios were developed for 2020 Q3- 2023 Q4
Judgmental adjustments (yet to be performed)

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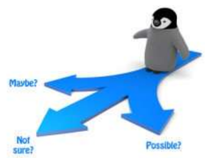
PATA Pacific Asia Travel Association

Scenario development

- Travel profoundly impacted by COVID-19 - domestic & international
- Border closures & visa restrictions
- Closures of airports, public transport, tourist attractions, commercial & P2P accommodation



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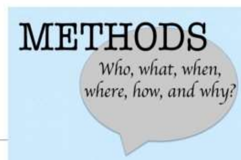
PATA Pacific Asia Travel Association

Methods to develop the scenarios

- Literature on the tourism impacts of pandemics *(Cooper, 2005, Keogh-Brown & Smith 2008; Kou et al 2008, Rassy & Smith 2012)*
- Impact assessments of COVID-19 on national economies & tourism *(Oxford Economics, Euromonitor & UNWTO)*
- Information on travel restrictions, vaccine development, expert predictions on prospective COVID-19 outbreaks



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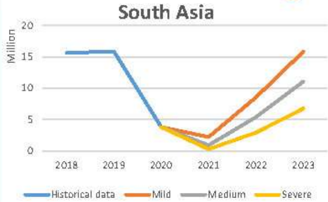
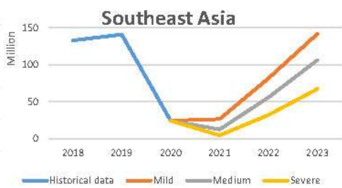
APAC Sub-regional forecasts

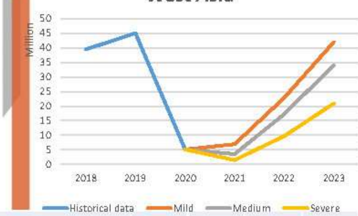




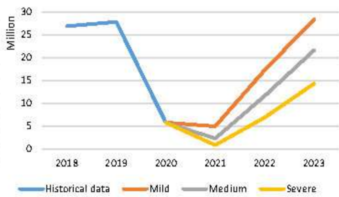
% compared with 2019	2020	2021	2022	2023
Mild	24%	14%	54%	100%
Medium	24%	6%	34%	70%
Severe	24%	2%	18%	42%

% compared with 2019	2020	2021	2022	2023
Mild	17%	19%	58%	101%
Medium	17%	9%	39%	75%
Severe	17%	3%	23%	48%

APAC Sub-regional forecasts

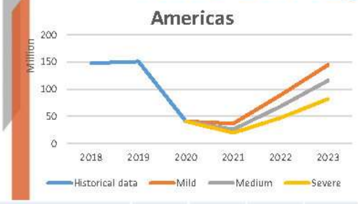


% compared with 2019	2020	2021	2022	2023
Mild	11%	15%	51%	93%
Medium	11%	8%	38%	76%
Severe	11%	3%	22%	46%

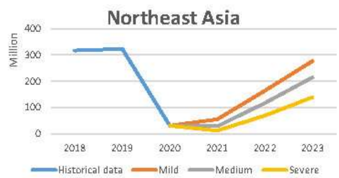


% compared with 2019	2020	2021	2022	2023
Mild	21%	18%	62%	102%
Medium	21%	8%	42%	78%
Severe	21%	3%	25%	51%

APAC Sub-regional forecasts

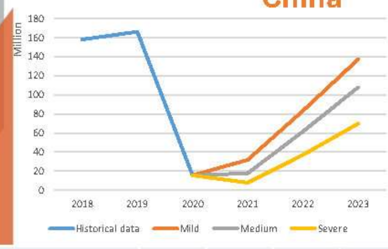


% compared with 2019	2020	2021	2022	2023
Mild	27%	24%	59%	96%
Medium	27%	17%	45%	77%
Severe	27%	13%	31%	54%

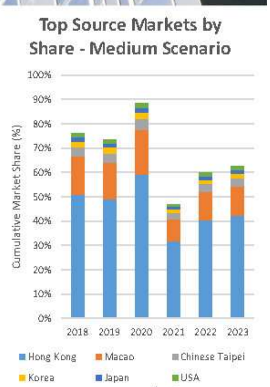


% compared with 2019	2020	2021	2022	2023
Mild	9%	17%	51%	86%
Medium	9%	9%	36%	66%
Severe	9%	4%	21%	43%

China



% compared with 2019	2020	2021	2022	2023
Mild	9%	19%	50%	83%
Medium	9%	11%	37%	65%
Severe	9%	5%	22%	42%



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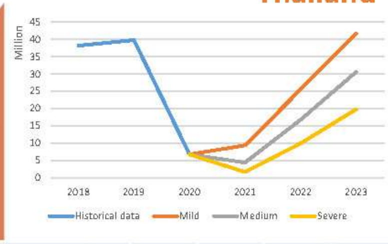
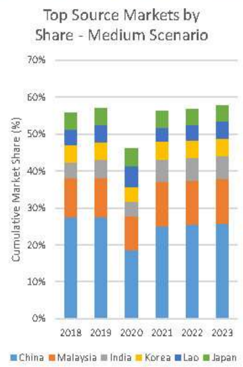
Thailand



% compared with 2019	2020	2021	2022	2023
Mild	17%	23%	64%	105%
Medium	17%	11%	42%	77%
Severe	17%	4%	25%	50%



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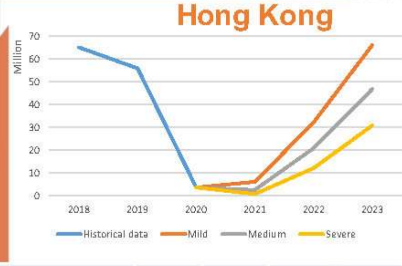
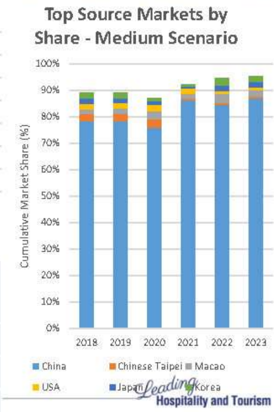
Hong Kong



% compared with 2019	2020	2021	2022	2023
Mild	6%	11%	58%	118%
Medium	6%	5%	37%	84%
Severe	6%	1%	22%	55%



Leading Hospitality and Tourism

Forecast observations

- Econometrics & time series → initial scenarios
- Expert adjustments to consider travel restrictions or relaxations by specific destination-source market
- Recovery led by some APAC regions - certain countries / regions have largely controlled COVID-19

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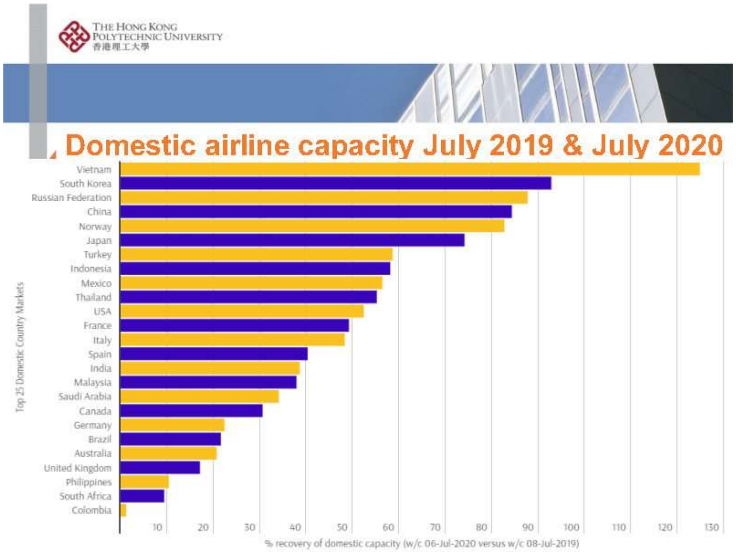
Leading Hospitality and Tourism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Domestic airline capacity July 2019 & July 2020
Vietnam
South Korea
Russian Federation
China
Norway
Japan
Turkey
Indonesia
Mexico
Thailand
USA
France
Italy
Spain
India
Malaysia
Saudi Arabia
Canada
Germany
Brazil
Australia
United Kingdom
Philippines
South Africa
Colombia
Top 25 Domestic Country Markets
10 20 30 40 50 60 70 80 90 100 110 120 130
% recovery of domestic capacity (w/c 06-Jul-2020 versus w/c 08-Jul-2019)


Hong Kong Singapore Air Travel Bubble
Re-imagining tourism
• Travel bubbles?
• Staycations & rethinking domestic markets
• Escape to nature from the city?
• Hybrid here to stay?
Staycation Delight
HOLIDAY AT HOME
AIRASIA UNLIMITED PASS
CUTI-CUTI MALAYSIA
FLY AS MANY TIMES AS YOU WANT
RM399


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Asia's multilateral architecture
• UN agencies
• ASEAN
• PATA
UNESCO
United Nations Educational, Scientific and Cultural Organization
UNWTO
World Tourism Organization
WTCF
World Tourism Cities Federation
PATA
Pacific Asia Travel Association
Hospitality and Tourism


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Sub-Regional Solutions –
Greater Bay Area Example
Zhaoqing
Guangzhou
Huizhou
Dongguan
Foshan
Shenzhen
Zhongshan
Jiangmen
Hong Kong
Zhuhai
Macao


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COVID-19 disruptions & beyond
• Industries upended
• Geopolitical rivalries & decoupling
• Recessionary conditions & resurgent poverty
• Climate crisis
COVID-19 Vaccine
BALI
LEADERSHIP DISRUPTED


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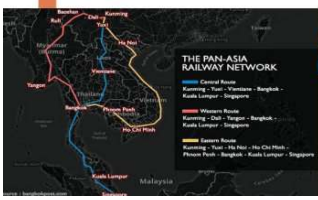
Challenges ahead - geopolitics
• China's rise & assertiveness
• Competition for resources (eg India/China)
• US unilateralism & nationalist assertiveness
Regional Comprehensive Economic Partnership
APEC
Asia-Pacific Economic Cooperation

Towards a sustainable *new normal?*

- Where will the visitors come from?
- Who will invest?
- Consumption will resume - resource depletion



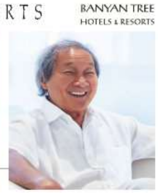
Persistent challenges

- Post-pandemic norms - health, hygiene & safety
- Environmental degradation & overtourism
- Poverty alleviation & middle class consumption
- Child protection & modern day slavery

Our inspiring Asian tourism leaders

- A growing list of "locally grown" leaders
- Towards a new generation

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A new generation of leaders
• Careers dedicated to tourism
• Spanning the public & private sectors
• Ready for new challenges
HYATT
Singapore TOURISM BOARD
The Standard
SHTM Leading Hospitality and Tourism
No. 1 in the world
No. 1 in the world
No. 1 in the world
#PolyUSHTM


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Scholar leaders for Indonesia & beyond


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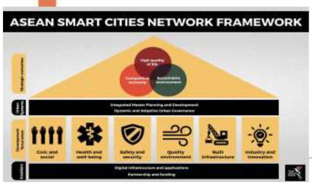
香港理工大學
Concluding remarks
• Asian economies & borders will re-open – gradually
• Recovery remains uncertain
• Enduring health concerns, despite optimism

We should

- Embrace multilateral solutions
- Integrate tourism into planning for recovery
- Blend sustainability & smartness in city tourism



Our leaders can

- Pursue lifelong learning for leadership
- Embrace the UNSDGs
- Encompass the multiplicity of tourism stakeholders, including communities

Terima Kasih!

brian.king@polyu.edu.hk
Scopus Author ID: 55458625100

Prof Iis Tussyadiah

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The future is coming at us at a faster pace.

– Makridakis, 2017

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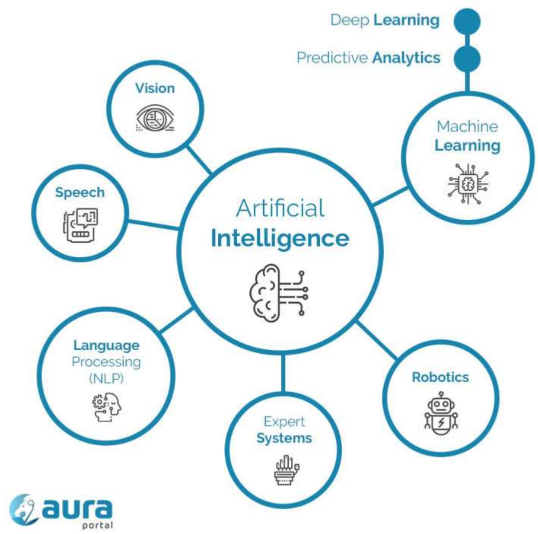
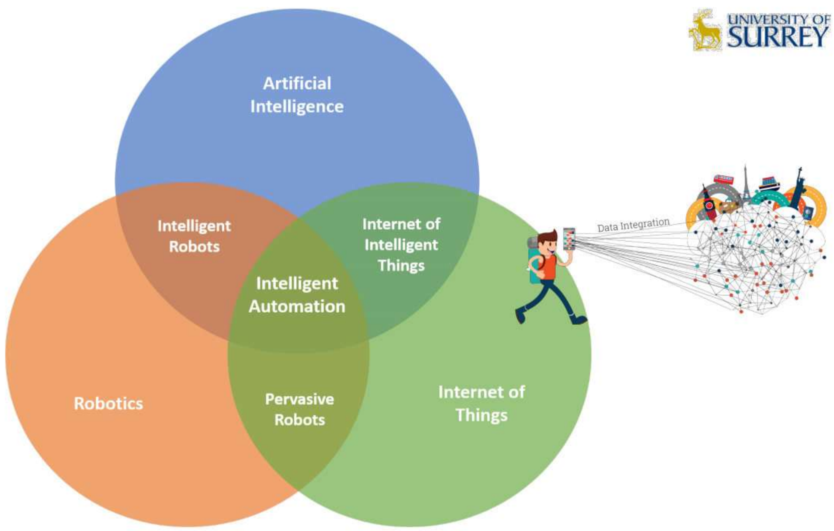
AI is the new electricity.

– Andrew Ng





The COVID-19 Pandemic

Impacts on Travel & Tourism

Roles of technology.

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https://www.travelpulse.com/news/travel-technology/how-technology-will-reshape-the-hotel-industry-post-covid-19-pandemic.html

http://satoriinteractive.com/blog/get-in-touch-with-the-touchless-hotel-experience-of-the-future/

https://globetrender.com/2020/04/26/germ-killing-robots-hotels-coronavirus/

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A Challenge for
AI and Tourism (Post-COVID) Future:
Sustainability Transitions

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The best way to predict the future is to create it.

– Peter Drucker

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Travel Futuring

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Social Futuring

Social entities recognizing their capability to interpret, envisage, influence, and generate future changes, and prepare for their strategic treatment.

– Szántó (2018)

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Finding Sustainable Transition Pathways

*Patterns of changes in **socio-technical systems** unfolding over time that lead to new ways of achieving specific societal functions.

Turnheim et al., 2015

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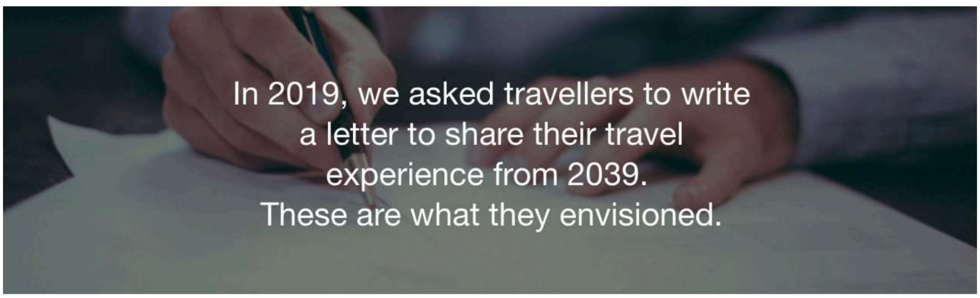
TRAVEL IN 2039

LETTERS FROM THE FUTURE



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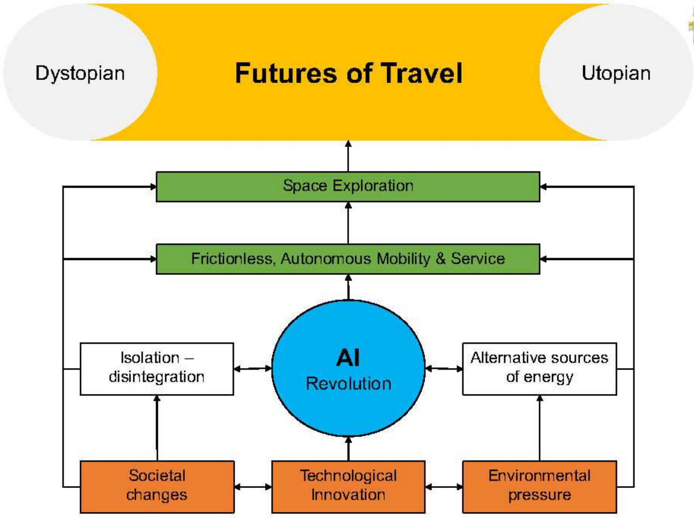
"Drip irrigation has worked a miracle, the technology which takes water vapour from space and turns into droplets has made sure there is **abundance of food on the moon**."

"The Airbnb is run by a Chinese family who were sent here when **China was overpopulated in the 2020s** and they moved to the moon…"



Letters from the Future

Key Lessons

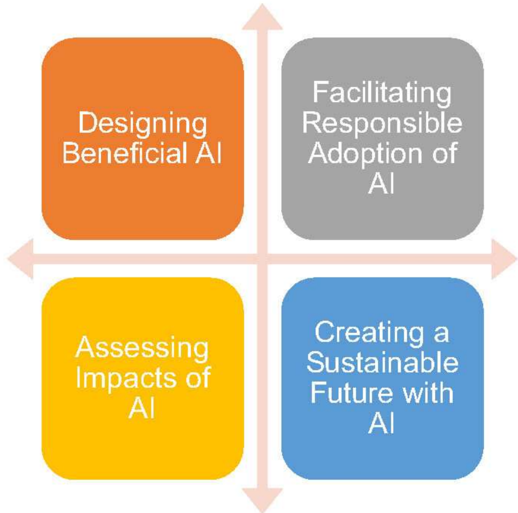
Needs for travel.

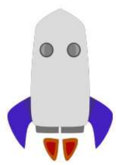
Concerns for ~~the environment~~ humanity.

Roles of technology.

- Travel facilitation
- Automation and assistance
- Replacing portions of travel
- Finding alternative sources of energy
- Accurate projection of travel impact

Robust AI
Responsible AI – AI4Good
Inclusive AI – AI4ALL
"Humanity First" – AI4Life





Let’s Shape the Future, Together.

Thank You.

i.tussyadiah@surrey.ac.uk

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PAPERS

SUB THEME

PEOPLE

Senior Entrepreneurs in Tourist Cities

Anna Farmaki[1], Elias Hadjielias[2], Prokopis Christou[3]
[1, 2, 3] Cyprus University of Technology, Cyprus
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1. Background and Goals

Senior entrepreneurship has received scant attention within tourism, despite seniors being recognized as a promising entrepreneurial group that plays an important part in economic activity as population ages (Amoros et al., 2013). Within tourism, the importance of senior entrepreneurs is unquestionable, as they often become part of the tourist experience enhancing the perceived authenticity of places (Ram et al., 2016), especially city centers that draw many tourists. The aim of this study is to examine senior entrepreneurs to understand: a) what drives their entrepreneurial activity and b) the ways in which senior entrepreneurship interferes with the reconstruction of tourist places. In so doing, we draw from place embeddedness theory in an attempt to gain insights on how senior entrepreneurship influences the identity of cities aiming to attract tourists.

2. Methods

Semi-structured interviews were performed with senior entrepreneurs based in Nicosia, Cyprus. The interviews lasted from November 2019 to June 2020 (with an interruption of 3 months due to a COVID-19 related lockdown) and took place in the location of the informants' businesses, which were located within the town center. The interviewees were initially purposively selected based on the following criteria: a) they had to be above 65 years of age and b) they had to maintain a business of their own in the region of study. Data saturation was reached at 27informants who agreed to participate in the study. The majority of these were male with only 2being female, their age groups ranged from 66 to 84years old and their enterprise varied from retail to services. Each interview lasted approximately 30minutes, with questions being framed according to the research objectives. For instance, questions on the drivers for continuing entrepreneurial activity were asked. In addition, we asked informants to elaborate on the conditions influencing their entrepreneurial activity, making particular reference to self-identity with the entrepreneurial place. Thematic analysis was used to analyze data whereby emerging topics were grouped into interrelated themes, following Gioia et al.'s (2013) approach.

3. Expected Results/Conclusion/Contribution

Study findings indicate that informants vary in entrepreneurial mindset. Many seem to be 'business owners' that continue to operate their businesses despite failing to make any profits. Senior 'business owners 'are largely motivated to continue their activity even past retirement age due to perceived wellbeing, loneliness and socialization gained. In the words of an informant [male, 83, dry cleaner] "*it feels odd to stop working when you have worked all your life...so instead of retiring I decided to keep the business. I don't make any profit but I like to come here and watch the people pass by, talk to other shop owners in the area and exchange news...*". Another factor that seems to have enabled 'business owners' to continue their activity is the low rent they pay for the business property. Several informants, though, emerge as 'enduring entrepreneurs' that have diversified their entrepreneurial activity as a result of market changes and the area's transformation into a tourist place. For example, informants commented on how the decline of key sectors (i.e. textiles) led them to turn into increasingly popular tourism-related businesses. As an informant [male, 66, antique seller] said, "*to pay the bills I decided to go into antique selling, I collect traditional Cypriot items which foreigners love to buy as souvenirs*". Motivated by economic survival, these informants' pursuits for more profitable avenues of entrepreneurship are a reflection of the area's touristification.

In this sense, seniors appear to be embedded in tourist places which influences their entrepreneurial activity either passively or more actively, contributing in turn to its perceived authenticity. Indeed, given the strong socio-economic links of seniors to their place of activity, their business activity – although idle – stands as a reminder to visitors of a bygone era of city centers before they turned into tourist spots. Similarly, seniors' entrepreneurial activity is an indication of not only how the context shapes entrepreneurial activity but also of their important role fostering and supporting city tourism; calling for appropriate training and support being offered to different types of senior entrepreneurs.

Keywords: Senior entrepreneurs, Place embeddedness, tourist cities, Cyprus

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Hotel Employees' Ability and Willingness to Work during COVID-19

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1. Background and Goals

A pandemic, defined as the "worldwide spread of a new disease" (WHO, 2010), has the potential to influence the number of employees who report to work. Beyond fear of personal safety, however, work absenteeism might also be the result of personal obligations that challenge and possibly override professional ones. This might result in absenteeism in healthy workers who choose to stay home to care for family responsibilities or other personal matters (Gherson et al., 2010). Non-illness absenteeism resulting from both lack of ability and willingness combined with illness-related absenteeism could therefore significantly reduce available workforce. Prompted by this literature and the absence of relevant studies within hospitality crisis management (Hu et al., 2020), this study reports the results of a qualitative study exploring hotel frontline employees' views about working during the COVID-19 pandemic. The study was conducted in Greece during the early appearance of COVID-19 in the country.

2. Methodology

Participants were recruited from the Tourism Management postgraduate course at the Hellenic Open University because they provided an easily accessible segment of the hospitality labour market. The final sample consisted of 32 participants, purposively selected with a view to getting as wide a range of professional roles as possible, including a mix of age, gender and seniority. All participants were frontline hotel employees with customer contact responsibilities (e.g. receptionists, waiters, concierges). Four focus groups were planned, each group with eight participants. Sessions were completed and recorded over a web-conference service. Data collection took place between 2 and 15 March 2020. At that time, the number of COVID-19 confirmed cases were 331, 4 deaths (as of March 15 – Wordlometer, 2020). On March 22 the operation of all hotels was suspended nationwide, which was not foreseen at the time of the research. Data were analysed using thematic analysis, whereby with blocks of verbatim extracts from the transcripts, re-organised and cross-referenced to allow the identification of common themes.

3. Findings/Conclusions

Frontline hotel employees in our study tended to feel a sense of professional duty to work during the COVID-19 pandemic. In fact, not attending work while being healthy was seen by the majority as morally wrong and frustrating. There were, however, a number of barriers that impacted on this sense of duty. These emerged as either barriers to ability or barriers to willingness to work. Perceived barriers to the ability to report to work included contracting the coronavirus, transport-related issues (unwillingness to commute to work via public transport, lack of motorised transport), and child/eldercare responsibilities. Perceived barriers to the willingness to work included: concerns about bringing the virus home; prioritising family obligations over work; a perceived lack of employer pandemic planning; and an erosion of goodwill in the employer as a result of poor working conditions and neglecting employees' needs. The distinction between barriers to ability and willingness, nevertheless, is not easy to draw.

Even though our participants tended to believe that they should continue to work through the COVID-19 pandemic, there are barriers to their ability and willingness to work, which may lead to severe hotel workforce shortages during pandemic situations. More specifically, employees who are able to work may be unwilling to report to duty. As such, it would appear that barriers to work may be conceptualised as lying along a continuum ranging from negotiable to insurmountable barriers with increasingly harder choices in-between. For example, using private childcare may be impossible to afford for those with lower income. In this case, childcare responsibilities are likely to be perceived as a barrier to ability. The decision to work is therefore likely to differ for each individual, depending on a combination of personal circumstances, beliefs and external constraints (perceived or actual). Study findings suggest a number of possible strategies that may achieve this which include taking measures of infection control in customer areas, developing a policy of communication, and facilitating employee transport.

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Literary Visitors' Motivations and Experiences: The Case of Hafez Tomb in Shiraz, Iran

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1. Background and Goals

Literary tourism, which have been regarded as a niche within cultural and heritage tourism (Busby & Shetliffe, 2013), refers to the production and consumption of places, landscapes, museums, historic houses, and graves associated with published creative writings and/or their authors (Robinson, 2014, p. 1). Although not provided any statistical evidence, Hoppen, Brown, & Fyall (2014) have emphasized the economic potential of literary tourism and its importance for destination promotion and image creation.

Despite increasing number of studies conducted on the literary tourism in the last couple of decades (Busby & Shetliffe, 2013; Hoppen et al., 2014), there is still lack of research in this area, especially in relation to the developing Asian countries (Hoppen et al., 2014; Yu & Xu, 2018). Furthermore, little research has been done on the motivations and experiences of literary sites' visitors (Busby & Shetliffe, 2013; Herbert, 2001).

Persian literature is one the world oldest literatures and many well-known poets, like Ferdowsi, Saadi, Hafiz, Attar, Nezami, Rumi and Omar Khayyam, were born and lived in Iran. Shiraz is a famous tourist destination besides is the home to two great Iranian poets, Hafiz and Saadi. Due to the city potentials, local government has managed to register it as the UNESCO Creative City of literature (Torabi Farsani, Saffari, Shafiei, & Shafieian, 2018). Statistics shows Hafiz tomb hosts on average 1.5 million visitors annually, more than any other historical attraction in Fars Province (Fars Annual report, 2017). The present study aims to understand the motivations and experiences of Hafiz tomb visitors, in order to assist site developers and marketers to satisfy the visitors and target the bigger market. Furthermore, authors are looking for a better understanding of Asian literary heritage destinations potential for developing literary tourism.

2. Methods

In this study, qualitative approach is used to investigate literary tourists' motivations and experiences. Semi-structured conversational interviews are used to identify the experience and motivation of the visitors. The interview is open-ended that took between 10 and 15 minutes. Using random sampling method to increase the validity by interviewing visitors with sufficient willingness, 37 domestic visitors with different age, sex and family structure (single and married) are interviewed. Interviews recorded where the interviewees allowed and in other cases noted by the researchers.

For analyzing motivations, inductive thematic analysis and for considering the experiences deductive thematic analysis is used. The deductive coding is conducted based on Orchestra model of tourist experience (Pearce, 2011). This model has five levels comprised of sensory experience, affective experience, cognitive experience, behavioral experience, and relationship. Kappa coefficient used to determine the reliability of interviews. Kappa coefficient in this study is 0.9, indicating a high level of agreement between the two coders.

3. Expected Results/Conclusion/Contribution

Results show more than two third of the visitors are motivated for the visit based on the pull factors of the site, both the physical atmosphere and the mental and affective connection with the poet and his poems. Visitors of this literary site are more representatives of romantic gaze rather than collective one (Urry, 1990). Besides, it seems that they approach the site with some degrees of moral gaze (Yu & Xu, 2018). Interestingly, these literary site visitors show enthusiasm toward literary-related activities that are not provided on site now that emphasis the need for better planning of such sites in countries like Iran with underdeveloped tourism industry. The main level of experience for literary visitors is the cognitive perception and learning experience, which is elaborated by their sensory experience of the physical atmosphere in alliance with their affections toward the poet in advance and on-site experience. Having literature as a bone of Persian culture running in everyday life of Iranians provide the tourism industry with a big latent demand. Providers need to be more creative to take the advantage of this great opportunity to satisfy this available niche market.

Keywords: Orchestra model of tourist experience, literary tourism, motivation, Iran, Shiraz, Hafez tomb

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How About Family and Children? A Case Study of Digital Nomads

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1. Background and Goals

Digital nomad is a term often used for professionals who use telecommunication technologies to earn a living and conduct their lives in a nomadic manner. This form of privileged and rapidly popularizing life-style mobility is the direct result of past decades' global developments, namely digitalization, economic accumulation and the more general freedom of movement for (some) individuals. Whereas digital nomadism has been considered a temporary and a generational trend, such lifestyle mobilities are increasingly becoming a more established and normalized way of life and including individuals with heterogeneous backgrounds. Furthermore, it has been shown that digital nomads make life arrangements, for instance, to maintain social relations and leisure activities adapted to being "on the move".

2. Methods

The preliminary insights are based on observation data and on the interview data of seven digital nomads conducted in a co-working space in Thailand late 2019. Six of the interviewees were single and one had opted for a mobile lifestyle together with his wife and their one-year old child. I will particularly focus on how the research participants talk about establishing family and having children in relation to their mobile lifestyle.

3. Expected Results/Conclusion/Contribution

In this paper, I provide insights into how such a mobile lifestyle affects digital nomads' life arrangements concerning family and social life. The paper provides new knowledge on the meanings attached to mobile lifestyles and discusses how mobility plays into digital nomads' social lives concerning family, children, and the establishment of social networks and relationships.

Keywords: digital nomads, life-style mobility, family life, children, social life

Community Based Tourism in Special Event : Music Tourism Ubud Village Jazz Festival

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1. Background and Goals

There are several types of tourism which shows a significant increase in specialization, namely Music Tourism. This study describe and identify the holding of the Ubud Village Jazz Festival as a Music Tourism Attraction in Ubud, community-based Bali.

2. Methods

The design of this study used a qualitative descriptive analysis method where the data collection methods used were in depth interviews with the Ubud Village Jazz Festival, observation, documentation and literature study. Data analysis uses the most basic and useful SWOT analysis to look at a topic from an angle or a problem from 4 different sides. This research focuses on music tourism attractions and public participation in the organization.

3. Expected Results/Conclusion/Contribution

The location of this research is in Ubud, Bali. The results of this study illustrate that the organization of this event is well identified starting from the administrative process, design, marketing, operational and risk aspects. The development strategy of the Ubud Village Jazz Festival also approaches the community to involve them in helping the event run and introducing Balinese culture through a culinary festival. In addition, another strategy used is to utilize cooperation with resorts in providing accommodation to meet the needs of tourists. Community participation there is significantly involved directly in the Ubud Village Jazz Festival event, seen from the planning, implementation, benefit receipt, monitoring and evaluation which they have done well and organized in broad outline.

Keywords: special event Music Tourism, Community participation, SWOT analysis

Measuring Tourist's Willingness To Pay in Kepulauan Seribu Marine National Park

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1. Background and Goals

Marine tourism is a tourism advantage in Kepulauan Seribu due to its marine natural potentials. Snorkeling, diving, fishing, banana boat, etc., are offered as marine tourism activities in Kepulauan Seribu. One of the residential islands that has beautiful landscapes with various natural potentials suitable for marine tourism development is Harapan Island. Harapan Island has aesthetic value of coral reef ecosystem which is considered to be still good. The cover condition of living coral is also included in the medium category (BTNKps 2018). The geographical location of Harapan Island which is close to other small islands makes snorkeling spots more numerous than other residential islands. Snorkeling spots on Harapan Island are Genteng Besar Island, Macan Gundul Island, Bira Besar Island, and Gosong Island. Package offered on Harapan Island is Island Exploration which consists of Bulat Island, Sepa Island, Perak Island, Genteng Kecil Island, and Dolphin Island (BTNKps 2018).

The cost of traveling to Kepulauan Seribu, especially to Harapan Island, is very affordable, between IDR 350,000 to IDR 400,000. This affordable cost makes Harapan Island a priority natural tourist destination for residents of Jabodetabek (Jakarta, Bogor, Tangerang, and Bekasi). Many tourism activities on Harapan Island have not only a positive impact on the local economy but also a negative impact on the environment. There are a lot of rubbish such plastic snack waste and damaged coral reefs in the snorkeling spots (Firmansyah and Hudjimartsu 2019). Physical contact of tourists, whether intentional or unintentional, with coral reefs while diving and snorkeling can have a direct impact on the condition of the coral reefs. Nature conservation efforts must become one of the management priorities, especially natural tourism, because tourists can have direct contact with nature so that tourism can be sustainable without destroying the aesthetic value of nature. According to Marjuka (2007), planning and managing development for the future requires a paradigm shift from a strategy of import substitution industry to become a resource-based industry. The awareness of managers, communities and tourists is needed in maintaining the preservation of tourist attractions. A decrease in environmental conditions will certainly greatly affect the desire of tourists to return to the tourism destinations. However, on the other hand, efforts to conserve or restore these affected ecosystems require a continuous effort that comes at a significant cost. This study aims to estimate the WTP of tourists to travel on Harapan Island. The design of this study used quantitative methods by collecting data through interviews and distributing questionnaires online.

2. Methods

Estimation of the price according to the WTP of tourists for traveling to Harapan Island of TNKpS requires a Contingent Valuation Method (CVM) analysis. CVM is used to measure the use values and the non-use values. This means that CVM will measure the value or price that tourists are willing to pay for the value generated from tourism activities on Harapan Island.

The stages in conducting research to determine WTP using the CVM approach in this study include (Hanley and Spash 1993):

1. Setting Up the Hypotetical Market

   The initial stage in running CVM was to create a hypothetical market and questions about the value of environmental goods/services. This hypoetetic market built a reason why people should pay for an environmental good/service where there was no value in currency regarding how much the environmental goods/services are. The hypothetical market should describe how the payment mechanism was carried out. The activity scenario must be clearly described in the questionnaire so that the respondent could understand the environmental items in question and the community's involvement in the activity plan. In addition, in the questionnaire, it was also necessary to explain the changes that would occur if there was a public willingness to pay.

2. Estimating the Value of the Offer

   Interviews were conducted to obtain the maximum value of the willingness to pay (WTP) of tourists using the payment card technique. This WTP value could be obtained by providing predetermined value options, so that the respondent only choosed one of the available values. This method was chosen to make it easier for tourists to choose the amount of willingness to pay according to what they wanted. The lowest price was IDR 10,000, while the highest price was IDR 100,000.

3. Agregating Data

   Data summation was the process by which the mean value of the offer was converted to the total population in question. After estimating the mean value of WTP, the total value of WTP from the community could be estimated using the following formula:

$$\text{EWTP} = \frac{\sum_{i=1}^{n=1} W_i}{n}$$

Where:
EWTP = Mean Value of WTP (IDR)
Wi = the i-value of WTP (IDR)
n = Number of respondents (people)
i = the i-respondent who is willing to pay additional costs for nature conservation (i = 1,2,…, n)

3. Expected Results/ Conclusion/ Contribution

The Contingent Valuation Method (CVM) approach in this study was used to analyze the respondents' WTP on efforts to conserve Harapan Island through additional costs. The results were as follows:

1. Setting Up the Hypothetical Market

   All respondents were given information about the environmental damage of coral reefs that occurred in Harapan Island, TNKpS. The damage to coral reefs observed by the researchers occurred due to the lack of knowledge of tourists about the use of snorkeling gear and how to snorkel properly.

   Respondents were also given information about the absence of costs for the utilization of natural tourism environmental services according to PP No. 12 of 2014 Article 1 (p). The Harapan Island Manager (Pokdarwis together with the Kepulauan Seribu National Park) plans to carry out a conservation program for Harapan Island by planting mangroves and corals. The manager expects the participation of Harapan Island tourists in terms of costs of which the funds will be used for implementing the program. Thus, the respondents knew the description of the hypothetical situation regarding the plan to increase costs for the conservation of Harapan Island.

2. Estimating the Value of the Offer

   The technique used to obtain the offer value was by asking questions, aiming to obtain the maximum value of the willingness to pay (WTP) of tourists using the payment card. The technique of getting the WTP value was done by providing a predetermined value options, so that the respondents only choosed one of the available values. This method was chosen to make it easier for tourists to choose the preferred amount of willingness to pay. The lowest price was IDR 10,000, while the highest price was IDR 100,000. The lowest - highest price range was based on the non-tax state revenue (PNPB) set by TNKpS, namely IDR 7,500 on weekends and IDR 5,000 on weekdays, so that researchers took IDR 7,500. The highest price was obtained from the price of the tour package offered (IDR 350,000 - IDR 400,000), so that researchers took the lowest price of the tour package price (IDR 100,000).

3. Agregating Data

   A total of 100 respondents were asked for their opinion regarding willingness to pay additional costs. Eighty-four respondents (84%) stated that they were willing to pay, while the remaining sixteen (16%) stated that they were not willing to pay because they thought that the management of the natural conservation of Harapan Island is the responsibility of the manager and local government. It should be the managers and local governments who provide an appropriate budget for the preservation of Pulau Harapan's nature.

The mean value of the respondents' WTP was calculated based on the data of the respondent's WTP distribution. This value was obtained from the number of respondents who paid the i-value of WTP (frequency), divided by the cumulative number of respondents, then multiplied by the respective WTP values.

4. Determining the Total WTP

   The implementation of additional costs for nature conservation in accordance with the average WTP of tourists (total WTP value) could be used to estimate the number of tourists and manager's acceptance.

   The number of tourists (domestic and foreign) per year was obtained from the proportion of tourists who were willing to pay the designated costs, multiplied by the number of visits in a year in Harapan Island, Kelapa Island, and Kelapa Dua Island in 2019 (87,994 visits). The prices set in this study were still within one year.

   Conservation efforts carried out by the Kepulauan Seribu National Park include programs for coral planting, mangrove arboretum activities, seagrass, animal rescue/eagle rehabilitation assistance, and semi-natural conservation of hawksbill turtles. These conservation efforts certainly require large costs (Table 3); thus, the result of the WTP is expected to help preserve nature on Harapan Island. The following is the amount of budget used by BTNKpS in carrying out conservation efforts in Kepulauan Seribu.

Keywords: Kepulauan Seribu Marine National Park (TNKpS), Harapan Island, Contingent Valuation Method (CVM), Willingness to Pay (WTP)

Implementation Model Sustainable Event Conference At MICE in Bali

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Bali is a suitable place to hold conferences both nationally and internationally but as we know that Bali one of the provinces in Indonesia, surprise that Indonesia still below other countries in the ASEAN region, the International Congress and Convention Association (ICCA) (2019). This study aims to analyze the effect of sustainable event conference from two variables: (1) *service quality* and (2) *green meeting*s on the satisfaction of *conference* participants in Bali.

This research used quantitative research methods, the population of the research is the participant's conference from abroad and within the country with accidental sampling by distributing 320 questionnaires to conference participants at the Nusa Dua and Kuta locations which are determined based on the requirements of the number of indicators with SEM analysis using the AMOS program. The results of this study indicate that service quality and green meetings affect the satisfaction of conference participants. This research concludes that service quality and the green meeting is very important in a conference event because it affects the satisfaction of conference participants in Bali

Keywords: Service Quality, Green Meeting, Conference, Bali

Examining the Theory Planned Behavior to Wildlife Tourism

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Wildlife tourism has attracted the human intention to interact with the local animal in natural habitats. It offers the tourist a chance to develop memories and experiences in exploring the wildlife environment. Meanwhile, the provincial government applied for a premium membership program for visiting the wildlife destination. This study examines the theoretical arguments and hypotheses towards the theory of planned behavior variables. The online survey was sent to the potential tourist who raised the issue through the travel websites from the international and domestic forums. The model was tested with PLS-SEM Analysis to assess the validity, reliability, and examine the hypothesis. The result has shown that online discussion significantly impacts the wildlife image and intention to visit. These empirical results can help the local government develop a tourism destination strategy to increase the local economy.

Keywords: Theory of Planned Behavior, Online Discussion, Wildlife Tourism, Intention to travel.

Village Tourism; Increasing Participation of Local Communities in Bagak Sahwa for Their Life Welfare Improvement

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1. Background and Goals

The high involvement of communities will bring significant impact to their welfare as well as developing the quality tourism in potential destination, such as in Bagak Sahwa Singkawang, West Kalimantan. The objective of this study is to analyze how the community participation can be developed effectively. Secondly, to formulate potential community empowerment model as effective model for quality tourism destination in the near future.

2. Methods

The qualitative approach was chosen in this study with strongly emphasis descriptive evaluation pertaining the community participation development. It also focus to a diverse pattern of community development. Utilizing the participation of communities and stakeholder concept was worthwhile in formulating the community empowerment model. This model is crucial to support the effort on developing quality tourism for Bagak Sahwa and therefore contribute to the sustainability of other tourism village destination in Indonesia.

Several data were taken through structured in-depth interview, Focus Group Discussion as well as literature study in this study. In-depth interviews were conducted in two ways, structured and semi-structured.

3. Expected Results/Conclusion/Contribution

The study revealed that the participation of community is critical to improve their life welfare. It is the fact the development of community participation in some tourist village destination in Indonesia is considered low and need some efforts to increase it. The community involvement in Bagak Sahwa were still need to be developed, however their existence was successfully support the local government to prevent and control the transmission of Coronavirus on the communities, maintaining surveillance, independent isolation.

This study also found several types of community empowerment model in the development of tourist villages in Bagak Sahwa. The model earns potential advantage in promoting and strengthening community support and participation to the effort in minimizing pandemic threats. In the new normal situation, this also support the quality of relationships between the best practice of tourist, community,

and environmental to achieve high quality tourism and therefore contributes significantly to minimize pandemic diseases. The community empowerment model generated through this study could be effectively applied in some potential villages tourism to enhance the quality tourism destination in the near future. Their presence become a key factor of the growth of Indonesia’s tourism. It also brings a significant impact to the progress of Small Medium Enterprises (SMSs) across the archipelago during and post the pandemic.

Keywords: village tourism, participation of community, welfare improvement

Demographic Determinants of Visitor Fear in Trader Harassment Situations

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Abstract

The goal of this study was to determine the demographic factors likely to predict the extent to which a visitor would report being afraid during a trader harassment (TH) episode when the intensity of TH experienced is statistically controlled. The study was significant as it could lead to more targeted approaches being used to reduce visitors' negative interactions with micro-traders at destinations. Six demographic factors were examined, the visitors': age, gender, income level, education level, prior visit, and type (domestic versus international). Five hundred and ninety five surveys were analyzed using factor and multiple regression analyses. Gender and type (domestic versus international) were found to be significant predictors of the extent to which a visitor would report experiencing fear during TH with female and domestic visitors reporting significantly higher levels of fear than their male and international counterparts.

Keywords: Visitor harassment, tourist harassment, emotions, fear, demographics, traders

1. Background and Goals

The following are a few important facts about trader harassment (TH) of visitors of particular importance to the present study. First, prior to the novel Corona virus (COVID-19) pandemic, the phenomenon was reported around the world, such as in Europe, the Middle East, Asia, the Pacific Islands, Africa, North America, and South America. For example, the phenomenon has been reported in France (Kateja, 2018), Turkey (Dogan News Agency, 2010), Vietnam (Danang Today, 2012), Fiji (Narayan, 2017), South Africa (Christiandlarsen, 2016), the United States (News.com.au, 2017), and Mexico (Yucatan Times, 2017). Second, despite its prevalence globally, prior to the COVID-19 pandemic, the phenomenon is one of the least researched areas in tourism. Third, prior research has named 26 ways micro-traders harass visitors such as by trailing them and hurling expletives at them (A. Nicely & Mohd Ghazali, 2014). Fourth, the types of micro-traders who oftentimes engage in these practices include but is not limited to taxicab drivers (Harris, 2012), food vendors (Thomas, 2017), craft traders, (A. Nicely & Mohd Ghazali, 2014), beach chair renters (Jean87510, 2014) among others. Although the phenomenon is at miniscule levels globally, unfortunately the problem is expected to return post COVID-19.

One reason TH of visitors is of particular concern to tourism officials globally is the practice sometimes result in visitors being afraid. In fact, of all the basic emotions associated with TH of visitors at destinations (i.e. anger, fear, and sadness), fear is oftentimes the most prevalent emotion reported (A. Nicely & Mohd Ghazali, 2014; Skipper, 2009). At the moment, in 2020, there is no comprehensive model for predicting visitors' emotion response to the phenomenon. In addition, there is only one known study that looked at connections between visitors' demographic background and their fear in visitor harassment (VH) situations (Henthorne, George, & Smith, 2013). However, this study only looked at the demographic factor, prior visit, and at the association between the two constructs on a single island (Henthorne et al., 2013). In this study as well, the intensity of TH the visitor experienced was not determined and statistically controlled (Henthorne et al., 2013).

The goal of the present study was to build on Henthorne et al. (2013) earlier work and look at connections between other demographic features and visitors' fear during TH at a destination. Six demographic features were examined, the visitors' age, gender, income level, educational level, type (domestic versus international) (T-D/I), and prior visit. And the intensity of TH the visitor experienced was determined and statistically controlled (Figure 1). In addition, a global sample of persons who visited various destinations around the world was also used. The intensity of TH the visitor experienced was determined and controlled as it was expected that the more intense the TH experienced (that is, the more intense the trailing, calling, pushing, pulling etc. the visitor experienced), the greater the likelihood he or she would experience fear.

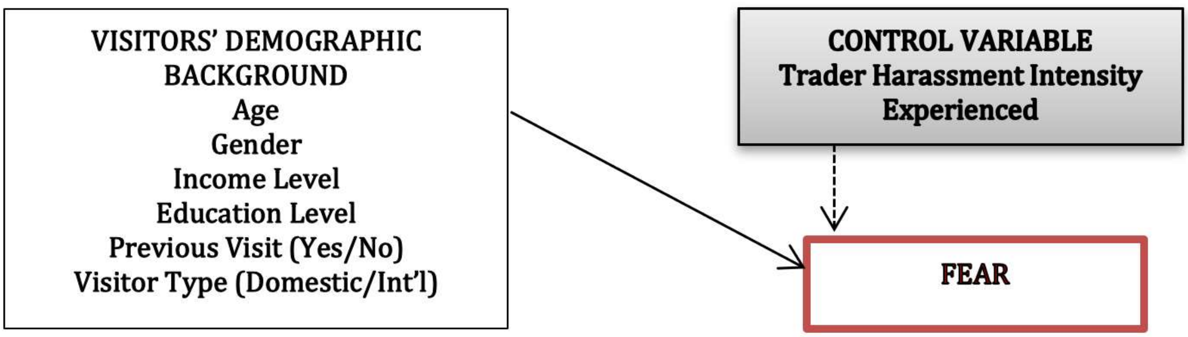

Figure 1. Study's direction

This study was significant for two reasons. It was the first attempt at developing a predictive model for visitors' emotion response to TH, starting with a few core demographic factors and a key consumer emotion. The study was also significant as it could lead to more targeted approaches to TH of visitors at destinations.

The focus of the present study was on demographic predictors of fear in TH settings. It did not explore other predictive factors. Additionally, the study focused on determining key demographic factors that may be linked to visitors' anger response in TH situations, not in ascertaining why.

Trader harassment (TH) is an unwanted or undesired selling behavior directed toward a visitor by one or more micro-traders at a destination (Annmarie Nicely & Morrison, 2019). Meanwhile, *trader harassment intensity* (THI) is the extent to which the negative micro-trading behavior the visitor experienced was extreme. *Age* is the length of the visitor's existence on Earth in years. *Gender* is whether the respondent identified him or herself as being male or female. *Income level* (IL) is the amount the visitor earned in one year at the time of the study, in United States dollars. *Education level* (EL) is the highest level of formal schooling the visitor completed at the time of the study. *Prior visit* is whether or not the respondent visited the destination before the TH incident experienced and described. *Type of visitor (domestic versus international)* (T-D/I) is whether the visitor was a domestic or international visitor at the time of the TH incident described. And a domestic visitor is someone who visits a destination in his or her country of residence. Meanwhile, an international visitor is someone who visits a destination in a country other than his or her country of birth or residence. Finally, *emotion* is a natural psychological and physical reaction a person experiences when he or she interacts with various elements in the environment (Psychology Notes HQ, 2020) such as with micro-traders at a destination.

According to previous research, a customer's background does influence how he or she interprets a product or service encounter such as the consumer's age, gender, educational level, social class, and travel experience etc. (Baloglu & McCleary, 1999; George, 2010; Verbeke, 2005). One authentic way consumers reflect their interpretation of a product and service received is through their emotion response. Earlier Skipper (2009) studied associations between visitors' demographic background and their emotion response to VH. However, the researcher examined the visitors' emotion response collectively and not separately. In other words, the researcher looked at associations between visitors' demographic background and the extent to which they felt annoyed, unhappy, angry, and unsafe as well as threatened, and victimized combined (Skipper, 2009). This therefore is one of the first studies to isolate and examine one of the emotions commonly associated with VH (A. Nicely & Mohd Ghazali, 2014; Skipper, 2009) independently.

Types of Individuals Most Prone to Fear in General

Fear is a short-term intense emotion triggered by the detection of something dangerous or a threat (American Pychological Association, 2020). Some visitors do experience fear during TH (A. Nicely & Mohd Ghazali, 2014). However, what remain unknown are the types of visitors most prone to fear in TH situations.

Numerous studies have found a direct connection between age and fear, with fear more likely among older individuals than younger ones (such as of fear of crime, personal harm, personal loss) (Braungart, Braungart, & Hoyer, 1980; Hem, Iversen, & Nysveen, 2003; Jeffords, 1983; Vauclair & Bratanova, 2017). Another study found an inverted u relationship between age and both fear of personal loss and personal harm. For the former, personal loss, maximum level of fear occurred at 45 years of age and for the latter, personal harm, the maximum level of fear occurred at 23 years of age (Moore & Shepherd, 2006). TH of visitors can result personal loss and personal harm and hence the fear of both. Prior to the present study no other had looked at connections between age and fear in TH of visitor contexts. Using prior studies, largely outside the area of TH as a guide (Braungart et al., 1980; Hem et al., 2003; Jeffords, 1983; Vauclair & Bratanova, 2017), the following was hypothesized.

H1: The older the visitor the significantly higher will be the extent of fear reported, when the intensity of TH the visitor experienced is statistically controlled.

Numerous studies have also found a connection between gender and fear or risk perception with significantly more women reported experiencing fear than men in challenging situations such as crime (Boldis, San Sebastian, & Gustafsson, 2018; Braungart et al., 1980; Heimtun & Abelsen, 2012; Lepp & Gibson, 2003; Mura & Khoo-Lattimore, 2012; Smith & Torstensson, 1997; Vauclair & Bratanova, 2017; Yang, Sharif, & Khoo-Lattimore, 2015). To date no other study looked at differences in fear levels across male and female visitors in TH situations at destinations. The following was therefore hypothesized.

H2: A female visitor will report significantly higher levels of fear than her male counterpart, when the intensity of TH the visitor experienced is statistically controlled.

Meanwhile studies, largely in the area of healthcare, have found a link between education level of patients and fear with higher levels of fear being reported among patients with low levels of education (Goettems, Schuch, Demarco, Ardenghi, & Torriani, 2014; Taylor, Agho, Stevens, & Raphael, 2008). Unfortunately, Skipper (2009) did not look at associations between visitors' education level and their emotion/feeling response to VH. The following was therefore hypothesized.

H3: The lower the visitor's education level the significantly higher will be the extent of fear reported, when the intensity of TH experienced is statistically controlled.

Studies have also found connections between income levels and fear with levels of fear being higher among persons with low incomes (Boldis et al., 2018; Goettems et al., 2014). Actually, this was the case both in health care (Goettems et al., 2014) and crime situations (Boldis et al., 2018). However, Skipper (2009) again did not examine associations between visitors' income level and their emotion/feeling response to VH. The following was therefore hypothesized.

H4: The lower the visitor's income level the significantly higher will be the extent of fear reported, when the intensity of TH the visitor experienced is statistically controlled.

Prior visit was also expected to have a link to fear due to the factor expectancy. A number of studies support a link between expectancy and fear, in particular between expected anxiety and fear. In fact, previous researchers found expected anxiety to be a predictor of fear (Kirsch, Tennen, Wickless, Saccone, & Cody, 1983; Reiss, 1991; Schoenberger, Kirsch, & Rosengard, 1991). When expected anxiety increased, fear increased (Kirsch et al., 1983; Reiss, 1991; Schoenberger et al., 1991). The studies used *theory of anxiety expectation* as their basis and all examined phobias, the first two fear of snakes (Kirsch et al., 1983; Schoenberger et al., 1991) and the latter simple phobias (Reiss, 1991). Studies largely in the area of VH found greater concern for safety among first time visitors than repeat ones (Henthorne et al., 2013; Skipper, 2009). First time visitors, because of uncertainty, may experience higher expected anxiety levels than repeat ones. Hence, the following was hypothesized.

H5: A first time visitor will report significantly higher levels of fear than a repeat visitor, when the intensity of TH experienced is statistically controlled.

Research also suggests possible links between local knowledge of crime and general fear of crime. For example, Ross and Jang (2000) found that living in neighborhoods characterized by disorder (such as crime, vandalism, graffiti, noise, dirt, and drugs) leads to mistrust and fear of victimization. Meanwhile, Barker et al's. (2003), whose study looked at event tourism in New Zealand, found domestic visitors had a greater fear of crime than international ones; a finding that suggests significant local knowledge of TH may be an important determinant of the extent to which a visitor would experience fear during TH. The following was therefore hypothesized.

H6: A domestic visitor will report significantly higher levels of fear than an international one, when the intensity of TH the visitor experienced is statistically controlled.

To summarize, the following was therefore expected at the start of the study. Visitors who were older, female, with low education and income levels, first time traveler to the destination, and local visitors would report significantly higher levels of fear during TH than visitors with opposite demographic features. Therefore, six hypotheses were posited at the beginning of the study.

2. Methodology

To achieve the study's objective a correlational study was conducted. Two separate surveys were used to ascertain the following: the visitors' demographic features, where they experienced TH, the intensity of the TH they experienced, and the extent to which they felt fearful during a TH incident. The results of the analyses were then compared.

Sample and Population

The target population for the study was persons 18 years and older and experienced harassment by a micro-trader while at a destination. Two samples were gathered. Data for both samples were collected using online surveys. Sample 1 was assembled using snowballing. Meanwhile for Sample 2 the survey panel, Amazon Mechanical Turk (MTurk), was used. Amazon MTurk is an online platform where persons (Turkers), once they meet the criteria, will complete the survey for remuneration. Amazon M-Turk is commonly used for psychological studies (Downs, 2018). US$1 was paid for each survey gathered through Amazon MTurk. Hence, non-probability data gathering techniques were used for both samples. All the surveys used were designed and administered using the software, Qualtrics. For Sample 1, the data were gathered between 2015 and 2016. And for Sample 2 the data were gathered in 2019. Amazon MTurk, while a good source of inexpensive high quality data, their data has been found to be less reliable than traditional sources (Bentley, Daskalova, & White, 2017; Buhrmester, Kwang, & Gosling, 2011; Rouse, 2015) hence why two samples were used.

Instruments Used

Two surveys were designed and used. Survey 1 included 42 items and Survey 2 41 items. Listed in Table 1 are the questions used in both surveys. Survey 2 was an improvement to Survey 1. For example, the measure for fear was changed from a 7-point scale to an 11-point scale. The measures for TH intensity were also improved. In Survey 1 16 broad types of TH behaviors were listed from which the respondents were asked to select the ones experienced, and then reflect the frequency and aggressiveness of those experienced. For example, "a vendor, tour guide, taxicab driver etc. at the destination made physical contact with me when requesting business (such as pushed or pulled me etc.)". The descriptors used in Survey 1 came from Nicely and Mohd Ghazali's (2014) earlier qualitative study on TH f visitors in Jamaica. In Survey 2 these broad types were replaced with terms visitors used to describe the TH experienced on the popular travel blog, TripAdvisor, terms such as "forcing", "threatening", "irritating" among others. A total of 32 descriptors of TH behaviors at destinations as experienced by visitors were used to ascertain the intensity of TH the respondents' experienced while at the destination.

To ensure the face and content validity of the two surveys a number of steps were taken. For example, both surveys were reviewed by a team of tourism experts and adjustments made. They reviewed the survey items for relevance, clarity, and coverage. The surveys were then pilot tested and further adjustments made. The TH intensity measures used were adapted from a previous VH study (A. Nicely & Mohd Ghazali, 2014), in the case of Survey 1, and from blog posts made by travelers, in the case of Survey 2.

Measures were also taken to ensure the accuracy of the survey responses. For example, the respondents were asked to base their responses on their own experience with TH at a destination, not on the experience of others. The respondents were asked as well to focus their response on their most recent experience with TH at a destination over the last five years. Confidentiality of the subjects' responses was also ensured at the beginning of the survey. In addition the critical construct, TH, was defined at the beginning of the surveys and examples provided throughout the document.

Table 1. Surveys used described

Sections of the Surveys	Constructs	Survey 1	Survey 2
		Number & Type of Questions	**Number & Type of Questions**
Demographic Factors	Age	1: Closed-ended ordered	1: Closed-ended ordered
	Gender	1: Closed-ended unordered	1: Closed-ended unordered

	Income Level	1: Closed-ended ordered	1: Closed-ended ordered
	Education Level	1: Partially closed-ended ordered	1: Partially closed-ended ordered
	Visitor Type	2: Open-ended *1: TH location* *1: Country of Residence*	1: Closed-ended unordered
	Prior Visit	1: Open-ended	1: Closed-ended ordered
	Country of Birth (Nationality)	1: Open-ended	1: Open-ended
Emotion Factor	Fear	1: 7-point rating scale from 1 or "not at all" to 7 or "extremely"	1: 11-point rating scale from 0 or "not at all" to 10 or "extremely"
TH Intensity Factors	-	-	32: 11-point rating scale from 0 or "not at all" to 10 or "extremely"
	TH Frequency	16: 5-point rating scale from 1 or "very rare" to 5 or "very frequent" *Note: Respondent was required to select the TH behavior experienced. Then rank the frequency of the behavior. The highest TH frequency score was then used in the analysis.*	-
	TH Aggressiveness	16: 5-point rating scale from 1 or "not at all" to 5 or "extremely" *Note: Respondent was required to select the TH behavior experienced. Then rank the aggressiveness of the behavior. The highest TH aggressiveness score was then used in the analysis.*	-
TH Location Factor	TH Location	1 Open-ended	1 Open-ended
TOTAL QUESTIONS		**42**	**41**

Measures were also taken by Amazon MTurk to ensure the accuracy of their survey responses, in general. Turkers are given approval/rejection ratings and based on their score surveys would be assigned. Also, the company included in their process an attentiveness check to ensure Turkers complete surveys assigned accurately. Finally, for Sample 2, the measures for THI were determined using factor analysis and the internal consistency for each measure was ascertained using Cronbach alpha.

Data Analysis

All the data were analyzed using the software, the Statistical Package for Social Sciences (SPSS) 24. To determine the measures for TH intensity exploratory factor analysis was conducted and to ascertain the demographic predictors of fear while controlling the intensity of TH the visitor experienced multiple regression analysis, in particular backward stepwise analysis, was used.

3. Results and Discussion

Responses to 595 surveys were analyzed. For Samples 1 and 2, 328 and 267 were examined, respectively. Most respondents in both samples were from North America, 50.6% and 62.5%, respectively. However, the respondents were from 35 and 19 countries, respectively. The respondents in Sample 1 focused on TH incidents primarily in Latin America & the Caribbean (43.6%), East Asia (15.2%), and North America (14%). Meanwhile, the respondents in Sample 2 based their responses on TH incidents experienced primarily in North America (28.8%), Latin America & the Caribbean (18.7%), and Southern Asian (17.2) (Table 2). And the responses to both surveys were based on TH experienced in 43 and 45 countries and territories, respectively. Table 2 outlines important features of both samples.

Table 2. Samples described

Demographic Factors	**Factors Detailed**	**Sample 1 N = 328**		**Sample 2 N = 267**	
Age (years)	18-25	116	35.4%	29	10.9%
	26-35	70	21.3%	102	38.2%
	36-45	44	13.4%	68	25.5%
	46-55	47	14.3%	53	19.9%
	56-65	44	13.4%	9	3.4%
	66 +	6	1.8%	6	2.2%
	CND	1	0.3%	0	0.0%
Gender	Male	135	41.0%	131	49.1%
	Female	193	58.8%	136	50.9%
	CND	0	0.0%	0	0.0%
Highest Level of Education Completed	Before High School	5	1.5%	2	0.7%
	High School	62	18.9%	28	10.5%
	Associate Degree	26	7.9%	35	13.1%
	Bachelor’s Degree	123	37.5%	131	49.1%
	Master’s Degree	60	18.3%	63	23.6%
	Doctoral Degree	38	11.6%	8	3.0%
	Other	14	4.3%	0	0.0%
Annual Income (US$)	$0 - $20,000	126	38.4%	15	16.9%
	$21,000 - $40,000	53	16.2%	69	25.8%
	$41,000 - $60,000	43	13.1%	68	25.5%
	$61,000 - $80,000	41	12.5%	41	15.4%
	$81,000 - $100,000	26	7.9%	18	6.7%
	$100,000 +	30	9.1%	26	9.7%
	CND	9	2.7%	0	0%
Prior Visit	No	102	31.1%	198	74.2%
	Yes	215	65.5%	69	25.8%
	CND	11	3.4%	0	0%
Visitor Type	Domestic	81	24.7%	138	51.7%
	International	222	67.7%	120	44.9%
	CND	25	7.6%	9	3.4%
		Nationality	TH Location	Nationality	TH Location
N. Africa and SW Asia		2 (0.6%)	0 (0%)	1 (0.4%)	6 (2.2%)
S Asia		10 (3.0%)	8 (2.4%)	73 (27.3%)	46 (17.2%)
SE Asia		24 (7.3%)	26 (7.9%)	2 (0.7%)	9 (3.4%)
E Asia		64 (19.5%)	50 (15.2%)	0 (0%)	7 (2.6%)
Europe, Australia & New Zealand		24 (7.3%)	27 (8.2%)	14 (5.2%)	33 (12.4%)
Latin America & the Caribbean		35 (10.7%)	143 (43.6%)	9 (3.4%)	50 (18.7%)
North America		166 (50.6%)	46 (14.0%)	167 (62.5%)	77 (28.8%)
Sub Saharan Africa		2 (0.6%)	2 (0.6%)	1 (0.4%)	2 (0.7%)
Pacific Islands		0 (0.0%)	1 (0.3%)	0 (0.0%)	0 (0.0%)
CND		0 (0.0%)	0 (0%)	0 (0.0%)	37 (13.9%)

CND: Could Not Determine

TH: Trader Harassment

Measures for Trader Harassment Intensity

The measures used to ascertain the intensity of TH experienced by the survey respondents differed across the two samples. For Sample 1 two variables were used in the regression model to control the intensity of TH the visitors experienced and those were the frequency and aggressiveness of the micro-trading behavior. Meanwhile for Sample 2, exploratory factor analysis was conducted on 32 descriptors of TH of visitors. The descriptors were analyzed using Principal Component Analysis with Varimax (orthogonal) rotation. The analysis yielded five THI factors: bothersome, frequent, intimidating, illegal/immoral, and overcharging. The sub-constructs for each factor explained 20.45%, 17.83%, 11.47%, 13.62%, and 5.66% of the total variance, respectively. The sub-constructs were reliable measures of the factors as they attained Cronbach alphas of between 0.78 and 0.93 when the minimum required for internal consistency was 0.70 (Hair, Black, Babin, Anderson, & Tatham, 2006). Therefore, for Sample 2 five variables were used in the regression model to control the intensity of TH the respondents experienced.

Study Descriptives

Like in two previous studies (A. Nicely & Mohd Ghazali, 2014; Skipper, 2009), the present study also found fear to be important emotion response on the part of visitors in VH research. For Sample 1, the emotion achieved a mean of 4.12 on a seven-point scale where "1" means *not at all* and "7" means *extremely* (Table 3). Meanwhile, for Sample 2 the same emotion achieved a mean of 5.15 but this time on an 11-point scale where "0" means *not at all* and "10" *extremely* (Table 3). Another interesting finding was the dominance of TH frequency (or bothersome) over TH aggressiveness (or intimidating) across both samples. In both samples the mean for TH frequency was higher than the mean for TH aggressiveness (Sample 1 3.37 versus 3.31; Sample 2 7.84 versus 5.93) which suggest TH frequency was more prevalent at destinations than TH aggressiveness (Table 3).

Table 3. Sample descriptives

	Sample 1 (N = 328)					Sample 2 (N = 267)				
	Mean	**Med-ian**	**Std. Dev.**	**Mini.**	**Maxi.**	**Mean**	**Med-ian**	**Std. Dev.**	**Mini.**	**Max.**
Age	2.54	2.00	1.51	1.00	6.00	2.73	3.00	1.13	1.00	6.00
Gender *Male (0)* *Female (1)*	0.59	1.00	0.49	0.00	1.00	0.51	1.00	0.50	0.00	1.00
Education	3.91	4.00	1.30	1.00	6.00	3.93	4.00	0.99	1.00	6.00
Income	2.62	2.00	1.71	1.00	6.00	2.99	3.00	1.50	1.00	6.00
Visitor Type *Domestic (0) Int'l (1)*	0.73	1.00	0.44	0.00	1.00	0.47	0.00	0.50	0.00	1.00
Prior Visit *No (0)* *Yes (1)*	0.68	1.00	0.47	0.00	1.00	0.26	0.00	0.44	0.00	1.00
Fear	4.12	4.00	2.02	1.00	7.00	5.15	5.00	3.17	0.00	10.00
TH Frequency	3.37	3.00	1.02	1.00	5.00	6.78	7.13	2.14	0.13	10.00
TH Bothersome	-	-	-	-	-	7.84	8.29	1.87	0.86	10.00
TH Aggressiveness	3.31	3.00	1.04	1.00	5.00	-	-	-	-	-
TH Intimidating	-	-	-	-	-	5.93	6.00	2.85	0.00	10.00
TH Immoral/Illegal	-	-	-	-	-	5.30	5.67	2.75	0.00	10.00
TH Overcharging	-	-	-	-	-	5.99	6.50	3.11	0.00	10.00

Key

TH: Trader Harassment

Sample 1

- Emotion: Not At All (0); Extremely (7)
- TH Frequency: Very Rare (1); Very Frequent (5)
- TH Aggressiveness: Not At All (1); Extremely (5)

Sample 2

- Emotion: Not At All (0); Extremely (10)
- TH – Frequency, Bothersome, Immoral/Illegal, Overcharging: Strongly Disagree (0); Strongly Agree (10)

Age: 18-25 years (1); 66 or more years old (6)

Education Level: Before High School (1); Doctoral Degree (6)

Income Level: Less than US$21,000 per annum (1); US $100,000 or more per annum (6)

Visitors Who Reported Significantly Higher Levels of Fear during Trader Harassment

All six demographic factors the focus of the study were expected to be significant predictors of the extent to which the visitor would report experiencing fear during TH, when the intensity of the TH experienced is statistically controlled. However, only two demographic factors emerged as significant predictors. They were *gender* and *T-D/I*. For Sample 1, female (b = 0.92, $t(240)$ = 3.88, p = 0.00) and domestic visitors (b = -0.68, $t(240)$ = -2.35, p = 0.02) reported significantly higher levels of fear than their male and international counterparts. In fact, the fear levels reported by the female respondents in Sample 1 was 0.92 point higher than that of their male counterparts on a seven point scale ranging from “1” *not at all* to “7” *extremely.* Meanwhile, the fear level for domestic visitors was 0.68 point higher than that of international visitors on the same scale (Table 6).

For Sample 2 none of the demographic factors the focus of the study achieved statistical significance for fear but gender came somewhat close with female visitors reporting higher levels of fear than their male counterparts (b = 0.52, t(248) = 1.72, p = 0.09) (Table 3). Hence, the demographic factor likely to forecast a visitor’s response to TH with fear is gender. However, T-D/I is likely to be a significant predictor of fear as well even though this was not confirmed in the second sample.

The gender finding was consistent with the literature as previous studies also reported an association between gender and fear with females reporting significantly higher levels of fear than males (Boldis et al., 2018; Braungart et al., 1980; Heimtun & Abelsen, 2012; Lepp & Gibson, 2003; Mura & Khoo-Lattimore, 2012; Smith & Torstensson, 1997; Vauclair & Bratanova, 2017; Yang et al., 2015). The domestic visitor finding was also consistent with previous research as Barker et al. (2003) found higher levels of fear among domestic visitors when compared with international ones at an event in New Zealand. Listed in Table 7 are the hypotheses and those that were supported. The R squared for Sample 1 was 0.27 and for Sample 2 0.47(Table 3). Therefore, 27% of the variance for Sample 1 was attributed to variables in that model and 47% of the variance in Sample 2 was attributed to the variables in the second model. This significant difference in R square scores across both samples was due to improvements in the THI measures.

As expected, there were significant positive correlations between fear and all the measures of THI in both samples with the highest significant correlations with the THI measures, TH-aggressiveness (r = 0.45) and TH-intimidating (r = 0.64) (Tables 4 and 5). Both THI measures were also significant predictors in both models (Table 6). Despite the high correlations between the constructs there was no multicollinearity as TH-aggressiveness and TH-intimidating had Variance Inflation Factors (VIF) of 1.07 and 1.27, respectively. The required VIF score for multicollinearity is two or more (K2 Analytics, 2020).

Table 4. Correlation results for Sample 1(N = 246)

		Fear	2	3	4	5	6	7	8
2	Age	0.01							
3	Gender *Male (0)* *Female (1)*	0.17**	-0.16**						
4	Education	0.12*	-0.02	0.13*					
5	Income	0.04	0.59***	-0.23***	0.10				
6	Type *Domestic (0)* *Int'l visitor (1)*	-0.06	0.26***	-0.08	-0.10	0.37***			
7	Prior Visit *No (0)* *Yes (1)*	0.04	0.27***	-0.15**	-0.10	0.25***	-0.21***		
8	TH Frequency	0.14*	0.04	-0.04	-0.05	0.17**	0.13*	0.11*	
9	TH Aggressiveness	0.45***	0.07	-0.11*	0.07	0.15*	0.12*	0.17**	0.30***

*$p < 0.05$; **$p < 0.01$; ***$p < 0.001$

TH – Trader Harassment

Table 5. Correlation results for Sample 2 (N=254)

		Fear	2	3	4	5	6	7	8	9	10	11
2	Age	-0.05										
3	Gender *Male(0)* *Female(1)*	0.05	0.05									
4	Education	0.07	0.09	-0.25***								
5	Income	0.08	0.15**	0.07	0.20**							
6	Type *Domestic(0)* *Int'l visitor(1)*	0.12*	0.03	-0.01	0.05	0.14*						
7	Prior Visit *No(0)* *Yes(1)*	-0.13*	0.20**	0.03	-0.01	0.05	-0.18**					
8	TH Bothersome	0.35***	0.12*	0.13*	-0.06	0.08	0.10	0.11*				
9	TH Frequent	0.30***	0.09	0.14*	-0.09	0.14*	0.11*	0.07	0.73***			
10	TH Illegal/Immoral	0.48***	-0.11*	-0.21***	0.17**	-0.03	0.12*	-0.10	0.35***	0.26***		
11	TH Intimidating	0.64***	-0.10	0.04	0.07	0.07	0.07	-0.03	0.51***	0.39***	0.46***	
12	TH Overcharging	0.28***	-0.17**	-0.14*	0.09	-0.09	0.06	-0.02	0.31***	0.32***	0.63***	0.28***

*$p < 0.05$; **$p < 0.01$; ***$p < 0.001$

TH – Trader Harassment

Table 6. Summary of regression results for Samples 1 and 2 – Predictors of fear

Sample 1					**Sample 2**				
		B	***SE B***	***β***			***B***	***SE B***	***β***
$R^2 = 0.27$ $F = 21.85$***	(Constant)	0.77	0.48		$R^2 = 0.47$ $F = 44.1$***	(Constant)	-0.16	0.45	
	Gender	0.92	0.24	**0.22*** **		Gender	0.52	0.30	**0.08^**
	Income	0.10	0.08	0.09		Visitor Type	0.33	0.30	0.05
	Visitor Type	-0.68	0.29	**-0.15***		Prior Visit	-0.55	0.34	-0.08
	Prior Visit	-0.28	0.27	-0.06		TH Illegal/Immoral	0.29	0.06	**0.25*** **
	TH Aggressive	0.97	0.11	**0.49*** **		TH Intimidating	0.59	0.06	**0.52*** **

^p between 0.051 and 0.10; *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$

Gender: Male (0); Female (1)

Visitor Type: Domestic (0); International (1)

Prior Visit: No (0); Yes (1)

Table 7. Hypotheses supported and not supported

Hypotheses	**Link Expected**	**Sample 1**	**Sample 2**	**Decision**
H1:Age Fear	Direct	ns	ns	Not Supported
***H2*:Gender_ Fear**	**Gender**	**s**	**s^**	**Supported**
H3:Education Level_Fear	Inverse	ns	ns	Not Supported
H4:Income Level_ Fear	Inverse	ns	ns	Not Supported
H5:Prior Visit_Fear	1st Time Visitors	ns	ns	Not Supported
***H6*:Visitor Type_Fear**	**Domestic Visitors**	**s**	**ns**	**Supported**

ns: Not supported at the sample level; s^: Close to statistical significance

Conclusion

To conclude, the goal of the study was to determine demographic factors that could predict the extent to which a visitor would report fear during TH at a destination, when the intensity of the TH experienced was statistically controlled. Six demographic factors were examined. They were the visitors' age, gender, education level, income level, prior visit, and T-D/I. Two were found to be significant predictors of the extent to which a visitor would report fear during TH. Female and domestic visitors reported significantly higher levels of fear than their male and international counterparts. One reason domestic visitors might be more fearful during TH than their international counterparts is expectancy anxiety (Kirsch et al., 1983; Reiss, 1991; Schoenberger et al., 1991). Domestic visitors, because of their higher level of awareness of some of the actions of local micro-traders, are likely to experience greater levels of anxiety than persons with little or no knowledge of local micro-traders' harassing selling behaviors.

While gender and T-D/I emerged significant predictors of fear with Sample 1. Both did not emerge as significant predictors with Sample 2. Gender had a *p*-value of less than ten when the cutoff point for statistical significance was 0.05 and hence came somewhat close to statistical significance with Sample 2. However, T-D/I was far from statistical significance with a *p*-value of 0.28. The difference in results across both samples may be due to a multiplicity of factors not accounted for in the present study. Such as differences in the ratio of respondents: married and not married, from various cultures, and a slew of other factors.

Hence, this study was a precursory look at the link between demographic background and visitors' fear during TH. Further research is needed in ascertaining whether there are other demographic and non-demographic factors likely to explain high levels of fear among visitors during TH.

The present study fills an important gap in the scholarly literature. It is one of only three known studies to look at visitors' emotion response to TH situations (Henthorne et al., 2013; Skipper, 2009). It is also the first to examine the visitor emotions separately focusing on the most critical, fear.

The following are therefore recommended. First, tourism leaders at destinations with high levels of TH of visitors should have in place initiatives focused on visitors most susceptible to fear, namely their female and domestic visitors. The measures should: 1] help them avoid TH behaviors; 2] protect them from these behaviors in locations where they exist; and/or 3] assist them with coping with these behaviors once encountered. For example, such visitors should be directed to venues where TH is virtually non-existent. Special protective services should be made available to these visitors in locations where TH has been reported. Communication initiatives on effective tips to deal with such behaviors should be established.

Researchers should also ensure these demographic constructs (i.e. visitors' gender and type – domestic versus international) are included in future predictive models for visitor response to TH such as models determining the predictors of visitors' buying behavior, loyalty intention, and loyalty after TH. Doing this will significantly improve the R squared in these models. Therefore, any model looking at visitors' response to TH at destinations should include the visitors' gender and type (domestic versus international) because of their important connection to visitor fear during TH.

There are a number of practical and theoretical implications of the present study. It may lead to more studies looking at demographic and non-demographic predictors of visitors' emotion response to TH. It may also lead to the more widespread inclusion of visitor gender and T-D/I in predictive models on their loyalty intention and purchasing behavior after harassment. Most importantly, the present study may lead to more target approaches being used by tourism officials to reduce the negative effect of TH on visitors.

There were a number of limitations of the study. First, non-probability sampling techniques were used. Therefore, cause and effect could not be concluded. Second, although eight of the nine geographic regions were represented in the samples, visitors' geographic region was not statistically controlled in the models. Finally, one question was used to determine the respondents' fear levels in both samples. For reliability reasons, multiple measures should be used in the future.

Future Research

The present study unearthed a few factors for future research. In fact, it is being suggested that subsequent studies look at links between the following factors and visitors' fear levels during TH as a number of interesting predictors may emerge. Factors such as visitors' marital status, number of persons in their party at the time of the TH incident, and national culture. Experimental research design should also be considered in future TH of visitor research looking at visitors' psychological and physical fear response to the phenomenon.

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Challenges and Opportunities of using DMO as the Sustainable Tourism Drivers in Belitung, Indonesia

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Abstract

The most concerning thing regarding tourism destination management is that the tourism development plan has not been based on a long-term vision that contains the spirit of sustainable tourism. On the other hand, many tourism destinations are managed for a short- term benefit. In recent tourism concept, DMOs (destination marketing and/or management organizations) have been widely acknowledge as an important entity in managing a destination. Many of tourism destination around the world have been implementing this concept in managing their tourism destination.

In destinations with traditional management, DMOs provide local services to visitors and fulfill destination marketing functions. Meanwhile, to meet the demand aspect, DMO activities focus on image and reputation development, product packaging, sales and distribution management. In the supply aspect, the DMO is involved in various functions, including providing information services, being the coordinator between tourism SMEs, providing infrastructure or support and of course having a role in destination planning. However, despite of its importance, various problems in the implementation occurs.

One destination that continues to increase in popularity in Indonesia is Belitung Island. This island has enormous natural resources such as tin, making this island one of the tin producers that contribute greatly to Regional Original Income (PAD). The natural beauty of Belitung Island is also the main attraction for tourists so that this area was chosen to be one of the 10 tourism destinations that will be a priority for tourist visits. The growth in the tourism industry has made the implementation of sustainable development in the tourism sector is becoming increasingly significant for all stakeholders. The problem regarding this situation is who will be the person or organization in charge that responsible for ensuring the implementation of sustainable tourism concept. DMO has already been established in this destination however its effectiveness still has to be increased.

This research is qualitative in nature, by exploring the possibility of implementing sustainable tourism principles more effectively by using DMO as the coordinator in the destination. The primary data collection techniques were using interviews, group discussions and observations. Meanwhile the secondary data sources were taken from various sources, mainly from Belitung Tourism Office.

The result of this research revealed that DMO can be the right entity to be the sustainable tourism drivers in Belitung. However, there are many challenges and opportunities that have to be addressed in order to make it effective.

Keywords: Destination Management Organization (DMO), Sustainable Tourism, Destination, Belitung Island

1. Background and Goals

Tourism at the world level provides an increase for the economy at the national level. Driven by a relatively strong global economy, a growing middle class in developing countries, technological advances, new business models, affordable travel costs and visa facilities, international tourist arrivals grew 5% in 2018 to reach the 1.4 billion mark. This figure was reached two years earlier than the UNWTO estimate. This is also in line with WTTC, where in 2015, Tourism Development provided wider benefits for the community. (UNWTO, 2019)

According to the UNWTO (2019) growth in international tourist arrivals and receipts continues to outpace the world economy and both emerging and developed economies are benefiting from increased tourism revenue. For the seventh straight year, tourism exports grew faster than merchandise exports, reducing the trade deficit in many countries.

With this growth comes a greater responsibility in ensuring effective destination management that minimizes the negative impacts of tourism. Managing tourism sustainably for the benefit of all is more important than ever (UNWTO, 2019).

The role of tourism in economic development is clear from the above explanation. But tourism is not only an economic problem, but also a social, cultural, political problem and so on (Pitana and Gayatri, 2005, p. 6).

To realize sustainable tourism governance, it is necessary to have some form of organization, group or institution that can be the initiator and driving force of destinations to become sustainable tourism destinations. One form of organization or group that can move destinations towards sustainability is the Destination Management Organization (DMO). DMO can be formed with a managerial approach to ensure development in accordance with the vision, mission, goals and objectives of the destination through the use of local resources.

This research is intended to explore the challenges and opportunities of using DMO as a sustainable driver in Belitung Island, Indonesia, one destination that continues to increase in popularity. The enormous natural resources such as tin, making this island one of the tin producers that contribute greatly to Regional Original Income (PAD). The natural beauty of Belitung Island is also the main attraction for tourists so that this area was chosen to be one of the 10 tourism destinations that will be a priority for tourist visits. The growth in the tourism industry has made the implementation of sustainable development in the tourism sector is becoming increasingly significant for all stakeholders.

In this early stage of development, an intervention to make sure the tourism development direction in Belitung Island is toward sustainability. DMO has already been established in this destination however its effectiveness still has to be increased.

2. Methods

This research is qualitative in nature, by exploring the possibility of implementing sustainable tourism principles more effectively by using DMO as the coordinator in the destination. The primary data collection techniques were using interviews, document analysis, field notes and observations.

The interview questions were: 1) How is the implementation of sustainable tourism in Belitung? 2) What do they think about the DMO as the sustainable tourism driver in Belitung? 3) What are the challenges and opportunities that are going to be faced by the DMO as the sustainable tourism driver?

The researcher immediately analyzed the data by enriching information, looking for relationships, comparing, finding patterns on the basis of the original data. The results of data analysis are in the form of an explanation of the situation under study which is presented in the form of a narrative description. The nature of presenting data generally answers the questions of why and how a phenomenon occurs. The secondary data sources were taken from various sources, mainly from Belitung Tourism Office.

The observation were focusing on sustainable tourism aspects in Belitung, and it was done in Tanjung Kelayang area, a tourism Special Economic Zone which is located in three villages namely: Tanjung Tinggi Village, Keciput Village and Tanjung Binga Village. The observation were also done in Tanjung Pandan City as well as several other tourist attractions on Belitung Island, such as Gantong Village, Ahok Museum and Manggar in East Belitung Regency.

3. Results and Discussion

3.1 The Profile of Belitung

The establishment of Belitung Regency cannot be separated from the formation of the Bangka Belitung Islands Province which was previously part of the Province of South Sumatra on November 21, 2000. Based on Law no. 27 of 2000 concerning the Establishment of the Bangka Belitung Islands Province, the Bangka Belitung Islands Province consists of Bangka Regency, Pangkalpinang City, and Belitung Regency. Furthermore, based on Law no. 5 of 2003 dated January 23, 2003, the Province of Bangka Belitung Islands expanded the area by adding four new districts, namely, West Bangka Regency, Central Bangka Regency, South Bangka Regency, and East Belitung Regency. Belitung Regency has its capital in Tanjung Pandan, while East Belitung Regency is in Manggar.

Accessibility to Belitung Regency can be reached using land, sea and air transportation. Belitung Regency is the gateway to the sea and air of Belitung Island. Two entrances to Belitung Island are located in Belitung Regency, namely Tanjungpandan Port and H.A.S. Airport Hanandjoeddin. This condition makes Belitung Regency have a very strategic position in the tourism of Belitung Island in particular, and the Bangka Belitung Islands in general. The road condition that connects the sub-district cities in Belitung Regency is in good condition, thus contributing to the ease of accessibility in Belitung Regency.

The biggest obstacle to land accessibility in Belitung Regency is the limited public transportation that connects routes within the city and between districts. With the development of tourism in Belitung Regency, the rental services for public transportation, both minibuses and buses, can be rented by tourists who come to Belitung Regency. The high development of public vehicle rental services in Belitung Regency is inseparable from the low quality of public transportation system services that connect various tourist attractions. Until now, there are 20 buses and 1,017 minibuses operating in Belitung Regency (Dishubkominfo, Belitung Regency, 2018).

Public awareness of the natural potential of a destination in Indonesia is still diverse. Belitung Island, one of the islands in Indonesia which has enormous natural wealth. The existence of a wealth of agricultural products such as tin makes this island one of the tin producers that contribute greatly to Regional Original Income (PAD). Another wealth that Belitung has is its natural beauty, which is the main attraction for tourists, both domestic and foreign.

Belitung Island, which was originally known as a tin producer, created jobs in the mining sector. Utilization of nature as a source of community income as tin miners can have negative consequences for the inhabited nature, damage the ecology to other damage that occurs both on land and in coastal waters. Currently, with the development of tourism, it has created jobs in the tourism sector, by prioritizing the concept of conserving nature so that it can be enjoyed in a sustainable manner.

3.2 Sustainable Tourism in Belitung

According to the Minister of Tourism Regulation No. 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations (Republic of Indonesia, 2016), sustainable tourism is tourism that takes into account current and future economic, social and environmental impacts, meets the needs of visitors, industry, the environment and local communities and can be applied to all forms of activity tourism in all types of tourist destinations, including mass tourism and various other types of tourist activities. The principles of sustainability refer to the dimensions of sustainable tourism destination management, economic benefits for local communities, cultural preservation for communities and visitors and environmental preservation. To ensure long-term sustainability, a balance between these dimensions must be developed properly. Sustainable tourism development requires the participation of tourism stakeholders as well as strong political leadership to ensure active participation and agreement between stakeholders.

The following table presenting the sustainable tourism condition in Belitung Island:

Table 1. Sustainable Tourism Condition in Belitung

Sustainable Tourism Dimension	**Positive Conditions of Sustainable Tourism in Belitung**	**Conditions regarding Sustainable Tourism that have to be improved in Belitung**
Management	1. Tour guides in the area are well trained 2. Tourism facilities are developed in line with the development of local businesses 3. Tourism services are developed in line with the development of local businesses 4. Information shared accurately reflects the history of the area	1. The sustainable tourism organization has not performed optimumly 2. The right understanding of sustainable tourism still have to be socialized consistently
Economic	1. Tourism in the region brings new income to local people 2. Tourism in the region creates diversity for the local economy 3. Tourism in the region creates new job opportunities for local people 4. Tourism businesses must employ at least half of their employees from local communities 5. Tourism in the region creates new markets for local products 6. Tourism in the region is a strong economic contributor 7. Tourism creates more jobs for women in this place	1. The high dependency of tourism sector 2. The equality of economic distribution in tourism sector still need to be improved.
Social Culture	1. More tourists visit because of the culture in this area 2. Tourism will positively affect cultural values 3. Local traditions are important because of tourism development 4. Tourists who come to this area are encouraged to learn about the local culture 5. Tourism development in the area supports the preservation of local communities 6. Tourism supports restoration in the region	1. Need to improve clearer guidance in conserving the culture aspect
Environmental	1. The level of public awareness of environmental protection increases 2. Tourism in this area is developed in harmony with the environment 3. Development of tourism facilities in this area is adapted to environmental conditions	1. Need a clear plan and strategy to preserve the environmental aspect due to the increasing number of visits.

The results show that according to the community tourism brings new income to the community and creates diversity for the local economy. This is because tourism creates new job opportunities for people and creates new markets for local products. The results of previous studies indicate that people who view the environmental impact of tourism more positively will have higher overall community satisfaction (Assante, Wen, & Lottig, 2010). Communities who get optimal economic benefits will support tourism development more than people who are less benefited (Ozturk, Ozer, & Çalişkan, 2015). Tourism businesses established in Belitung Regency, for example hotels, are required to employ at least half of their employees from local communities. Tourism development also provides more job opportunities for women in Belitung Regency, so tourism is a strong economic contributor.

3.3 Challenges and Opportunities for DMO as Sustainable Tourism Drivers

The strategic role of the DMO has been assumed to support the development of Belitung as a sustainable tourism destination. However, to reach this stage, proper planning is needed and of course strong support from tourism stakeholders in Belitung. From the results of interviews, document review and observations, it is known that Belitung already has a DMO. The DMO that was formed had just entered stage 1, namely the Collective Awareness Strengthening Movement. Institutional sustainability refers to social resources, including social institutions, government organizations, interpersonal relationships, and processes of involvement in planning, cooperation or collaboration (Cottrell, Vaske, & Roemer, 2013). The formation of the DMO was initiated by the Ministry of Tourism and Creative Economy at that time. However, the DMO activities were not continued by the Ministry of Tourism and Creative Economy so that DMO activities in Belitung also slowed down.

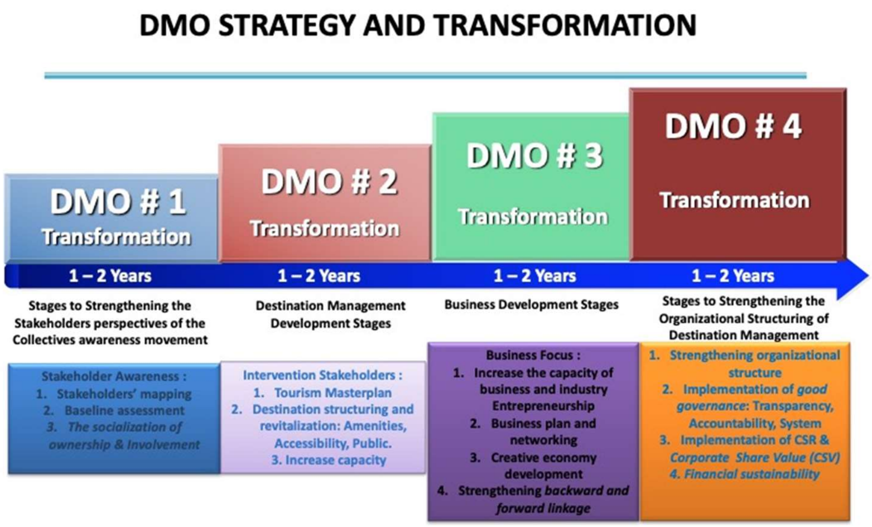

Fig 1. DMO Strategy and Transformation

Therefore, based on the results of data collection, there are several things that become challenges and opportunities if the DMO will be rolled out again as Sustainable Tourism Drivers, as written in the following table:

Table 2. Challenges and Opportunities for DMO as Sustainable Tourism Drivers in Belitung

Sustainable Tourism Dimension	**Challenges**	**Opportunities**
Management	1. The complexity of taking a systemic approach at the objective level to support the sustainable development process, 2. There is a long process to integrate local and central government plans related to policies, in terms of natural resource management, social, cultural and economic development	1. The openess of the tourism stakeholder to sustainable tourism concept 2. The Belitung Island is relatively not very large so it should be easier to manage

Economic	1. Tourism in the region brings new income to local people, so it stimulates many spontaneous business. 2. The growth of tourism that impacting the economy might creates a high dependency on tourism.	1. The local people in Belitung have an open mind to tourism activities positive attitude 2. The economic benefit from tourism have been known.
Social Culture	1. The need to create an additional value for the tourists who visit because of the culture in this area 2. Tourism development in the area supports should support the preservation of local communities, however the planning is still not clear.	1. The local residents are tolerant 2. The cultural aculturation have been going for decades
Environmental	1. The main attraction of Belitung is based on the natural beauty. The effort to take care of environmental protection should be increases 2. A clear plan and strategy to take care of the environment	1. The public awareness about environmental sustainability is rising. 2. The tourism activities regarding environment can be attractive to the visitors.

In order for a DMO to become a Sustainable Tourism Driver, several basic things are needed:

1. There is a systemic approach to all tourism components in Belitung so that there is support for the sustainable development process

2. There needs to be an integration of local and central government plans and formulation of policies, in terms of natural resource management, social, cultural and economic development, infrastructure and risk management plans that lead to sustainability.

3. Rebuilding cooperation between stakeholders that can encourage the achievement of competitive advantages, so that the benefits of tourism can be felt more quickly and build trust which is one of the capital of the success of the DMO.

4. Sustainable destination management is carried out with strategic and operational plans to encourage initiatives that affect destination development, management and marketing.

The development of a more environmentally friendly, profitable and economic tourism that requires a different approach is known as sustainable tourism. This approach changes the specific form of tourism, but is more an approach that can be used to create any type of tourism. Realizing this requires a powerful tool for management purposes such as a Destination Management Organization (DMO) which is needed to identify key factors that can act as facilitators of sustainable development. From the results of the study in Belitung, DMO has the opportunity to become a Sustainable Tourism Driver, but it requires support and commitment from related tourism actors to realize sustainable tourism.

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Local Community Perceptions of the Impact of Tourism Development in Kotatua Jakarta

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Abstract

Tourism is an experience created between tourists, locals and destinations. Several studies have discussed the relationship between tourism development and the impact of tourism on local residents. Several studies have pointed out that tourism is often a double-edged sword for local people. However, awareness of tourism impacts alone is not necessary to integrate impacts into tourism development strategies and to assist management in planning and planning future tourism development. Local people involved in tourism planning encourage tourism development and have better opportunities to participate. Therefore, the consideration of the population is based on the considerations and attitudes of the population in the planning process. This article is based on the results of a quantitative survey. This study discusses the socio-cultural impact of tourism among local residents in the Kotatua area of Jakarta.

Keywords: tourism, impacts, perceptions, kotatua

1. Background and Goals

Tourism is a phenomenon based on social interaction; however, it is less of economic activity, and its consequences are discussed in the tourism literature. Murphy (1985) defines tourism as a socio-cultural activity for guests and hosts. Lowry (1994) goes further by saying that tourism is, in fact, a social institution. In the previous four decades, Cohen and other researchers (Cohen, 1984) have attempted to investigate the socio-cultural nature of tourism. Tourism is inseparable from society and culture: where there is society, there is interaction; where there is interaction, there is a process. Therefore, to understand tourism, a social phenomenon, we need to understand society, its actions and processes. Acharia (2005) believes that tourism consists of three main elements: tourists, tourist destinations and hosts. It is a process that affects various aspects of society and its culture.

The growth of international tourism has increased the mutual knowledge of various communities and cultures. Archer, Cooper and Ruhanen (2005) note "tourism activity create impacts and consequences that we cannot prevent, but need to plan and manage to minimize negative impacts and accentuate the positive impacts of tourism." They believe that "these impacts occur because tourism, both international and domestic, brings a mixture of people from diverse social and cultural backgrounds, as well as a considerable spatial redistribution which has a significant impact on the destination economy." Because of the interactions triggered by tourism, there is a critical need to understand the reasons and causes, not just the consequences of tourism. This may be a way of understanding the tourism phenomenon comprehensively.

Many literatures discussed the relationship between local perceptions of the impact and level of tourism development. Several authors (Perez & Nadal, 2005) warn of the dual image of tourism, especially about the benefits and costs of society; others (Jafari, 2001) report tourism as a double-edged sword for host communities. However, it is not enough for managers to understand the impacts. Still, they must also know how to incorporate this information into tourism development strategies and use it to predict and plan future developments. Local people who are involved in the tourism planning process have a more positive perspective; these are more cooperative and have a better chance of active participation than communities with passive roles. Therefore, several researchers (Perez & Nadal, 2005) propose thorough reflection and consideration of residents' opinions and attitudes during the tourist destination planning process, which is particularly significant because the relationship between visitor satisfaction and a destination is strongly influenced by tourists and local communities. This, of course, requires the principle of sustainable development, which is the only possible approach to tourism development at present. However, care must be taken to avoid generalizations and misunderstandings because the attitude of the population towards tourism does not have a homogeneous value (Perez & Nadal, 2005).

This study investigates citizens' attitudes towards tourism and the socio-cultural impact of tourism in the Kotatua Jakarta area, to provide guidelines and recommendations for more effective planning of tourist destinations. The main objective of this research is to offer suggestions to the decision-making sector to follow and consider the attitudes, perceptions and behaviour of the host community.

2. Literature review

Understanding and an ongoing systematic assessment of the impact of tourism on local communities is essential to maintaining the sustainability and long-term success of a tourist destination. Andriotis (2006) believes that understanding changes in goals is useful for predicting and reducing potential risks, thereby avoiding dropping goals. Faulkner and Tideswell (1997) explain that the socio-cultural impact of tourism needs to be continuously observed to increase the benefits for tourist destinations. The attitudes and behavior of residents are critical to the success of a destination and, for that reason, they recommend that the impact of tourism on local communities should be adequately considered, observed and handled.

Diedrich and García-Buades (2009) emphasize the importance of integrating host community responses to tourism development into the tourism planning process in tourism management programs.

Their study shows that a higher level of tourism development leads to a higher proportion of positive and negative tourism impacts. What's more, they claim that tourism impacts are becoming more and more prevalent as tourism development increases. Thus, not only are the impacts of tourism interrelated with the stages of development of tourism destinations, but they require more attention and a proactive approach because the development stage affects the perceptions of the population.

In developing tourism, measuring the impact of tourism is an important parameter in the decision-making process at a destination and that this process is critical to ensure sustainable destination development. Therefore, understanding the events at the destination should provide useful information for the decision-making sector to manage them.

Changes in attitudes of the population, especially related to the increase in the volume of tourism at the destination, have a negative impact on society. The impact of tourism is by far the area most intensively studied in the sociology of tourism, especially local communities or communities (Cohen, 1984). The study analyzes various variables, such as "perceptions of the level of tourism in society, changes felt in society due to tourism, local beliefs about the impacts of tourism," etc. The data show that perceptions (positive and negative) grow with the stage of tourism development and that local residents who depend on tourism are more likely to experience benefits (Diedrich & García-Buades, 2009).

Research shows that local communities are quite supportive of tourism development even though they recognize some of the negative effects of tourism on the environment and society (Andriotis, 2006). In this study, it was stated that the perception of negative influences did not affect the residents' attitudes. Many researchers have observed the impact of tourism on the rhythm of social life, especially if it is a seasonal activity that drastically affects the traditional way of life, the division of daily time between work and leisure, which in turn can affect family life (Cohen, 1984). The variables most commonly measured in relevant studies are the impact of tourism on quality of life and support for tourism development (Deery et al., 2012). Vargas-Sánchez et al. (2011) note that the overall perceived impact of tourism is associated with the satisfaction of hosts with their community, while residents with personal benefits from tourism show a better attitude towards tourism development.

Detecting and measuring impacts should not be a barrier today thanks to the many tourism impact studies (theoretical models) provided, such as TALC (Tourism Area Lifecycle) (Butler, 1980), Irridex (Doxey, 1975), Social Exchange Theory (SET) (Ap, 1992) and the Tourism Attitude Scale (TIAS) developed by Lankford and Howard (1994). However, despite all these models and instruments that measure impact, little can be achieved if the knowledge and information acquired is not used effectively in the objective management process. That is why Diedrich and García-Buades (2009) argue that tourism impact studies are 'less effective in teaching us how to predict and prevent' negative impacts. Although a qualitative study is very important because it allows an in-depth analysis of the population's attitudes towards tourism and captures more nuances in attitudes.

Sustainable tourism development requires the conscious involvement of all important stakeholders, as well as strong political leadership to build broad collaboration and build consensus. This is not a state of harmony, but a process of long-term change, set for the benefit of the local population and the environment. Achieving sustainable tourism is a sustainable process that requires regular monitoring of impacts, introducing preventive and remedial measures as necessary. Sustainable tourism must also maintain high tourist satisfaction, and provide a unique experience for tourists, increase their recognition of sustainability issues and promote sustainable tourism practices.

The principle of sustainability refers to the environmental, socio-cultural and economic aspects of tourism development; The right balance must be found between these three dimensions to ensure their long-term sustainability. Tourism sustainability is also crucial in seeking a more creative and fun relationship between the three basic elements: tourist-guests, host community and the environment. This is how a balance can be achieved between the goals of economic and social development and the goals of environmental protection (Coccossis & Constantoglou, 2008). In a pluralistic society, tensions and conflicts between stakeholders - tourists, developers, planners, communities and environmentalists - will ultimately determine the level of tourism development (Archer et al., 2005). Stakeholders differ in their interests and goals within destinations, and not all of them need to participate equally in the decision-making process; however, all interests must be identified and considered.

Sustainable tourism development is closely related to the carrying capacity of the destination. Management must provide certain conditions that are necessary or suitable for specific purposes, maintain these conditions, manage impacts, and control the carrying capacity of objectives (Archer et al., 2005). Likewise, for sustainable development, carrying capacity also involves three dimensions: environmental, economic and socio-cultural. Coccossis (2002) describes carrying capacity as three things: ecological, social, and economical. The social dimension is recognized as much more relevant today than in the past.

The carrying capacity is also inseparable from the Butler cycle model (Tourism Area Lifecycle). Butler (2006) claims that carrying capacity and TALC are closely related: 'It is impossible to determine the carrying capacity of tourists outside the context of the position of the destination area in the life cycle. The interrelationship of the two concepts is dynamic, with the notion of change implicit in both concepts. 'Both concepts use the number of visitor arrivals as a variable that drives the life cycle over time, depending largely on the socio-economic and environmental features of the destination. Carrying capacity also changes over time, depending on the season, tourist behavior, host perceptions, and destination management capabilities for effective destination management. Therefore, the carrying capacity can be changed and needs to be handled properly on a case-by-case basis to estimate when growth limits are approved or exceeded (Diedrich & García-Buades, 2009). The social carrying capacity has recently become more attractive to researchers due to the orientation of the quality of destination tourism products, but the authors simultaneously warn against the great reliance on the tourism economy, as a decline in tourism can be devastating in such cases. Learning more about how to define potential growth limits, particularly by identifying indicators that enable us to act proactively and prevent critical developmental stages for goal, successful tourism destination management is hard to expect.

The wrong decision in a declining destination causes more difficulties: being the subject of frantic searches for strategies of repositioning and expanding services to attract more target markets, and goals losing their brilliance and uniqueness that makes a difference in the tourism market, i.e. competitiveness.

3. Methods

Quantitative research was conducted on 200 residents in the Kotatua Jakarta area. Using a structured questionnaire starting with demographic questions (gender, age, place of residence) and, employment in tourism), followed by 25 questions measuring attitudes towards the socio-cultural impact of tourism, based on on a five-point Likert-type scale. The questionnaire consists of three main questions: first, to assess the positive/negative impacts of tourism on society; second, evaluate the negative impact of tourism on various aspects of life; and third, assessing the contribution of tourism to the welfare of local residents.

The SPSS software was used to analyze data. In addition to descriptive data analysis (mean value and standard deviation), the Pearson Chi-Square test was used to measure the effect.

4. Results and Discussion

The city of Jakarta was originally named Batavia, founded by the VOC after seizing it from Pangeran Jayakarta and then made the centre of the colonial government because of its topographical potential, including the existence of the Ciliwung River, connecting it with the interior and regionally becoming a port in the archipelago because of its very strategic geographic location, even internationally, until now the City of Jakarta.

The part of the city that was founded by the VOC became the forerunner of the city of Jakarta today, has a very long history, in various times, of change, renovation and development. Batavia experienced a period of construction, warfare, renovation, the peak period until it was once called the "Queen of the East", a period of abandonment being overhauled and dismantled due to health and historical events including politics and other governmental direct influences. on the patterns, shapes, regional layout in this book called Kotatua and the architecture of the buildings in it. The relationship between historical events and changes in the shape and development of Kotatua.

In Governor Regulation number 36 of 2014 concerning the master plan for the Kotatua Area, the Jakarta Kotatua Area is divided into 2 zoning with a total area of 334 Ha. they are namely zoning within the city wall with an area of 134 Ha and zoning outside the city wall with an area of 200 Ha

(Figure 4.1). The division of the area is based on the historical significance of the morphological form of the city and past Kotatua boundaries. The division of the area aims to provide convenience in the development and control of the Kotatua Cultural Heritage Area.

In Table 1, the basic statements of the respondents. More female respondents (55%) than men (45). The majority of respondents were between 18 and 28 (35%). The majority of the sample does not work in the tourism sector (75%).

Table 1 Demographic Characteristics of the Sample

Characteristics	Frequency	Percentage
Gender		
Man	90	45%
Women	110	55%
Ages		
18-28	70	35%
29-39	45	23%
40-50	67	34%
51-61	13	7%
61-	5	3%
Working in Tourism Fields		
No	140	70%
Yes	60	30%
N	200	

Table 2 Level changes resulting from the Tourism Development

Questions	(1)	(2)	(3)
Requests for events and historical programs.	200	4.00	0.549
Various cultural facilities and activities in the community.	200	4.03	0.753
Demand for cultural activities and programs.	200	4.04	0.633
Awareness / Recognition of local culture and heritage.	200	3.83	0.779
Entertainment options in the area.	200	3.40	0.992
Opportunities to learn about other people and cultures.	200	3.95	0.624
Opportunity to restore and protect historic structures	200	4.25	0.630
Community life and welfare.	200	3.95	0.828
Attitudes of local residents towards tourists.	200	2.23	0.895
Community spirit among local residents in developing tourism.	200	3.84	0.668

Notes: (1) N, (2) avrg, (3) standard deviation.

Perceptions of the positive / negative impacts of tourism on various aspects of people's lives can be observed in Table 2. Respondents have the possibility to answer on a Likert scale from 1 - 'very decreasing to 5 -' significantly increasing.'

In general, residents feel the increasing changes in several aspects of life. In their view, tourism has the most positive impact on opportunities to restore and protect historical structures (4.25), demand for cultural activities and programs (4.04) and various cultural facilities and activities in society (4.03). Among the factors listed above, the least positive (but still average) score is the attitude of locals to tourists. (2.23) A score slightly below average may indicate that respondents are doubtful about the impact on this aspect of life or have no opinion on this issue. Respondents' doubts can be seen when comparing the crime rate that occurred as a result of tourism activities.

Furthermore, in table 3, respondents evaluated the impact of tourism in the Kotatua Jakarta area, respondents rated each question on a scale from 1 - 'had a very negative impact to 5 -' had a very positive impact.'

Table 3 Perceptions of acceptance of positive / negative impacts of tourism

Questions	(1)	(2)	(3)
Requests for events and historical programs.	200	3.86	0.673
Various cultural facilities and activities in the community.	200	3.93	0.701
Demand for cultural activities and programs.	200	4.15	0.668
Awareness / Recognition of local culture and heritage.	200	4.09	0.595
Entertainment options in the area.	200	4.10	0.783
Opportunities to learn about other people and cultures.	200	3.77	0.946
Opportunity to restore and protect historic structures	200	3.99	0.740
Community life and welfare.	200	4.05	0.772
Attitudes of local residents towards tourists.	200	3.78	0.760
Community spirit among local residents in developing tourism.	200	3.98	0.743

Notes: (1) N, (2) avrg, (3) standard deviation.

In general, the impact of tourism activities in the Kotatua Jakarta area has a positive impact on the community. The most positive perceptions on demand for cultural activities and programs (4.15%) as well as the choice of various entertainment in the area (4.10%) indicate that tourism provides options for cultural activities, events initiated by several communities in Kotatua Jakarta, be entertainment for the surrounding community.

The Kotatua Jakarta area has 32 communities such as historical, cultural, and social communities such as the Historical Community in the form of Ruhha Fatahillah, the Indonesian Historia Community (KHI), the Tempo Doeloe Community, the Taman Fatahillah Onthel Activist. There are also Cultural Communities in the form of Barongsai and Tanjidor Mandiri Museum, Cultural Exploration

Community (KJB), HMP Cultural Arts, Exploration Community, Fatahillah Reggae Community, Chinese Indonesian Association (INTI).

In addition, there are Social Communities in the form of the Independent Museum Marching Band, the Mandiri Museum Scout Movement, the Indonesian Reading Forum, the Indonesian Old Bicycle Community (Kosti), Cakra Buana, City Trams, the KAPISTA Community, Pekojan Urban Village LMK, Pramuka Museum Bahari, Maritime Community Communities, ICA (Indonesia Community Art), Anggrek Community, Indonesian Railway Preservation Society, Sidewalk (Artist / Painter), Fatahillah Taekwondo Community, Lorong Rupa, Pengamen Kotu (Kota Tua), TEAM Community, Doeloe Tempo Club, BMX Bike Community, Disaster Preparedness Team. The communities that belong to the Kota Tua Jakarta area come from people inside and outside the Kota Tua Jakarta area. The community who participates in their participation in the community-owned by the Kota Tua Jakarta Area aims to make the area increase social activities in the field of creativity and community development.

Then things that are considered low, although still in a positive area, are opportunities to learn about other people and cultures (3,77). In interviews with community leaders, opportunities for tourists and the community to communicate are still an obstacle for some people.

Table 4 Support for Tourism Development from Communities

Questions	(1)	(2)	(3)
Tourism development will positively improve the quality of life	200	4.12	0.756
Destination development should attract more tourists	200	4.04	0.748
Support for future tourism development	200	4.05	0.702
Tourism is the best strategy for economic diversification	200	3.83	0.709
The overall impact of tourism development is positive	200	3.99	0.674

Notes: (1) N, (2) avrg, (3) standard deviation..

In general, all samples support tourism development in the Kotatua Jakarta area. Tourism development will positively improve the quality of life (4.12%), indicating that people believe that tourism can prosper their lives. Then "Destination development must attract more tourists" (4.04%) can be interpreted that the community is ready to accept tourists.

5. Conclusions and Recommendations

In general, the population's perception of the impacts of tourism is the key to the successful development, marketing and sustainability of current and future tourism policies. Also, getting a more in-depth view of the attitudes of the local population is an important point of tourism development and sustainability. Since positive residents' perceptions of the benefits of tourism are so crucial in gaining their support, policymakers must carefully consider how to obtain citizen participation. By increasing public participation in tourism development, policies are expected to make it easier for people to improve welfare.

From the data analyzed, it can be seen from the three aspects studied: The level of change, the level of acceptance and support for tourism development shows a positive average value.

Further research is needed to see to what extent the community can be involved in tourism development, qualitative research with in-depth interviews with key figures in the community is needed to gather in-depth information about how people can follow the development process carried out by policy makers in the Kotatua Jakarta area.

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Mapping the English Needs of Tourism Village: A Case Study of Kandri, Semarang, Indonesia

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Abstract

One of the tourist villages that is the mainstay of tourism in the city of Semarang is the tourist village of Kandri which is located in the Gunung Pati district. This village has several physical tourism objects such as Goa Kreo and Jatibarang Reservoir which were built to increase tourism potential in the village. In the village there are also various traditional arts and cultural performances that are continuously preserved as an effort to preserve culture and also become a tourist attraction to attract foreign and domestic tourists. With the various tourism potentials possessed by the village, the dream of being able to go international is wide open. Through mastery of English by the community, foreign tourists need not be afraid and hesitate to visit because local people can help tourists to enjoy tourist destinations without language difficulties. Through this research, it is hoped that it can assist local governments in organizing tourism-based community programs, such as training or English language assistance in the city of Semarang. This research is a qualitative descriptive study, which describes a case study of the need for English in the tourism potential community in the tourist village of Kandri in the form of a mapping. Some methods of data collection used in this research are the observation, the document study, as well as the interviews. The results of observation, document study, and interviews then being collected and triangulated. The results showed that there are three categories that need English development. Those are Tourist Facilities such as notice boards, direction boards, maps, and booklet; Soft Skills such as basic English conversation, English tour guiding, and intercultural skills; as well as Promotion Activities such as bilingual website and social media, and bilingual leaflet.

Keywords: tourism village, English, need analysis

1. Background and Goals

1.1 Background

The world has entered into an era of globalization where there are no boundaries between countries which have an impact on the obligation to master English as an international language for everyone. The tourism sector in Indonesia is one of the industries that uses and requires mastery of English in an effort to develop the tourism industry to the international arena and is visited by various foreign tourists. One of the efforts to advance the tourism industry in Indonesia, the Ministry of Tourism has a vision of "Indonesia to Become a World Class Tourism Destination Country". The definition of a world-class tourism destination, namely Indonesia is one of the main choices for foreign and domestic tourists to travel with destinations that are supported by attractive attractions, easy accessibility, and quality amenities. Various missions are formulated and implemented by the government in an effort to realize this vision, including developing world-class tourism destinations, conducting tourist-oriented marketing, and developing a highly competitive environment and capacity for the tourism industry.

One of the government's mainstay sectors in tourism development is tourism villages that can directly promote the natural beauty of Indonesia while simultaneously empowering the various potentials possessed by the community. Mastery of the English language will support and assist the tourism village development community to realize their big dream, which is to go international. In addition, the opportunities and opportunities to promote tourism in the village are increasingly wide open so that more domestic and foreign tourists will come to the village. This will encourage the wheels of the economy to move faster towards the economic welfare of the people in the village which is in line with Law no. 10 of 2009 in lieu of Law no. 9 of 1990 concerning tourism. This regulation states that the development of tourism can have various positive impacts on society such as increasing community welfare, reducing poverty and unemployment, and preserving the environment.

One of the tourist villages that is the mainstay of tourism in the city of Semarang is the tourist village of Kandri which is located in the Gunung Pati district. This village has several physical tourism objects such as Goa Kreo and Jatibarang Reservoir which were built to increase tourism potential in the village. In addition, the demographics of the village are also unique because they are located on a mountain with a variety of interesting natural scenery and the air is still cool. In the village there are also various traditional arts and cultural performances that are continuously preserved as an effort to preserve culture and also become a tourist attraction to attract foreign and domestic tourists. This village is also supported by culinary specialties such as banana skin chips, monkey rice, plantations with various fruits as a potential for developing culinary tourism. With the various tourism potentials possessed by the village, the dream of being able to go international is wide open.

According to the data in Kandri Tourism village, there are more than 12.289 domestics tourists coming in 2018. However, only 126 international tourist as the highest number from 2014-2018 that are visiting Kandri Village which is in 2018.

The ability and skills to communicate in English are important if local governments want to attract foreign tourists to increase regional income. Through mastery of the English language, foreign tourists do not need to be afraid and hesitant to visit because the local community can help tourists to enjoy tourist destinations without language difficulties. The research entitled Mapping the English Needs of Kandri Tourism Village emphasizes the need for English as a focus of study related to the tourism sector. Researchers will look at tourism from a language perspective, namely how language can help regions develop their tourism potential towards the international market. Through this research, it is hoped that it can assist local governments in organizing tourism-based community programs, such as training or English language assistance in the city of Semarang. Researcher also examines English language opportunities for the surrounding community to focus on as part of the prospect of developing tourism potential, namely in the tourist village of Kandri.

1.2. Problems

This research focuses on:

1. What is the map of English needs in the tourist village of Kandri?

2. How to develop the tourist village of Kandri from the English side?

1.3. Research Objectives

This research aims to:

1. Compiling and knowing the English language needs map in the tourist village of Kandri.

2. Understand the various steps of developing a tourist village in Kandri from the English Language side.

1.4. Benefits of Research

Theoretically, this research is useful to enrich knowledge related to the need for English in the tourist village of Kandri in an effort to promote tourism in the village. Practically this research is useful for knowing and understanding the various steps to advance the tourist village of Kandri from the English side.

2. Methods

This research is a qualitative descriptive study, which describes a case study of the need for English in the tourism potential community in the tourist village of Kandri in the form of a mapping. This research was carried by observation in accordance with the existing facts or phenomena that are empirically alive in the speakers, so that what is produced or recorded is in the form of a language description which is usually said to be like a portrait: the exposure is as it is and is based on complete data. Subjects in this study were areas of tourism potential in Kandri Village, Gunung Pati District, Semarang, Central Java.

The object of study is the community of potential tourism areas who need English in the tourism development program. In collecting data in the form of complete and accurate information, activities to go directly to the field involving students as part of the research were carried out using several authentic methods, namely making observations, literature studies and in-depth interviews in Kandri village. The literature study was carried out by collecting various documents about the need for English in the village of Kandri. In addition, various documents related to the development of the tourism village of Kandri were collected from various library sources, both physical and electronic.

Bowen (2009) describes five specific functions of document analysis. Those are providing background information, help the researchers to provide questions, provide additional data to prepare interview, to compare and identify changes in project, and to support the evidence of the findings.

Interviews were conducted to obtain valid data regarding the needs of the English language in the tourism potential community in the village. Of all the qualitative research methods, it was decided that the interview was the appropriate method for collecting data based on research questions. Edwards and Holland (2013) explained that people interact and communicate in the same way as interviews. Therefore, neither the researcher nor the community as participants will experience major difficulties in conducting interviews.

Interviews were conducted with several parties involved, such as the local government or village, village or sub-district government administrators, and the community as tourism actors. Informants were selected by purposive sampling, then continued with in-depth interviews (depth interviews). Interviews were conducted with communities and stakeholders involved and responsible for overall tourism management. All data generated are recorded and arranged in accordance with the authenticity of the data without being modified. The aim is to provide accurate and in-depth interpretation of data on things that appear in the phenomenon under study.

3. Literature Studies

3.1 English in Tourism

Prachanant (2012) explains that for both English-speaking and non-English speaking countries, the role of English is important for the tourism industry in its relationship to communicate, negotiate, and conduct transactions with domestic and international tourists. Kisin (2016) also argues that currently English as a Lingua Franca has at the same time become the Language of International Tourism. In line with them, Ferras, Faedo-Borges, & Ortigoza (2012) also stated that tourism professionals need to speak English to foreigners so that tourists can make their visit more enjoyable.

Irimea (2018) argues that English in the world of tourism is very important because tourism has experienced an unprecedented development from all areas of human concern. Especially when tourism growth has become a global phenomenon and attracts the attention of researchers to tourism. This is because English in tourism will always be related to the sociology of society in relation to how the tourism interaction system operates, how the perception and identity of a tourist spot is formed and, henceforth, how tourism becomes a system that is highly dependent on the use of language.

In line with Irimea, Al-Saadi (2015) explained that one of the most important things in the world of tourism is the ability to speak English both verbally and non-verbally between tourism business people and tourists. Language will always be the benchmark because it will be the main impression for tourists in assessing a tourism business or even an area countries visited. Furthermore, A-Saadi explained that language plays an important role in tourism because of its role as follows:

a) the ability to increase customer satisfaction;

b) the ability to improve and maintain the language competence of tourism people;

c) ability to motivate international tourists;

d) ability to understand demand better;

e) ability to understand culture; and

f) the ability to create effective internal and external communication.

In terms of science, English for Tourism is often taught separately and specifically. This is because learning will concentrate more on language in context than on teaching grammar and language structures (Sujana; 2005).

Joseph & Munghate (2012) explain that in today's modern world, every human being will try to find information needs in terms of vacation such as accommodation, food, tourist destinations, shopping places, souvenirs, interesting places, historical information on the background of the places they will be visiting, facilities, contact points, and others. So that English then became absolutely used not only to find information but also to provide information to information seekers all over the world. And in all of these cases, English has a major role as an international language.

3.2 Needs Analysis

Needs analysis has been a key factor and integral part of English for specific purposes (ESP) for many years for students, teachers, material developers, curriculum makers, or practitioners in the world of tourism (Prachanant; 2012) . This will be a determining process for how English needs can be met. Piyanapa (2004) states that needs analysis is a means of identifying and mapping needs that must be met for improve the quality of a person or an area. Widdowson (1981) states that needs analysis involves finding out what the target research participants know and can do and what they need to learn or do. In other words, needs analysis involves seeking and interpreting information.

Graves (1996) explains that in terms of English, needs analysis will help find and concentrate on the intended use of English, types of English needs, means of communication, language skills, functions, and structures.

Analysis of needs in tourist villages is also very important because English will always be used every day as a means of interaction both verbally and non-verbally. Prachanant (2012) argues that in terms of verbal interaction, the use of English is very useful in greeting visitors both formally to respect guests, when the tourism sector creates events such as holding formal dinners or wedding ceremonies, arranging important or non-formal guests such as conversations. relax everyday. Communication skills are an essential element of the hospitality industry.

Joseph and Munghate (2012) explain that naturally, when people travel from one place to another they have to communicate with the people they meet. Although communication can be carried out through written language, in fact, until now, verbal communication aided by body language is more often used for communicative purposes than other modes. But problems arise when tourists and travelers do not know the language spoken by the natives of the places visited.

In such a case, there is only one option left, and that is but using a linguistic medium that is common to both parties - the visitor and the visitor visited. That medium, in everything possibly, in the current world situation, it would be none other than English, because among the many languages spoken in different parts of the world, English is still the most widely spoken in the world today. The coverage is so wide that not many countries do not know, and are illiterate in English. So, when English is useful, it can be used for easy and effective communication or interaction in multi-language situations. Therefore, English must be learned as best as possible so that proper communication can be carried out without confusing obstacles.

From a non-verbal perspective, a study conducted by Prachanant (2012) on the need for English and its use in the tourism industry, revealed that when Tourism employees were asked to rate their need for English skills to function properly in the workplace, they rated all four skills. language is equally useful, but speaking turns out to be more important, followed by listening, reading and writing.

Leslie & Rusell (2006) in their previous research found that English in the listening aspect is an important aspect of the reception and ordering area. Speaking skills really need to be supported through listening skills because English is an important aspect of the reception and ordering area. Speaking and listening skills are shared in important activities, such as making reservations over the phone.

In other non-verbal terms, written skills in English for tourism purposes are also very important. Bobanovic & Grzinic (2011) describe that there are a lot of professional things that tourism professionals must be able to do and master. An example is making a tour package. For this, they must have good reading and writing skills as it is communication in most cases with companies located in other countries provided by email (Bobanovic & Grzinic, 2011). Another thing that requires English language skills in tourism is marketing and advertising because through this there is the possibility of transmitting images and information about tourist attractions. In this field, the use of English is very important because it is necessary to know the terminology and advanced English to attract future tourists (Korstanje, 2014).

So, based on Chaudhari (2015), it can be concluded that if a need can be examined appropriately, the results will not only be satisfied customers but also increased fulfilment in future professional careers of workers in the tourism sector.

4. Results and Discussion

4.1 Tourist Facilities

Based on the observation, the facilities at Kandri Tourism Village have already completed. They have provided the tourism boards such as direction boards and notice boards. The other important facilities to support the tourists coming to Kandri Village are map and booklet of tourist activity. Since Kandri Village is quite large, a big complete map made from wood with the detail place of tourist attraction has already provided in the centre of the village. It is located in a hall as the centre of tourist attraction managerial. In term of the facilities, there is no booklet or handy map for the tourists while they are visiting Kandri Tourism Village.

However, there is no English version of each facility. The manager of Kandri Tourism Village stated that because most of the managerial officers are coming from the local citizen, they are lacking of human resources that are able to translate or make it bilingual. Further, he explains that the demand coming from the foreign tourists to have a facility in English especially booklet that they can bring anywhere. It is because the foreign tourists who are coming to Kandri are usually exchange students. As students, they sometimes want to learn and explore more the village by themselves outside of the program schedule without the guidance of the tour guide or their Indonesian friends.

It is therefore, when a tourism village could equip their area with bilingual direction and notice board, bilingual map, or the bilingual booklet, the foreign tourists will be very easy to explore the area more.

According to Sue and Wall (2011), the development of facilities is essential for the tourists since it provides memorable experiences to the tourists. Murphy et al., (2000) and Dwyer and Forsyth (2006) explained that once developed, infrastructure and facilities highly influence destination competitiveness, as well as increases the efficiency of privately producing and distributing tourism services, and in certain cases makes possible the supply of tourism services. Further, Kim and Lee (2002) argued that the major value of destination attractiveness is when the tourist itself is attracted on it. The more destination is able to meet the needs of the tourists, the more the destination is likely to be chosen to compare to the competing destinations.

4.2 Soft Skills

Previous researches and theories related to the importance of English language soft skills as the basic of interaction with the foreign tourists are relatively easy to find. Almost all the theories and previous researches concluded that language will always be the key to interact and communicate with the foreign tourists.

According to Kostić-Bobanovic and Gržinić (2011) in sector of services, tourism also should ensure the quality of its hospitality services. It is necessary to find common language between supply and demand. Since English become an international language, employees are expected to develop the language skills to be able to fulfil the requirement of the tourists. Further, personnel with language skills are needed as local agents of tourism organization (Al-Saadi, 2015). English is a vital aspect in the tourism sector since it allows providing the best service to foreign visitors who do not know the local language. Furthermore, tourism professionals need to speak English to foreigners to make their visit more enjoyable (Pupo Ferras, Faedo-Borges, & Ortigoza Garcell, 2012). People who are required to use English at work for tourism and hospitality purposes need to improve their communicative abilities, language fluency, and accuracy (Zahedpisheh & Abu Bakar, 2017).

Based on the theories, developing and mapping the English needs of Kandri Tourism Village in term of Soft Skills are considered necessary. The first soft skills needed by all elements of Kandri Tourism Village is basic English conversation. Since the concept of tourism village is to give living experience to the visitors, conversation might happen to all entities, not only the tour guide or customer care.

The results of the interview show that the tourists are usually wanting to interact and communicate with local society. They also want to ask directly to the workers around the village.

> *"Usually, when the tourists doing the activity such as come to the field and help the farmer, they tend to want to ask directly to the farmer instead of asking to their tour guide. They expect that they will hear the explanation briefly and directly from the one who has the profession."* (Manager of Kandri Tourism Village)

The very basic of English conversation such as greetings and other expressions also need to be taught to all of the surrounding society. Simple greeting such as good morning, etc., as well as simple expression such as thank you, etc., are needed to be mastered by all local people from children to elderly. It will build the sense of real life for the tourists to build living experience as what is becoming the goal of tourism village.

Another benefit that might be achieved by the tourism village when they could implement English well is, they could teach Bahasa Indonesia and Bahasa Jawa as their local language to the tourists coming to their place. This is not a new thing that the aim of tourists coming to Indonesia is also to learn the language which is Bahasa Indonesia. As what has been discussed that the tourists are usually coming from exchange students. Therefore, they have aim to also learn the languages including local language.

According to Onosu (2018) the act of surrounding yourself with the culture of a place, is usually called as Cultural Immersion Program (CIP). It might mean living with family and helping out on their farm, or simply sharing a meal with a local. Cultural immersion is a unique experience that can open the doors to a deeper understanding of an unfamiliar place. For international students, CIP can enhance what is taught in school by extending student learning beyond the classroom, into the community. In this aspect International students are students who chose to undertake all or part of their tertiary education in a country other than their own and move to that country for the purpose of studying. The main aims of establishing different program about culture is building an interaction between local society and international students (Reswari and Kalimanzila, 2020).

Another aspect that become the challenge in Kandri Village is they do not have tour guide that can speak English. During this time, when there are some foreign tourists coming the tour guide will depend on the committee or other participants to translate their explanation. The reality often shows that many tour guides have inadequate proficiency in English, but they are brave enough to conduct guiding. This phenomenon commonly happens in developing countries like Indonesia.

Ratminingsih, Suardana, and Martin (2018) stated that tour guides have another important to the tourists. They need to be able to conduct the communication in general and hospitality service in particular. Tour guides need to be knowledgeable and resourceful. They have to know how to communicate efficiently and effectively. In addition, they should be skill full because they are the 'façade' of a tourism company. Thus, training on Tour Guide service should be conducted in the future. Not only to learn about the languages, but also to learn about the international standard of service and hospitality management.

One more thing that is essential to be taught to both of the tour guide and local societies to support their English-speaking ability and service is intercultural skills and knowledge. Intercultural competence is a part of social and communicative competence. The components of intercultural competence include cognition (knowledge, affect), attitudes and emotions, behaviour and skills (Korhonen 2004), interpretation and relating skills, discovery and interaction skills, and critical awareness of culture or political education (Byram 2000).

Developing cultural awareness means that people are able to perceive positive and negative aspects of cultural differences. It will help people to be aware to the other cultures, so that they can look at phenomena from a wider perspective. Intercultural competence is viewed as an ability to see and understand the differences in one's own and other people's cultures and countries, accept them and react accordingly in conversation and behavior, treating people in a way which is not offensive, scornful or nsulting to members of other cultures. At the same time, it includes the knowledge of one's own nation and culture, and aware-ness of their value, preservation and development in order to form a meaningful interaction and sustain intercultural dialogue between different nationalities, religions and cultures (Lūka and Niedrītis, 2012).

4.3 Promotion Activity

After preparing Kandri Tourism Villages with English facilities and soft skills, the next step needed to be done is to promote Kandri to the international level. According to the document analysis of the promotion media owned by Kandri, there is no promotion activity that has been done in English. All the promotion media both electronic and manual are in Bahasa Indonesia. Advertising is one of the most important factors that help the tourism industry to generate tourists from both the local and international marketplace (Salehi and Farahbakhsh, 2014).

In this globalization era, advertising and promoting is becoming easier. The online system that can be reach from all over the world, make the chance of promoting their potential higher. Kandri Tourism Village already have website complete with detail information of its tourism activity. However, the language used in the website is still in Bahasa Indonesia. When actually the website can be accessed anywhere, it is important to make their website has bilingual content to maximize their promotion.

Another powerful promotion media that could help tourism village to be heard in international level is by promoting through social media along with English or bilingual content. Social Media is rapidly emerging as the next big frontier for customer engagement and interactions. There are millions of customer interactions taking place every day on Social Media sites. Social Media emerged and continues to be as a cultural phenomenon. It is also quickly becoming a business phenomenon. Social Media are new innovative tools that collects millions of users all around the globe and they offer several possibilities and opportunities to companies that want to develop communication and marketing strategies (Bansal, Masood, and Dadhich, 2014).

The last thing that should be translated and made into bilingual is the leaflet of Kandri Tourism Village. Kandri has leaflet that provides the information of prices, holiday packages, and information of special event such as *Sesaji Rewandha, Nyasran Sendang, Nyandran Kubur,* etc., along with the description of the event. Result of interview showed that leaflet is powerful enough to help Kandri Tourism Village to promote their potential because this leaflet will be put on Semarang Tourist Information Centre, Semarang and Central Java Tourism Office and other tourist centres in Semarang. The leaflet also being used to promote Kandri in every tourism exhibition that they joined.

It can be concluded that the leaflet has big role to attract the tourist that might be already come to Indonesia and are searching for other activities during their stay. It is therefore, even if it is not sent to other countries, translating the leaflet of Kandri Tourism Village is considered crucial.

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Community Program as Social Management Strategy for Special Economic Zone of Mandalika Development

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Abstract

The Indonesian government is currently focusing on infrastructure development to stimulate economic growth with equal distribution of infrastructure throughout Indonesia. Good infrastructure availability will improve connectivity between regions so that the goods and services flow becomes more efficient. However, infrastructure development has challenges in managing the impact on complex environmental and social conditions, one of them is managing the social impacts that occur in local communities. One of the Government's focuses in infrastructure development is to encourage tourism growth, among them is integrated tourism area development program currently being carried out, that is Special Economic Zone (KEK) of Mandalika. Strategies in managing social impacts that occur in society from the Project is by increasing the ability of local communities to manage natural resources and local wisdom which is the basic capital in supporting tourism development in the region. This empowerment program will have a positive impact on increasing the capacity of local communities and creating jobs, as well as building positive perceptions of the Mandalika tourism area development.

Keywords: Community Program; Infrastructure; Mandalika; Social Impact

1. Background and Goals

The archipelago of Indonesia is endowned with fast array of cultural and natural resources, harbouring a huge untapped potential for developing the tourism industry. In particular, Indonesia is home to one of the most biodiverse habitat in the world that form the underlying draw for visitor. Although tourism is an important growth sector of the country, the tourism sector is not living up to its full potential. Poor and lack of infrastructure can undermine the overall attractiveness and sustainability of tourism destination or attract travellers with low expenditure level.

The national medium-term development plan (*Rencana Pembangunan Jangka Menengah Nasional-RPJMN*) for 2015 -2019 designed tourism as one of four sectoral priorities. Along with RPJMN, the

Government launched the Indonesia Tourism Development Priority Program (*Program Prioritas Nasional Pembangunan Pariwisata Indonesia* – PPNPPI) to accelerate the development of ten priority tourism destination, including the Mandalika in Lombok Island. The Mandalika project is strategically located on the south coast of Lombok in Central Lombok Regency. The project site have a large variety of marine, geological and cultural assets, which are both vital for the success of the Project and will be affected by its impacts.

The Mandalika project is designed to protect the socio culture, environment, and biodiversity which area the assets of sites. The project has received funding from Lenders and guarantees from the Government of Indonesia for the development of the tourism area. One of the government guarantees is provided by the Infrastructure Guarantee Agency (*Badan Usaha Penjaminan Infrastruktur* – BUPI), namely PT Penjaminan Infrastruktur Indonesia (Indonesia Infrastructure Guarantee Fund - IIGF). In this discussion, it will be delivered how the IIGF's role in conducting an environmental and social impact assessment of the Project and contributing to the community program for Project-affected communities as social management strategy for Mandalika development.

2. Methods

Program design based on risk assessment conducted by IIGF to assess the social and environmental risks of the Project that is guaranteed. Environmental and social risk assessment is carried out based on IIGF's Environmental and Social Management Framework (2019) which is carried out based on development plans at each stage: planning, construction and operations. In addition, IIGF has conducted a site visit to make observations and meet related stakeholders and review the documentation of the public consultations that were carried out.

Based on the assessment, entrepreneurship and economic creative are designed for the community in the Kuta Village area. The program implementation stages are as follows: a) Project Context which describes the activities, executor (internal and external), target beneficiaries, involved stakeholders, partners, outputs, and program success indicators; b) Program Implementation by carrying out survey and participant recruitment, implementation of training, and provision of capital assistance; c) Mentoring and Monitoring, and d) Evaluation.

3. Result and Discussion

The Mandalika Project covers small portion of four village in Puju sub-district, namely Kuta, Sukadana, Mertak, and Sengkol. A demographic overview based on gender ratio of the four village is given in Table 1. The gender ratio condition also affects the socio-economic conditions in the Project areas. Analysis result based on Central Bureau of Statistic (Badan Pusat Statistik – BPS) data show that the gender ratio ranges from 0.9 to 0.99 among the affected villages. This shows that there are more conditions for women than men in the region. This may indicate that the migration rate for male workers is quite high in the area.

Table 1. Demographic Overview based on Gender Ration of Impacted Area

No	Village	Area (km2)	Male	Female	Number of Individu	Gender Ratio (M:F)	Density (Individu/Km2)
1.	Kuta	23.66	4,544	4,576	9,120	0.99	385.46
2.	Mertak	14.27	3,697	3,829	7,526	0.97	527.40
3.	Sengkol	18.36	5,255	5,758	11,013	0.91	599.84
4.	Sukadana	7.83	2,468	2,730	5,198	0.9	663.86
5.	**Total**	**64.12**	**15,964**	**16,893**	**32,857**		

Based on BPS data, it shows that the affected areas are dominated by productive age people (15 - 64 old years) so that they have great human resource potential. This is an asset that must be prepared in the development of the Mandalika area so that it can compete with newcomers. A demographic overview based on age distribution of the four village is given in Table 2.

Table 2. Demographic Overview based on Gender of Impacted Area

No	Village	Age Distribution	Population			
			Male	Female	Total	%
1	Kuta	0-14	1346	1199	2545	31
		15-64	2567	2709	395	64.2
		>65	181	214	5726	4.8
2	Mertak	0-14	1272	1165	2437	31
		15-64	2422	2682	5104	64.2
		>65	172	210	382	4.8
3	Sengkol	0-14	1718	1462	3180	29.6
		15-64	3274	3748	7022	65.4
		>65	231	298	529	4.9
4	Sukadana	0-14	816	798	1614	30.9
		15-64	1554	1800	3354	64.2
		>65	110	143	253	4.8

In addition, the level of education is also a component that affects the community socio-economic conditions. Assessment results based on BPS data show that the level of education in the affected villages is relatively low. The number of people who reach the education level up to university is only around 1% - 3%. Meanwhile, 30% of the population reaches the education level up to junior high school. This has become one of the concerns where people are dominated by productive age but have an inadequate level of education or skills. This is a gap that needs to be managed, including: a) unequal distribution of employment opportunities; b) inadequate competition with workers from outside Mandalika; c) local workforce that is not a priority; and d) increasing the welfare gap between the local communities with newcomers doing business in Mandalika.

Based on described conditions, IIGF designed a community program as part of Corporate Social Responsibility with a focus on improving the quality of community resources affected by the Infrastructure Project as a form of social impact mitigation. The program includes entrepreneurship and creative economy training for women in Kuta Village, Pujut Mandalika District. This program is aimed to productive woman who do not yet have business and skills. In addition, this program provides working capital assistance so that beneficiaries can increase their business and create jobs for other communities. The program is designed to improve the abilities of participant with the following training subjects: a) entrepreneurship, b) Motivation and Mental Models, c) Marketing, d) Packaging, e) Group governance and conflict management, f) Financial management, g) Production techniques for *jaje* onion sticks, *dodol*, and a cake made from seaweed which is a local agricultural product

The program results that have been achieved are: a) Training for 28 participants from Kuta Village, where 27 participants are female and 1 male; b) Program has been implemented and the participants have benefited from the training program carried out; c) Involvement of stakeholders, that is the Local Government, ITDC, and community leaders who represent local communities; d) Working capital assistance that can be used by participants to develop a business based on the training that has been given; e) IIGF in collaboration with ITDC will absorb products from program participants, for example as snack meetings, souvenirs, and selling products at exhibitions held by ITDC.

This program is still running with several things to be done including: a) Providing technical and non-technical assistance (packaging, online marketing, PIRT permits, Halal certification, BPOM); b) Continuing the program in other villages affected by the Project; c) Establishing space promotion in Mandalika as a means of marketing products; and d) Involvement and building commitment of stakeholders, especially from local government and community leaders.

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The Role of Work Motivation Mediates the Effect of Organizational Culture on Knowledge Sharing Behavior at Hotels in Badung Regency, Bali, Indonesia

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Abstract

Employees who left their former workplace brought their experience, knowledge, skills and abilities to work with them. Those all capabilities were definitely could not be replaced all of sudden by the new employee. This case brings how importance of knowledge sharing process that further enable to strengthen the relationship of each employee regarding to knowledge, experience, skills and abilities among employees. In completing, their duties and responsibilities, employees must possess certain attitudes and behavior named a work culture. Work culture is based on life values that become traits, habits and strengths driver, shifted from attitude to protection that realized as work. In order to start work-related motivation, work motivation is compulsory. Work motivation can contribute from within and outside the employees so that employees can reach his or her goals along with the company goals. Motivation is a psychological process that is resulted from interaction between individuals and their environment. The purpose of this study was to investigate the effect of (1) work culture on work motivation. (2) work motivation on knowledge sharing behavior, and (3) work culture on knowledge sharing behavior through work motivation. This study is an explanatory research. The population were 4 or 5-star hotel employees in Badung Regency, Bali. From 360 questionaries, 212 questionaires were used for further analysis. The respondents were employees from operational department, from supervisor and craft level. Sampling of this study was carried out using the Slovin formula. The sampling technique used proportional random sampling, the data analysis technique in this study used PLS (Partial Least Square) analysis, which was operated through the SMARTPLS 3.0 program. The result of this study showed that work motivation has a role as mediation for organizational culture on knowledge sharing behavior

Keywords: Work motivation, organizational culture, knowledge sharing behavior

1. Background and Goals

In terms of employment recruitment, hotel and tourism industries have seasonal and part-time recruitment characteristics that resulted in seasonal labor, lack of jobs, and unemployment (Jolliffe & Farnsworth, 2003). The bad stigma of working in this sector has impacted the recruitment and retention of high-potential employees. It creates a picture that working in the hospitality and tourism industries merely has few opportunities for promotion and career development (Baum, Amoha, & Spivack, 1997; Hjalager & Andersen, 2000), the work itself has characteristics that lead to the creation of anti-social working conditions and casual remuneration (Baum, Amoha, & Spivack, 1997).

For having a business in the hotel sector, in order to possess sustainable advantage, they must have the best knowledge about the business. Davenport and Prusak (2000) mentioned that new levels of productivity, creativity, and high quality can be reached by the organizations that have plentiful knowledge and have the ability to manage knowledge. As knowledge is an important resource, thus it must be managed appropriately. The éclat of knowledge management is depending on the capability of the organization to deliver new knowledge and assign or distribute existing knowledge.

In order to achieve organizational success, knowledge sharing is an essential factor. The knowledge that stays in mind, folders, individual computer hard drives which are not shared is brings no advantages for the organizational. The ability of knowledge sharing can be seen by looking at how the new employee asks other employees about job description and any procedure that are being implemented. In order to be distinguished and existed in this industry, culture has the significant role to influence knowledge sharing in both positive or negative way.

If the employees do not have any cultures of sharing knowledge, high technical facilities or well stand of procedure that provided in the organization would become useless. Wang and Noe (2010) suggested a framework related to knowledge sharing and motivated behavior namely (1) Organizational context: management support, rewards or incentives, organizational structure, interpersonal characteristics, team, and culture; (2) Individual factors: education, work experience and personality; and (3) Motivation factors: perceived benefits and perceived costs, fairness and trust.

Knowledge-sharing behavior only can be advised because it is an optional decision by the individual that managers cannot be demanded (Kelloway and Barling, 2000). For the information to be realized and interpret, it requires effort and compliance with the result that knowledge sharing be seen as "information behavior" (Choo, 2016). In line with that statement, Durmusoglu et al., 2014 also pointed that higher level of individual perceptions and knowledge about organization information is a key to which the intended organization becomes successful. The contribution to knowledge sharing is an optional action because it is not possible to keep track of when an employee has a useful thought that should be shared as stated in Cabrera et al. (2006).

The results of interviews conducted in April 2018 and May 2018 revealed several facts about the implementation of knowledge sharing behavior, organizational cultures, and motivation of hotel employees. Firstly, knowledge sharing was about sharing information between employees in the form of outbound training and training sessions. Knowledge sharing between new employees were not effective. Daily workers were coached by senior employees and the department head for improving knowledge and skills. Secondly, organizational culture is established to pursue professional work in hotels. Ways of communicating, doing entrepreneurial performance, creating a memorable moment, being discipline, being hard-working, minimizing mistake, following the rules, and achieving target were some of the cultures that were being implemented in the hotels. Thirdly, in terms of motivation for hotel employees, it was stated that hotels already motivated their employees by giving incentives, rewards, and recognition for excellent service.

The preliminary survey deduced that there was no standard concept of knowledge sharing behavior and organizational culture (especially in hotels). Hotels organization are less aware of the concept of organizational culture that can affect the organizational performance and success. Knowledge sharing is the delivery of information related to the completion of employee work at that time. In the hotel, dominantly the ones who occupied a higher-level position were tend to have knowledge-sharing behavior. Hotels employees already have good work motivation. Employees are very aware of the importance of guest satisfaction that they must provide the best possible service.

The hospitality business is a labor-intensive industry, where many seasonal employees come with their tacit knowledge and will leave with their improved knowledge and experience. Therefore, knowledge sharing behavior and organizational culture together with work motivation are crucial for the existence of hotels in this competitive industry. Hence, this research is aimed at finding the role of work motivation mediated the effect of organizational culture variables knowledge sharing behavior of hotel employees in Bali.

1.1 Conceptual framework

This conceptual framework was an integration of several previous research models. Thus, it formed a research model that was expected to proof and answer the research problems of this study. The organizational culture research model was taken from the Organizational Culture Assessment Questionnaire (Sashkin and Rosenbach, 2013). The second model was adopted from the study by Lunberg, et al. (2008) who examined work motivation on seasonal workers in the hotel and tourism industry. The third model was knowledge sharing behavior which was quoted from the research of Sihombing et al. (2017) who analyzed the impact of work motivation and satisfaction on knowledge sharing behavior with organizational commitment as the mediating variable. The research model can be seen in Figure 1. as follows.

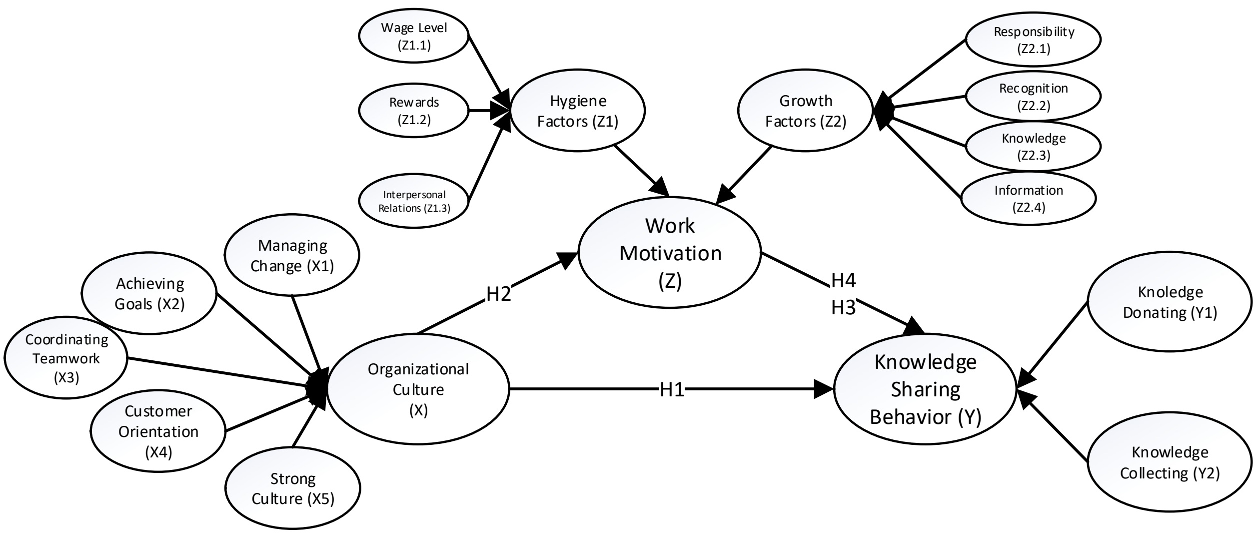

Figure 1. Research Model

1.2 Hypotheses

Based on the conceptual framework and research model, the hypothesis in this study can be formed as follows.

1.2.1 Alattas & Kang (2015) stated that organizational culture is measured as an important component in knowledge sharing. Bock et al. (2005) suggested that organizational culture was trust-oriented, hence the employee was possibly to share knowledge (knowledge sharing) with their colleagues, form shared beliefs that emphasize knowledge acquisition and knowledge application in organizations. Therefore, from the previous explanation, hypothesis can be formed as follows.

H1: Organizational Culture has a significant positive effect on knowledge sharing behavior of hotel employees

1.2.2 In the research of Cucu-Ciuhan & Guita-Alexandru (2014), it was obvious that employees with high economic motivation prefer an organizational culture based on power. Employee with high social motivation wish for a culture that supported types and people with valid self-fulfillment motivation prefer support type culture but also role culture and task type culture. Employees who felt responsible for the success of their organization are employees who were motivated and feel proud when completing their work. According to Hofstede (2005), appreciation of employees' work will make employees work more vigorously. The main conclusions of the study by Panagiotis et al. (2014) stated that to increase employee motivation, the organization culture applied by the organization becomes a very important thing. The formed hypothesis can be seen as follows.

H1: Organizational Culture has a significant positive effect on the work motivation of hotel employees.

1.2.3 Bock and Kim (2002) noted that extrinsic motivation in the form of rewards were merely triggered for knowledge sharing; it did not change the contributor's attitude towards knowledge sharing. Employees' extrinsic motivation for knowledge sharing is the result of beliefs that were usually based on employees' perceptions of the value associated with knowledge sharing (Osterloh & Frey, 2000; Kankanhalli et al., 2005). Thus, the hypothesis was formed as follows.

H3: Work motivation has a significant positive effect on knowledge sharing behavior of hotel employees.

1.2.4 Siemsen et al. (2008) explored how motivation affected employee behavior in knowledge sharing. That research laid in the formation of the mediator variable, namely work motivation to the causality of the two variables and the addition of new work design variables that affect the achievement of the employees. There was a significant direct effect of organizational culture on work motivation and human resource performance in the research of Al-Musadieq et al. (2018). Therefore, hypothesis was formed as follows.

H4: Work motivation plays a role in mediating the effect of organizational culture on knowledge sharing behavior of hotel employees.

2. Methods

This study was explanatory research. The population was 4/5-star hotel employees in Badung Regency, Bali. The respondents were employees from the operational department, between supervisory and craft level. The sampling technique used was proportional random sampling. The data analysis technique in this study used Partial Least Square (PLS) analysis, with the SMART PLS 3.0 program. For the data collection, merely 31 hotels with 4/5 stars in Badung regency consented to take part in this research. The population of employees with the operational position was 4347 people. With 95% confidence, the sample consisted of 360 employees. Only 212 questionnaires available for further analysis, thus it made the response rate was 58.89%.

Tabel 1. Respondents Characteristic

Characteristic	Category	Frequency	%
Age	< 20	3	1.4
	20 - 30	122	57.5
	30 - 40	65	30.7
	> 40	22	10.4
Sex	Male	131	61.8
	Female	81	38.2
Education	Senior High School	53	25.0
	Diploma	118	55.7
	Bachelor	40	18.9
Working Period	< 1 year	4	1.9
	1 - 3 years	19	9.0
	3 - 5 years	10	4.7
	> 5 years	179	84.4

The results of the analysis show that from 212 respondents, most of the employees are young adults with the range of age between 20-30 years (57.5%). Respondents with male gender dominate for 61.8%, while the remaining 38.2% are women. For 55.7% of respondents have a diploma education. Respondents with more than 5 years of working period reaches 84.4%.

3. Results and Discussion

Organizational culture variables were measured with 5 dimensions (Sashkin dan Rosenbach, 2013); managing change (MC), achieving goals (AG), coordination teamwork (CT), strong culture (SC), and customer orientation (CO). By calculating the frequency distribution and mean score from the respondents, the average score of work culture was in the high categories (Mean score = 4.07). The results showed that hotel employees in Badung regency had a high perception of the customer orientation dimension. The hotel was good at giving awards to the best employees who provided the best service to the guests. However, hotels still needed to improve organizational culture because some employees felt that the changes that existed as a form of organizational culture improvement were an imposition from the hotel. To achieve goals, they sometimes have to violate policies. Some employees are still not responsible for guests. Hotels were frequently making changes that created disruptions to employees' work. In order to overcome this obstacle, the organizational culture change could be carried out gradually as an effort to improve the work culture of employees in hotels. The management had to emphasize more on the interests and job satisfaction of the employees, so that the changes were not considered as a force or sudden burden.

The work motivation variable was measured by two dimensions (Lunberg, et al., 2008); hygiene factor (HF) and growth factor (GF). The average score to the questions related to the work motivation variable is high (Mean score = 4.20). It showed that most hotel employees in Badung regency already had high work motivation. It was because the hotel had clear vision and mission, job descriptions (responsibilities), and the employees felt that their ideas, thoughts, and suggestions were being respected by the hotel management. However, to maintain and increase employees' motivation, the hotel should provide additional training or vocational education that made employees became well-trained in carrying out their work or in serving hotel guests.

The knowledge sharing behavior variable was measured by two dimensions adopted from Sihombing et al. (2017); knowledge donating (KD) and knowledge collecting (KC). The average score of respondents' answers to the variable knowledge sharing behavior was high (Mean score = 4.30). It meant that most hotel employees in Badung district had high ability to exchange knowledge. It was shown by the attitude of most employees who frequently asked their colleagues who were considered to have higher knowledge about the work they are doing. Employees also did not hesitate to teach their colleagues to do work following hotel procedures.

3.1 Reliability and Validity Analysis

All indicators had loading factor value > 0.7, it shows that all indicators are valid in measuring the construct. It is also supported by the AVE value of each construct that has exceeded 0.5. The test is proceeded to the composite reliability test in which the construct is declared reliable if it has a Cronbach's alpha value > 0.7 and the composite reliability of all constructs > 0.7 (Fornell and Larcker,1981). The convergent validity and reliability of each construct can be seen in table 2.

Tabel 2. Convergent Validity and Reliability

Factors	Items	Indicators	Loading Factor	AVE	Cronbach's Alpha	CR
Work Culture	AG	AG1	0.917	0.841	0.962	0.969
		AG2	0.968			
		AG3	0.82			
		AG4	0.947			
		AG5	0.889			
		AG6	0.952			
	CO	CO1	0.94	0.822	0.957	0.965
		CO2	0.912			
		CO3	0.862			
		CO4	0.911			
		CO5	0.877			
		CO6	0.936			
	CT	CT1	0.933	0.835	0.96	0.968
		CT2	0.921			
		CT3	0.915			
		CT4	0.927			
		CT5	0.875			
		CT6	0.91			
	MC	MC1	0.91	0.833	0.96	0.968
		MC2	0.879			
		MC3	0.946			
		MC4	0.877			
		MC5	0.933			
		MC6	0.929			
	SC	SC1	0.868	0.838	0.961	0.969
		SC2	0.895			
		SC3	0.913			
		SC4	0.962			
		SC5	0.918			
		SC6	0.933			
Work Motivation	GF	GF1	0.945	0.901	0.963	0.973
		GF2	0.968			
		GF3	0.926			
		GF4	0.958			
	HF	HF1	0.933	0.886	0.935	0.959
		HF2	0.927			
		HF3	0.963			
Knowledge Sharing Behavior	KC	KC1	0.941	0.868	0.949	0.963
		KC2	0.927			
		KC3	0.917			
		KC4	0.942			
	KD	KD1	0.947	0.831	0.932	0.952
		KD2	0.853			
		KD3	0.918			
		KD4	0.926			

Table 3. Descriptive Statistics and Discriminant Validity

	Mean	SD	AG	CO	CT	GF	HF	KC	KD	MC	SC	X	Y	Z
AG			0.917											
CO			0.879	0.907										
CT			0.871	0.910	0.914									
GF			0.385	0.379	0.328	0.949								
HF			0.415	0.409	0.358	0.983	0.941							
KC			0.605	0.566	0.519	0.633	0.643	0.932						
KD			0.595	0.558	0.520	0.603	0.617	0.949	0.912					
MC			0.863	0.870	0.861	0.371	0.400	0.561	0.545	0.913				
SC			0.909	0.930	0.921	0.324	0.358	0.523	0.533	0.891	0.915			
X			0.947	0.961	0.955	0.374	0.406	0.581	0.577	0.939	0.974	0.872		
Y			0.609	0.569	0.526	0.627	0.639	0.988	0.987	0.560	0.535	0.587	0.910	
Z			0.400	0.394	0.343	0.997	0.994	0.641	0.613	0.386	0.340	0.390	0.635	0.942

Table 4. Descriptive Statistics and Disriminant Validity Evaluation

	Mean	SD	X	Y	Z
X	3.052	1.129	**0.872**		
Y	3.328	1.220	0.587	**0.910**	
Z	3.235	1.268	0.390	0.635	**0.942**

The results of the PLS model estimation in Figure 2, all indicators have a loading factor value above 0.7, the research model has fulfilled the requirements of convergent validity. The PLS model implies to have the convergent validity of the AVE value of each construct is > 0.5.

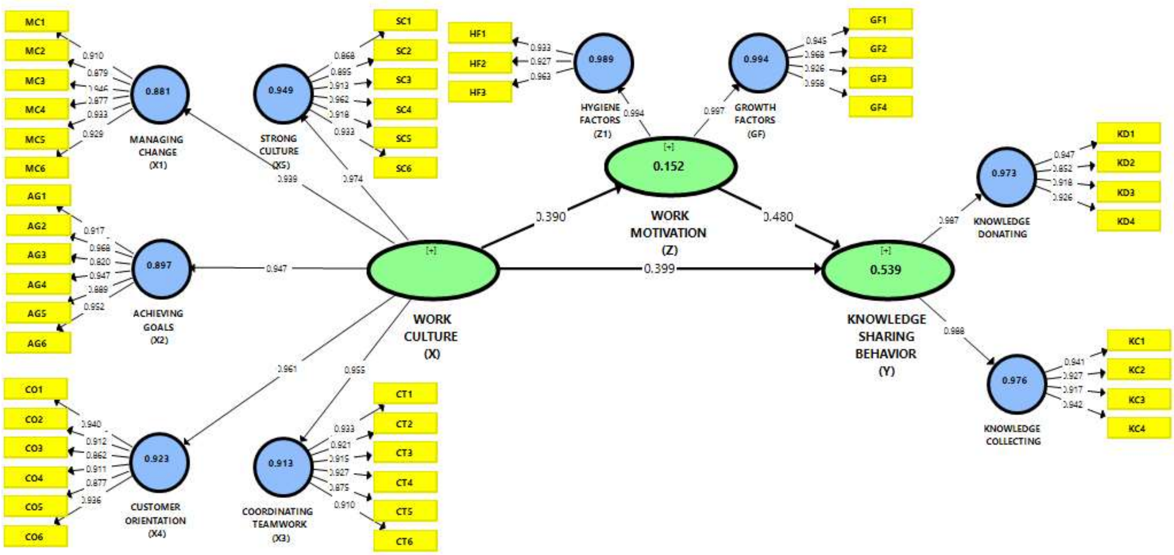

Figure 2.

Based on the estimation results of the PLS model using the bootstrapping technique previously, all lines have a þ value < 0.05.

Tabel 5. Model Fit Statistics

Model Fit Indices	SRMR	d_ULS
	0.6	14.948

3.2 Direct Effect

Tabel 6. Direct Effect

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*sT Statistics (|O/STDEV|)*	*P Values*
X ➔ Y	0.399	0.401	0.061	6.509	0.000
X ➔ Z	0.390	0.391	0.038	10.150	0.000
Z ➔ Y	0.480	0.479	0.064	7.463	0.000

The results of hypothesis testing, are as follows.

1) The þ value of the influence of organizational culture on knowledge sharing behavior (X➔Y) is 0,000 with a T statistic of 6.509 and the path coefficient is positive at 0.399. Therefore, the þ value is < 0.05, T statistic > 1.96, and the coefficient positive path, it can be concluded that organizational culture has a positive and significant effect on knowledge sharing behavior, thus **H1 accepted**. It shows that the better the organizational culture, the better the ability of employees to exchange knowledge. Based on the path coefficient value that connected the two variables, it can be seen that 39.9% of the variance in the ability of employees to exchange knowledge is influenced by the organizational culture in the company.

2) The þ value of the influence of organizational culture on work motivation (X➔Z) is 0,000 with a T statistic of 10.150 and the path coefficient is positive at 0.390. The þ value < 0.05, T statistic > 1.96, and the positive path coefficient, it concluded that work culture has a positive and significant effect on work motivation, thus **H2 accepted**. It indicates that the better the work culture, the higher the employee's work motivation. Based on the path coefficient value that connected the two variables, it can be seen that 39% of the variance in employee motivation is influenced by the work culture in the company.

3) The þ value of the effect of work motivation on knowledge sharing behavior (Z➔Y) is 0,000 with a T statistic of 7,463 and a path coefficient is positive of 0.480. Because the þ value is < 0.05, T statistic > 1.96, and the coefficient positive path, it can be concluded that work motivation had a positive and significant effect on knowledge sharing behavior, thus **H3 accepted**. It shows that the higher the employee's work motivation, the better the employee's ability to exchange knowledge. Based on the path coefficient value that connects the two variables, it can be seen that 48% of the variance in the ability of employees to exchange knowledge is influenced by their work motivation.

Table 7. Path Analysis

Path	Dirrect Effect	t Value	P	Indirect Effect	t Value	P	Hypothesis
X→ Y	0.399	6.509	0.000***	0.187	5.937	0.000***	H1 Accepted
X→ Z	0.390	10.150	0.000***	-	-	-	H2 Accepted
Z → Y	0.480	7.463	0.000***	-	-	-	H3 Accepted

3.3 Indirect Effect

In this study, the variable work motivation mediated the indirect effect of organizational variables on knowledge sharing behavior. To test the significance of this indirect effect, the following hypothesis was tested: work motivation mediated the indirect effect of organizational culture variables on knowledge sharing behavior with a significance level of 5%, H4 is accepted if the þ value > 0.05 and T value < 1.65.

Based on the results of testing the indirect effect in the table above, the significant value of the indirect effect of work culture on knowledge sharing behavior mediated by work motivation is 0.000 with a T statistic of 5.937 and a positive path coefficient of 0.187. Because the significance value of the test results < 0.05 and T statistic > 1.96, **H4 accepted**. The work motivation mediated the effect of organizational culture on knowledge sharing behavior.

Table 8. Indirect effect

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*þ Values*
X → Z →Y	0.187	0.187	0.032	5.937	0.000

4. Discussion and Conclusion

This research analyzed the effect of organizational culture (managing change, achieving goals, coordinating teamwork, strong culture, and customer orientation) on knowledge sharing behavior of the operational department in 4/5-star hotels in Badung regency, Bali. The mediation role of work motivation established the indirect effect of organizational culture on knowledge sharing behavior. This finding is considered as a main contributor to the hotel sector as a part of the hospitality industry.

The direct effect of organizational culture towards knowledge sharing behavior was in line with other researchers' result study (Mushtaq et al., 2013; Islam et al., 2011; Zhang, 2015; Alattas & Kang, 2015). In order to integrate the knowledge between the employees, knowledge sharing has to be considered as the main principle in conducting any activities in their work. Hence, the management needed to initiate the appropriate organizational culture to establish the knowledge sharing behavior.

Organizational culture is not an easy subject to be established in order to achieve high business performance. McGregor & Doshi (2015) explained how employee motivation was shaped by the culture of the organization, they concluded that "*Why we work determines how well we work*". People work because they have their motives. The highly organizational culture maximizes the work motivation of the employee. Cucu-Ciuhan & Guite-Alexandru (2014) also found that there was a correlation between organizational culture and work motivation. Thus, this study also consistently in line with other studies that organizational culture has a direct effect on work motivation.

The higher the work motivation of the hotel employees, the higher their knowledge-sharing behavior and compliance. The result of this research confirms the earlier studies about the effect of work motivation towards knowledge sharing (Siemsen et al., 2008; Almeida et al., 2016; Hung et al., 2011; and Liu & Fang, 2010). Knowledge-sharing be a part of the resources owned by employees if the employee makes use of their knowledge, skill, and ability to assist other employees to complete his or her tasks. Lunberg et al. (2009) mentioned that work motivation was based on satisfaction on the greater needs which not merely for wage or salary. In the hotels, teamwork is essential in accomplishing work, no work can be completed unless effective teamwork is attained. Thus, knowledge sharing enables team members to understand better the team tasks and objectives.

Work motivation has the role of mediation on the effect of organizational culture toward knowledge sharing behavior. It shows that organizational culture enables to increase employee's work motivation in which in turn, it increases the ability of employees to share knowledge. There has been no evidence that work motivation uses as mediation for knowledge sharing behavior. Work motivation determines workplace behavior such as innovation behavior (Nardo et al., 2019), organization citizenship behavior (Barbuto & Story, 2011), and organizational behavior (Gagne et al., 2018). The findings of this study added work motivation as a variable that has a role as a mediator.

4.1 The Implication for the Managers

Knowledge sharing behavior must be supported by a strong organizational culture. In the hotel industry, knowledge refers to employees' understanding about products and services in serving guests, operational standard, appreciating their colleges, meeting the guest satisfaction, and knowing the competitors. Managers must comprehend the appropriate concept of knowledge sharing, organizational culture, and work motivation. Activities of knowledge sharing among employees frequently take place in a spontaneous and friendly manner. Knowledge sharing behavior might be improved through cultural change and policies. With the escalate of knowledge sharing, organizational culture, and work motivation, managers would be able to drive the employees to be more active and productive in improving their performance.

4.2 Contribution to the Knowledge

The findings of this study contributed to the concept of organizational behavior. Theoretically, the contribution is given through the results of the indirect effect between organizational culture towards knowledge sharing behavior. The discussion and conclusion of this study also contributed empirically to knowledge in the hotel sector.

4.3 Limitation and Future Research

This research was limited to hotel employees in the operational department and only covered one regency in Bali island. For future research, it is recommended to find out more about what disrupts the knowledge sharing behavior. Future research will also need to be conducted to use human resources management practices as a mediator that can create hospitality culture.

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Buy or Bye? Indonesian Millennial Tourists' Motives and Consumption Patterns

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Abstract

Purpose – This paper elaborates a study on behavioural changes in the consumption of millennial tourists in Indonesia, which to date is still little being studied. This thesis departs from an idea that casts doubt on the assumption that the tourism consumption pattern of the millennial generation is homogenous as is often discussed by previous studies. The main goal is to describe empirical facts about the diversity of motives and consumption patterns based on socio-demographic characteristics, as well as tourist experiences, and destinations visited by millennial tourists.

Design/methodology/approach – This study aims to develop study of Indonesian millennials motives and consumption pattern, based on their endogen and exogen factors which affected their behaviour during travel. As delineated in the background of study, millennials travel pattern are still not clearly mapped. What makes a certain destination attractive to millennials that makes them want to buy and what makes a destination is less attractive (bye).

An online survey of 577 respondents were conducted to find an extensive analysis on behaviour of Indonesian millennials in buying or leaving a destination.

Theoretical Approach – At the leading concept of the study, endogen and exogen factors composes millennials travel motives and consumption patterns which leads to "a good buy" and "good bye" categorisation process. A supporting concept is included to provide nuanced by differentiating evidence and supplementary information with reference to existing theories and secondary data sets. The supporting concept will emphasize on three different aspects consisting of purchase behaviour, travel motivation and experience necessities to Indonesia millennials tourist. The framework of study holds the explanatory of millennials tourists' motives and consumption patterns in Indonesia.

Findings - The motivation and consumption patterns of millennials while traveling are strongly influenced by exogenous and endogenous factors. Two main endogenous factors, namely marital status and willingness to pay, are the basis for selecting destinations. The exogenous factors embedded in the elements of sustainability have proven to be very attractive or defined as a “good buy” instead of a “good bye” to millennial’s visitation. endogenous and exogenous make a major contribution to the behaviour of millennials; whether buy (take it) or bye (leave it). Endogenous elements that influence the motivation and consumption patterns of millennials include 1) marital status; 2) age group; 3) income 4) gender and 5) level of education. Meanwhile, exogenous elements that affect the behaviour of Indonesian or considered as a good buy for Indonesian millennials are 1) destination attractiveness which is equivalent to destinations that maintain sustainability; 2) volunteering activities; 3) conservation concerns; 4) sharing economy and 5) local community interaction.

Originality/value – The study is aimed to filling the theoretical gap between motive linearity and tourism consumption behaviour, especially among Indonesian millennials. Changes in motivation behaviour and consumption patterns will be developed from previous studies through secondary data

Keywords: Tourist, millennials, motives, consumption

1. Background

Over the next decade, Millennial Travellers will enter their peak earning and spending years. Undoubted; this type of travellers will create an immense opportunity for the travel and tourism industry. Millennials (the so call Gen-Y) will create opportunity at least for three reasons: the increased numbers on young travellers travelling in the present (Richards, 2006; Richards & Wilson, 2004); the fact that their choices lead to new attitudes within the tourism industry (Leask et al., 2013) and the possibilities that these young tourists will continue to travel in the future (Barton et al., 2013)

With the increase numbers of millennials in Indonesia, the future tourist are millennials. Their motive and consumption will affect the destination. As they also interact digitally with other people, their online and offline environments will simultaneously develop memories related to their travel journey (Leask et al., 2013). It is crucial therefore to explore Indonesian millennial tourists’ motives and consumption patterns to further emphasize their travel experiences.

By 2030 Asia will be home to 57% of the population aged 15-38 or popularly known as generation Y or millennial generation (BeritaSatu.com, 2018; Tempo.co, 2019; Travel.Okezone.com, 2018). In China alone; there will be 333 million millennials by 2030. Predicted millennials population in Indonesia will also reach to 82 million people in 2030. In line with that, the Asian tourism market is also predicted to dominate the world’s future of millennial tourists (Pearce & Son, 2004; Richards, 2015).

Even so, to date the investigation of Indonesian millennial traveller is still immature. Considering the dramatic change of today’s travel intensified by digital marketing platforms; their travel pattern is not clearly mapped. From a different perspective, their behaviour is also not similar as it depends on their social and psychographic categories. As an overview, there's only 62 articles on millennials research (Generation-Y) in Scopus; with most of the research are dominated by American perspective. In Indonesia's Digital Reference Source (Garuda-Garba Rujukan Digital), there are only 11 articles published with the keyword "millennial tourists" as shown in Figure 1 below.

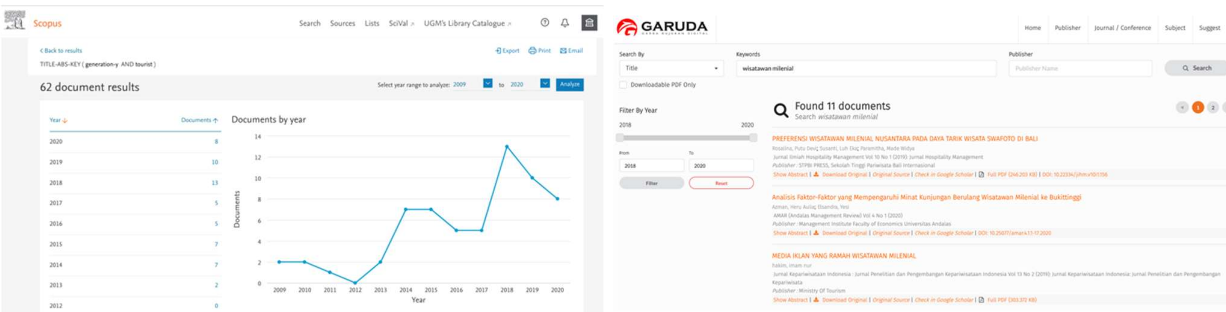

Figure 1. Comparison of publications indexed by SCOPUS and articles in GARUDA.

Primary Data, 2020

On the contrary, there are 1,008 results for Millennials articles and reports in Google Scholar. Of course this is a striking difference compared to the number of publications in SCOPUS and GARUDA. From this, it appears that studies on millennial tourists are very popular among researchers in Indonesia; although not all of them get a chance in a good publication space (such as indexed by SCOPUS and GARUDA). As delineated, millennials travel pattern are still not clearly mapped.

In further investigation, the dominance of the literature is around travel preferences which then makes many researchers on a relatively similar research spectrum. Very few studies have looked at the fact that this generation actually has very diverse preferences with consumption patterns that are strongly driven by their motivational factor in visiting a destination. In addition, most of this researchers have relatively generalized millennial behaviour — which is actually very difficult to predict and understand. In contrast to the baby boomers generation who tend to be predictable; Millennials tend to be "random", which poses a challenge in understanding the consumption behaviour and motivation of this generation when traveling.

Motivation has proved to be a core and critical concept in tourism and hospitality studies and it has been comprehensively examined in both conceptual and empirical studies (Boztug et al., 2015; Mannell & Iso-Ahola, 1987; Wearing & McGehee, 2013; Zhang et al., 2017). As a considerably critical concept in tourism and hospitality studies, motivation is a psychological term describing that which directs consumers toward the fulfilment of travel needs and wants (Hsu et al., 2017; Pearce & Lee, 2005). As Crompton (1979) noted that "it is possible to describe the who, when, where, and how of tourism but more difficult to answer the question Why?"; until today understanding tourist motivation is critical factor that underlies tourism behaviour. Therefore, motivation is undeniably a starting point to understand decision making process and important construct to further understand the tourism system (Crompton, 1979; Morrison et al., 1996; Pearce & Lee, 2005)

The relatively few studies on the motives and consumption behaviour of millennial tourists in Indonesia result in very limited detailed information about the causes and consequences of their behaviour during trips. It becomes a question mark, for example, on how important it is for them to look into tourism attractions that ensure the quality of the environment and how their enthusiasm to carry out the sharing economy in tourism activities. Empirical evidence on this research undoubtedly will contribute to a complete understanding of the phenomenon of millennial tourist behaviour in Indonesia. A more critical analysis is needed so that the description of indications of changes in motives and consumption patterns can sharpen theories about the millennial generation in developing countries such as Indonesia and its practical implications for tourism product innovation.

Given this backdrop, this thesis departs from an idea that casts doubt on the assumption that the tourism consumption pattern of the millennial generation is identical as is often discussed by researchers. The main goal is to describe empirical facts about the diversity of motives and consumption patterns based on socio-demographic characteristics, as well as tourist experiences, and destinations visited by millennial tourists.

2. Purpose

As briefly stated above, this study aims to is twofold: to develop study of Indonesian millennials motives and consumption pattern, based on their endogen and exogen factors and to filling the theoretical gap between motive linearity and tourism consumption behaviour, especially among millennials. Motivational values are the determinants to give meaning of travel. Millennials values offers not only insight for their purchase behaviour in the present but also construct their future choices, while expresses "a good buy and a goodbye" when it comes to travel and destination preferences.

The paper is structured as follows. Theoretical and methodological section are reviewed critically to be the baseline of this study; developing it from the major theories. The section also offers insights on how the study was conducted. After this section, findings are presented and discussed though survey data and related studies. The paper concludes by pointing at the professional and theoretical implication of the results.

3. Methods

At the leading concept of the study, endogen and exogen factors composes millennials travel motives and consumption patterns which leads to categorisation process. A supporting concept is included to provide nuanced by differentiating evidence and supplementary information with reference to existing theories and secondary data sets. The supporting concept will emphasize on three different aspects consisting of purchase behaviour, travel motivation and experience necessities to Indonesia millennials tourist. The framework of study holds the explanatory of millennials tourists' motives and consumption patterns in Indonesia (fig 1)

Figure 1. Framework of the study

Source: Author’s construct, 2020

The survey was conducted to capture the behaviour patterns of millennial tourists during travel. The questionnaire is designed to collect data on of Indonesian millennials by looking into their motivation and consumption patterns. The validity and reliability of the instrument were tested with Cronbach Alpha with a value of 0.82.

Data were collected from 577 respondents through an online survey of millennials since 1-20 September 2020. Differences in motives and consumption patterns are not only related to millennial endogenous factors, but also depend on exogenous factors such as the type of attractions visited and the type of experience sought.

4. Literature Review

The term "Generation Y" was first popularized in an article published in 1993 in American Advertising Age, to refer to western juvenile at that time (Main, 2017; Moloney, 2017; Monaco, 2018). The article in the magazine emphasizes how this generation differs from the so-called Generation X (which was born between 1963 and the late 1970s), because it is more exposed to digital media and technology. Previously, in 1991 sociologists William Strauss and Neil Howe, in their book “Generations: The History of America's Future, 1584 to 2069", had defined Millennials as people born between 1984 and 2004 who had similar characteristics to what is known as The "great generation" (those who are born between 1901-1924. Strauss and Howe describe millennials as a generation who have strong responsibilities and really love their homeland.

In a different perspective, American sociologist Shaputis (2004) actually refers to this generation as "Boomerang" or "Generation Peter Pan". According to him this generation is characterized by the tendency to postpone the transition to adulthood, leave their parents' home late and postpone determining other steps, such as completing their studies, seeking employment or getting married. Shaputis elaborates on how this generation is different to the previous generation with the tendency to be more independent with higher discipline and integrity.

In 2008, Strauss and Howe returned to discussing the newest generation, which they call post-Millennial or Generation Z. They shows that the dividing line between this new generation and Millennials is not clear. What characterizes and distinguishes post-Millennials is that they are digital natives (Prensky, 2001), the true protagonists of the "new mobility paradigm" (Sheller & Urry, 2006), a generation characterized by high mobility of people and objects (Urry & Larsen, 2011). Urry and Larsen's writing is one of the references why then there is some literature that divides millennials into several different age groups. In the SKIFT report, for example, the division is divided into Young Gen Z (16-18 year olds), Old Gen Z (19–22), Young Millennials (23–30), and Old Millennials (31–38) (Skift Research, 2019). Debatably; in the report is stated that until now it is still unclear when Gen X's momentum actually transitioned to the Millennial generation, and it is even more unclear when this generation came to an end.

In Indonesia itself, there have been many studies that have examined millennials from the perspective of travel patterns, interest in visiting, to the meaning of traveling (Azman & Elsandra, 2020; Maulana Pratama et al., 2020; Meilani, 2016; P. Pitanatri et al., 2020; Wiweka et al., 2019). However, unlike the development of literature in the western world, studies related to millennial tourists in Indonesia are still relatively new. The existing literature still refers to western terminology which is often less representative in describing phenomena that occurs in Indonesia.

The phenomenon grew as economic development and technological innovations in the past several years has made Indonesian travellers are becoming younger, wealthier, more educated, and more connected via social media than the previous generations. This attribute contributed to a new class of Indonesian travellers who are notably seek for niche-based experiences and recognition within their social networks. Their attachment to the social network through social media make this generations likely to daydream and simply enjoy "strolling down the aisles" and want to be entertained along the way. With this characteristic, travel motivation of Indonesian millennials are further elaborated.

Generalizing the behaviour of millennial tourists is not quite right. There must be a re-confirmation of the survey results that see millennials as unique individuals; not as a uniform behaviour as conveyed in previous writings. Therefore, in Indonesia, the relationship between tourism and this generation has not been explored further and there are still many research gaps that can be enhanced to further elaborate the scope of tourist studies in Indonesia; especially that focusses on travel motivation.

Travel motivation is crucial in understanding how travellers travel; what “pushed” them to travel and what are the attributed that “pulled” them to travel. For example, motivations have been found to play a crucial role in travellers’ satisfaction (Gao et al., 2019; P. D. S. Pitanatri & Pitana, 2019), loyalty (Park et al., 2019) and intention to revisit (Sharma & Nayak, 2018). Nevertheless, because of its complexity and intrinsic feature, motivations have not been well understood by previous researchers and hoteliers (W. Wang et al., 2020).

Being so complex, travellers’ behavioural patterns, perceptions, and interests may vary due to their political, social, economic, technological, cultural, psychological and other backgrounds (Brochado & Rita, 2018; Zeng & Gerritsen, 2014). Endogen and exogen factors in the tourism and hospitality literature has shown that it plays an important role in contributing to loyalty and revisit intention (Azman & Elsandra, 2020; Ho & Peng, 2017; Park et al., 2019, Wijayanti & Damanik, 2019). Therefore as a baseline of this study, a further characteristic will be underlined.

Focusing on the characteristic and behaviour patterns, this study construct Indonesian millennials travel based on their behaviour when choosing a destination. A good buy and a goodbye were construct through previous study that indicates this behaviour. Motivations are contrived by push and pull factors (endogen and exogen) while consumption patterns are establish by previous study that indicates destinations attractiveness to millennials.

A good buy are destinations that are not only attractive but also able to 1) maintain sustainability (Charles A. Adongo et al., 2018; Campón-Cerro et al., 2017; Sroypetch, 2016); 2) enables volunteering activities (C.A. Adongo et al., 2017; Rogerson, 2011); 3) aware of conservation concerns (Adongo et al., 2018; Nambiar, 2014; Richards, 2018); 4) conduct profit sharing with the community (sharing economy) (Grimmer et al., 2019; Noy et al., 2016; Ye et al., 2019) and 5) enables local community interaction (Adongo et al., 2018; Hanafiah et al., 2016; Westerhausen & Macbeth, 2003).

On the other hand what is considered as a goodbye; are elaborated from previous study that indicates that 1) destination cleanliness and safety (Brochado et al., 2015; King & Choi, 1997; Musa & Thirumoorthi, 2011) and 2) destination which suffers from over-tourism (Dodds & Holmes, 2019; Joppe, 2018; X. Wang et al., 2017) are two big no for millennials.

Exploration of millennials tourists in an “Indonesian” perspective will provide a new perspective on how this generation actually behaves when they are in a tourism destination. What motivates them and what is being consumed while they travel, until now, has not been explored in depth. The understanding of the millennial generation in Indonesia should refer to the paradigm that each individual has his own motivation when traveling - which is often not explicitly conveyed.

5. Findings

A good buy and a good-bye for Indonesian millennial tourist

The results of this study indicate that the motivation and consumption patterns of millennials while traveling are strongly influenced by exogenous and endogenous factors. The main endogenous factors examined in this study, are the basis for selecting destinations. The exogenous factors embedded in the elements of sustainability have proven to be very attractive to millennial's visitation.

From the survey, it appears that endogenous factor is affecting the motivation and consumption patterns of millennials vigorously. This is consistent with studies related to tourist engagement to destination. Motivation is considered as an essential determinant to tourist behaviour (Fan et al., 2019; Maoz, 2006; Zhao et al., 2019) therefore, according to push and pull theory, people travel because they are "pushed" to travel by internal, psychological forces. Likewise, people are "pulled" by the external forces which embodied in the destination attributes (Crompton, 1979). Related to motivation, Pearce also introduced five consisting motivation levels which includes relaxation needs, stimulation (safety and security) needs, relationship needs, self-esteem & development needs, and fulfilment needs (Pearce & Lee, 2005).

This study refines the understanding of Indonesian millennials travel phenomenon. By identifying the endogen and exogen factors, this study argues that destination attractiveness varies with their motivation and consumption behaviours as what can be seen on fig 2 below.

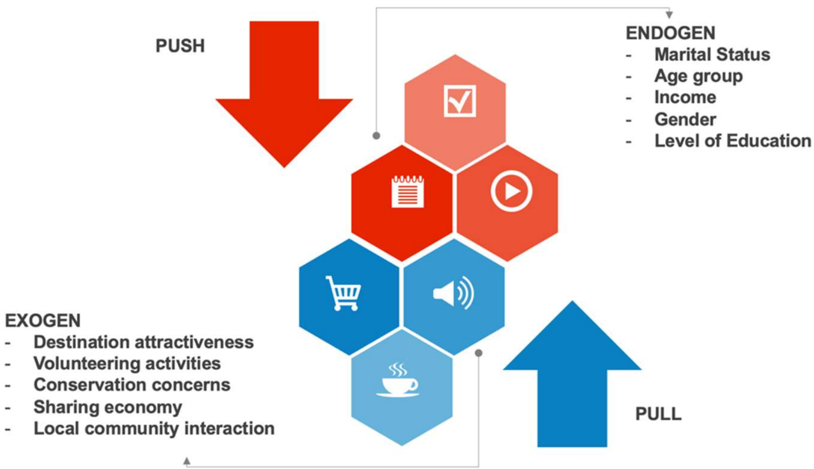

Figure 2. Indonesian Millennials Motives and tourism consumption pattern

Source: Author's construct, 2020

In further elaboration, it can be seen that endogenous and exogenous make a major contribution to the behaviour of millennials; whether buy (take it) or bye (leave it). Endogenous elements that influence the motivation and consumption patterns of millennials include 1) marital status; 2) age group; 3) income 4) gender and 5) level of education. Meanwhile, exogenous elements that affect the behaviour of Indonesian or considered as a good buy for Indonesian millennials are 1) destination attractiveness which is equivalent to destinations that maintain sustainability; 2) volunteering activities; 3) conservation concerns; 4) sharing economy and 5) local community interaction.

1) Destination Sustainability

Indonesian millennials are proven to have high interest in destinations that maintain sustainability. As shown on figure 3, the study has indicate that Indonesian millennials are willing to pay more to 1) a better quality of destination (90,8%) 2) unique and "impressive" destination (82%) and 3) are willing to pay for conservation (78.08%).

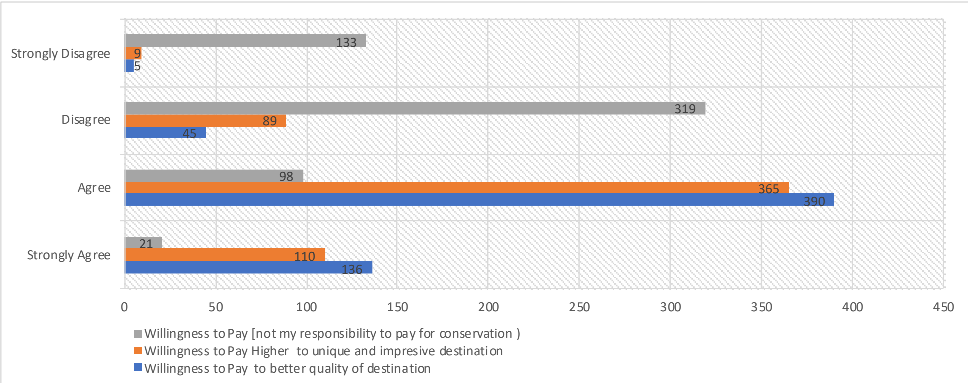

Figure 3. Destination Sustainability

Primary data, 2020

From the above result can be seen that travel consumption of Indonesian millennials is dominated to provide "heart" and wellbeing enriching experiences; sense of being recognized and worthwhile. A destination with that maintain its sustainability is crucial and has become an attractive point of attraction for millennials.

2) Volunteering Activities

As an emerging trend, volunteering activities may become niche in Indonesia. As what this research shown, millennials tend to volunteer for three main reason 1) it makes their life worthwhile (94,80%).; 2) it helps them find true meaning of life (92,37%) and 3) it enables them to support local livelihood (93,76%).

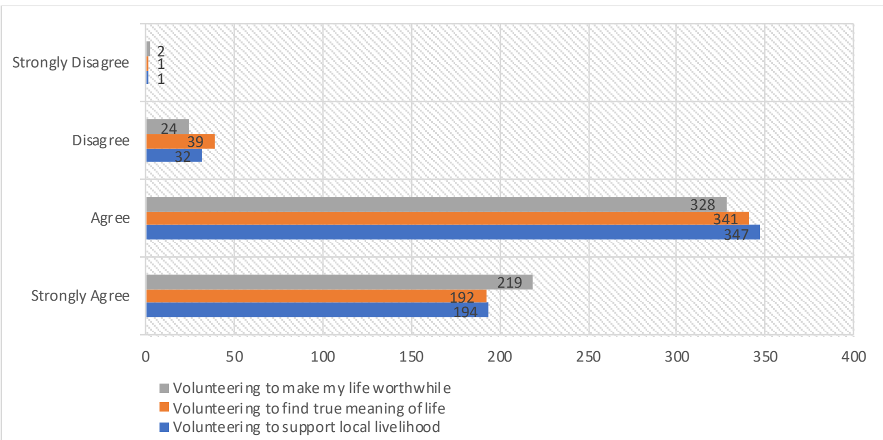

Figure 4. Volunteering

Primary data, 2020

This results has indicate that niche market which requires quality of experience will be the future of travel. Millennials will not only seek for "selfie spots" but they tend to travel to places that enables them to experience a meaningful travel. Getting involved and contributing to destinations provides self-fulfilment experiences for Indonesian millennials

3) Conservation concerns

An interesting findings in this study is the fact that 87,52% of Indonesian millennials are conservation literate —It means that they are fully aware of conservation issues that may affect today and future generations. Being literary conservative; will enables them to select places that promote responsible travel. Thus, this study also show how conservation has made an impact for millennials travel.

From fig 5 below, it can be seen that almost all respondents (30,16%) has agreed and strongly agreed (69,15%) that the future of travel also belong to the next generation to come. To further emphasize, this findings shows that destination with responsible conservation will be priority for millennials travel. Inline with this findings, previous research has also shown similar results. Destination that promote conservation are likely to "magnet" quality tourist with higher expenditure and longer stay at the destination (Charles A. Adongo et al., 2018; Lucrezi et al., 2017)

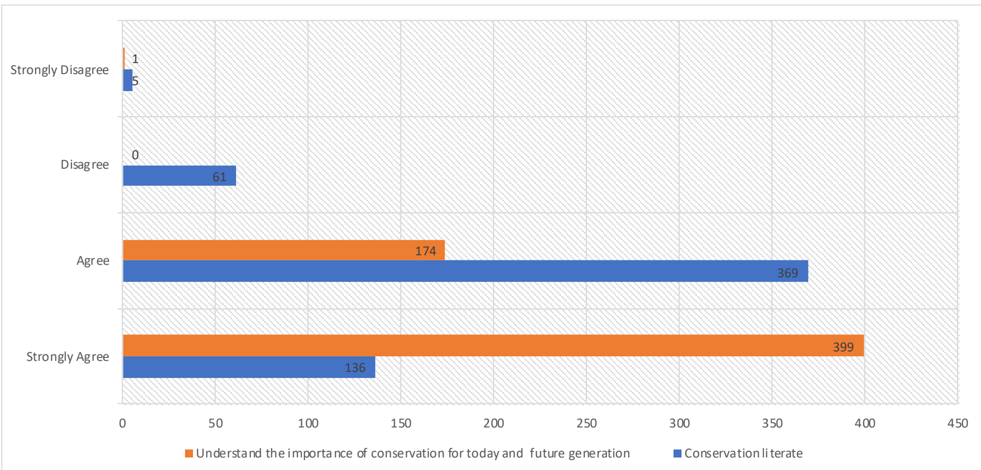

Figure 5. Conservation

Primary data, 2020

4) Sharing economy

Millennials travel to get new experiences that are not found in their home (Choudhary & Gangotia, 2017; Leask et al., 2013). Align with conservation aspects; results in this study shows that Indonesian millennials agreed and strongly agreed (97,57%) part of tourism income should benefit the social and cultural viability. Another unique point of this study has also indicate that experiencing trip with the locals will be priority (93,57%) amongst millennial tourists in Indonesia. The results shows that sharing economy of being part of the locals and eagerness to contribute to social and cultural viability is one of the foremost important aspect of their travel.

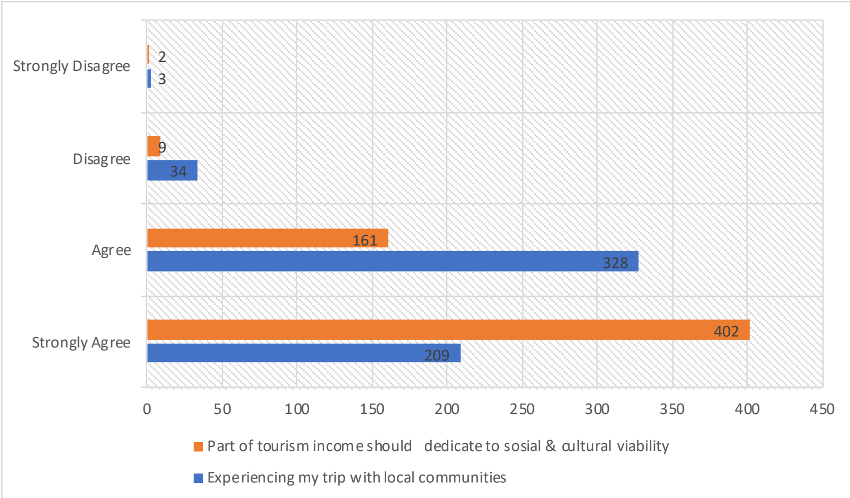

Figure 6. Sharing Economy

Primary data, 2020

Arguably; this result show a promising fact on sharing economy for millennials. The trend of staying with locals in the middle of nowhere as what has emerge in western countries a few year back, may be an option for Indonesia's millennials tourist in the future. Therefore, it is important to make local accommodation available for the market. Local communities can take part by renting their accommodation to millennials through platforms like AirBnb , Traveloka and Agoda Homes.

5) Local community interaction

The study also shows that interacting with the locals to be part of their travel decision. Experiencing local culture is substantial in their travel as they tend to appreciate local features of a destination. Results of this study shows that interacting with locals has made their travel worthwhile (96,19%). Indonesian millennials also confirm that interacting with the locals made them feel secure and comfort during travel (97,57%). As part of the nation's culture of accepting visitors with open hands, is an advantage for Indonesia as it made millennial who travel feel accepted by the locals (97,40%).

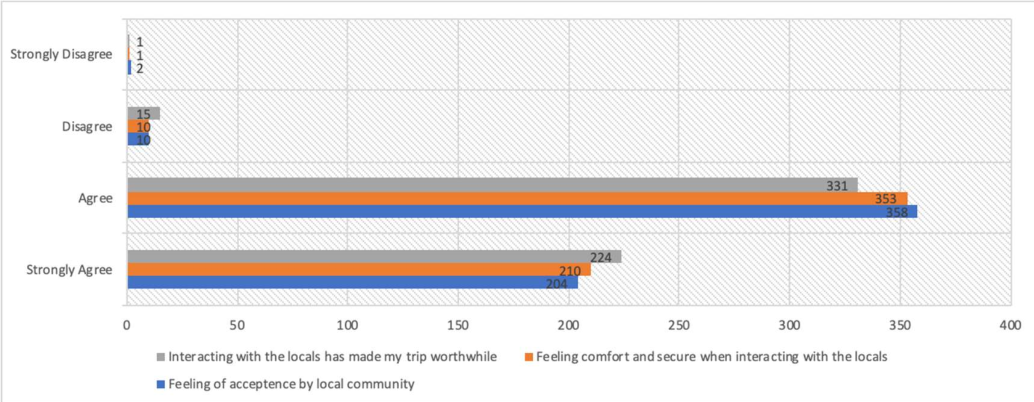

Figure 7. Local community interaction

Primary data, 2020

Local community interaction plays an important role to define a “good buy” for millennials during travel. They tent to visit destinations where it’s communities accept them with an open hand. Therefore it is also crucial to encourage tourism acceptance to destination with potential resources through responsible travel. To underline, not all destination are open to tourism and community acceptance is the vocal point of destination viability.

A further emphasize of this study has shown that there is also destination that characterized as a “goodbye” to Indonesian millennials. To them is a destination that is not capable of maintaining their sustainability will not be an option. The reason is simply because the conservation literacy possessed by these Indonesian millennials that has not only enriched their knowledge; but also form a new mindset on the importance of conservation values for future generations.

The results of this research show that environmental safety and cleanliness (81,11%) and over tourism (91,51%) is a big no for their travel. Therefore, destinations must start changing their marketing patterns to become “millennials friendly” which does not only provide a good quality experience but also maintain their destinations from becoming too over-crowded.

Despite having a fairly large number of respondents; as stated at the beginning of the results of this study do not apply generally throughout the world. There are endogenous and exogenous factors that shape the mindset of Indonesian millennials, which may be relatively different from millennials in other countries. This research results line up with recent studies, which indicate that the this new generations have social needs that “holidays” are expected to satisfy. The needs experience culture but at the same time have a Wi-Fi connection may sound strange in the past. To this generation, holidays are no longer solely considered as an escape from daily routine, or solely as leisure time. Instead, they are increasingly seen as an instrument associated with culture, discovery and the construction of identity. In the context of the level of fulfilling psychological needs, tourism is a new instrument for millennials to meet socio-psychological needs, especially a sense of belonging and loving others (Ross, 1998).

The results evidence a trend from undifferentiated mass tourism to more variable custom-tailored experiences. By looking into what they considered as a "good buy" and a "goodbye" indicates that this generations see trips as tools that capable of enriching them, of having an impact on their lives; making them feel worthwhile. They are interested in discovering different cultures in line with their own tastes; this also what makes them interested in local culinary. They are increasingly accustomed to independently organizing their holidays and are very demanding in regard to the tourist offer.

6. Conclusions and Implications

This research indicates that endogenous and exogenous factors are proven to shape the consumption patterns and destination preferences of Indonesian Millennials. As an ongoing research, the classification of a good buy and a goodbye requires a further in depth analysis as millennials travellers tend to very unpredictable when It comes to travel. It is also needed to emphasize Indonesian millennials typology which was not covered in this study.

Another aspect confirmed by this study is the role of quality destinations that leads to quality of experience demanded by Indonesian millennials. Increasingly crucial that destinations should be aware that a good buy for them is a destination that able to maintain its sustainability, enables volunteering activities, conservation, sharing economy aspects, and possible interaction with local communities. A goodbye is a destination with lack of safety and cleanliness assurance. There are also requirement for this millennials to ensure that destination becoming too overcrowded with tourist.

Although not discussed thoroughly In this paper; survey has shown that Indonesian millennials are digitally attached. Research on managing opinions and reviews should be implemented as a starting points for corrective actions and innovation. A further in depth research related to purchase behaviours, travel motivation and experience necessities is compulsory to give a comprehensive perspective on Indonesian millennials. In addition, longitudinal studies that provide time frame is also very important as to date the dominance of research related to millennials is only conducted on a very short period. Longitudinal research will provide a clear picture in understanding Indonesian millennials.

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Navigating Business Events Recovery: Perspectives on Protocols, Initiatives and Guidelines

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Abstract

Protocols and guidelines in response to the COVID-19 pandemic will completely change the way business events operate in future. The purpose of this paper is to investigate the response of countries and associations to the business events recovery through the development of protocols, initiatives and guidelines. Traditionally protocol considerations make reference to the display of flags, order of precedence and the use of honorific title, amongst other (Van der Wagen & White, 2010), but in response the business event recovery reference is also made to health and safety (A. Tupper, 2020b). A web-based content analyses was conducted to collect empirical data from press releases and publications between March and October 2020, when new events protocols were announced by countries and associations. Results highlight the fragmented approach in the response and implementation of the health and safety protocols / guidelines across continents and associations. The paper proposes the standardized protocols across continent and countries to bring stability, transparency in regulations and assurance to both business event organizers and business tourist to maintain a continuation of event services and stimulate business recovery.

Keywords: Protocol, guidelines, business events recovery, pandemic, health and safety

1. Background and Goals

Globally countries designed protocols and guidelines in response to the COVID-19 pandemic, which had a severe impact on business events operations. Recent popular press and association publications make reference to a ‘new normal’ (Wilson, 2020), while scholars embark on a diversity of research projects to find a delicate balance between the survival of the industry and measures to limit the risk of spreading the virus. During this time of uncertainty, it has emerged that the business events environment is more volatile and ever-changing, forcing business event owners and their suppliers to make unprecedented decisions to protect their assets, business, employees and delegates. The purpose of this paper is to investigate the response of countries and associations to the business events recovery through the development of protocols, initiatives and guidelines.

Traditionally protocol considerations make reference to the display of flags, order of precedence and the use of honorific title, amongst other (Van der Wagen & White, 2010), but in response the business event recovery reference is also made to health and safety (A. Tupper, 2020b). Health and safety include planning and management functions, legal liabilities, insurance, health standards, safety standards and security systems (Getz & Page, 2019) to name a few, which are mapped under categories and classified according to phases (Bowdin, Allen, O'Toole, Harris, & McDonnell, 2011). Scholars can therefore not only relay on these historic risk, safety and security content used to assess the impacts of business events as it is applied at convention destinations such as the United States of America, South Africa, Spain, Italy, Singapore and China. This calls for a total re-evaluation of protocols and its relevance from a health and safety perspective at business events (Winston, 2020), whether it is for face-to-face events, a hybrid-or fully virtual events.

2. Methods

A web-based content analyses was conducted to collect empirical data from press releases and publications between March and October 2020, when new events protocols were announced by countries and associations. This research method provides a snapshot on the business events industry discussions and content related protocols, initiatives and guidelines as the events destination prepare for business recovery. New protocols and guidelines were tabled on how governments and business event associations foresee the implementation of new regulations, with specific reference to the World Health Organisation (WHO), World Travel & Tourism Council (WTTC), International Association of Conference Centers (IACC), The Global Industry for the Exhibition Industry (UFI), International Association of Exhibitions and Events (IAEE), The Global Biorisk Advisory Council's as well as the Unites States of America, Portugal, Greece, Italy, Spain, Germany, South Africa, Kenya, Mauritius, East Africa, China, Singapore, South Korea, Australia and New Zealand. These associations and destinations emerged after a keyword search using "protocol" in business events publications and press releases, as proposed by McMillan (2000).

3. Results/Conclusion/Contribution

Consulted publications make specific reference health and safety protocols (Dienst, 2020; Hurley, 2020; Mackenzie, 2020; Masihleho, 2020; McMillin, 2020; TSNN, 2020; USTravelAssociaiton, 2020; Wood, 2020) supported by digital solutions, such as health QR code systems (Bergeron, 2020; Constantin, Saxon, & Yu, 2020), the role of governments (A. Tupper, 2020b) as well as frameworks for the reopening of events (UFI, 2020). Table 1 provide an overview of the emerging initiatives, protocols and guidelines in support of the recovery of the business events industry.

Table 1: Business event protocols, initiatives and Guides towards business recovery

Destination / Associations	Protocols, Initiatives or Guidelines	Reference
Global Associations		
World Health Organisation (WHO)	Published a **response** to the Coronavirus disease (COVID-19) pandemic for countries to follow.	(Anon, 2020a; WorldHealthOrganization, 2020)
World Travel & Tourism Council (WTTC)	Based on the response of the World Health Organization (WHO) on COVID-19, the **"Safe Travels"** programme is a global safety and hygiene stamp with guidelines to	(Clarke, 2020a, 2020b; Jainchill, 2020; Mackenzie, 2020)

	countries on how to adhere to global protocols and measures. This include amongst other the following: • These COVID-19 testing protocols include contact-tracing programs to eliminate quarantines and travel barriers amongst other. • Guidelines are implemented across the tourism value chain including airlines, airports, cruise lines, hotels, meetings and conferences, restaurants, tour operators, outdoor shops and transportation providers. • Guidelines specific to meetings and conferences include a restriction on venue capacity limits, and dedicated "isolation units" outside the venue to accommodate delegates who are showing Covid-19 symptoms. • Countries such as Mexico, Spain, Portugal, Saudi Arabia, and South Africa have already adopted the stamp. • The overall aim of the stamp is to implement standardized health protocols across the globe.	
International Association of Conference Centers (IACC)	Designed a **blueprint** of protocols and tactics related to health and safety at venues.	(Carey, 2020a)
Events Industry Council	Designed two concept documents related to event health and safety: • **Accepted Practices Guide for Hotel Health and Safety** • **Meeting and Event Design Accepted Practices Guide**	(EventsIndustryCouncil, 2020; Staff, 2020)
UFI – The Global Industry for the Exhibition Industry	Developed a **Global framework for reopening exhbitions and B2B trade events post the emergence from COVID-19**.	(UFI, 2020)
International Association of Exhibitions and Events collaborated with a number of industry related associations	Developed a guide known as "**Essential Considerations for Safely Reopening Exhibitions and Events**".	(Dienst, 2020)
The Global Biorisk Advisory Council's (GBAC)	Launched **The Global Biorisk Advisory Council's (GBAC) STAR** accreditation program for venues.	(McMillian, 2020)
	North America	
Puerto Rico Convention Center	Appointed a **Customer Advisory Board** to assist with event protocols through the **Discover Puerto Rico** campaign.	(A. Tupper, 2020a)
Hilton has partnered with the Mayo Clinic and Lysol	Developed **"hospital-grade hygiene"** protocols to be implemented across all Hilton Hotels globally.	(Dienst, 2020)
Las Vegas	The opening up of Las Vegas to business events include the following **guidelines** up to 250 people in smaller venues and up to 1,000 people or 10 percent of a venue's maximum capacity in larger venues.	(Carey, 2020b)
American National Standards Institute (ANSI)	Published **crowd management guidelines** for events.	(R. Tupper, 2020c)
Travel and Meeting Standards task force (TAMS)	Released the **Standards of Safety in Business Travel** guidelines to provide protocols for business travel and the meetings industry.	(Airoldi, 2020)
American Hotel & Lodging Association (AHLA)	Developed **"Safe Stay Guest Checklist** to standardize the health and safety protocols for staff and guests.	(Wood, 2020)
American Hotel & Lodging Educational Institute (AHLEI)	An **online course** was developed assist hotels in training their staff on the improved safety and cleanliness protocols.	(Wood, 2020)
Meetings Mean Business Coalition (MMBC)	Host **virtual discussion**s with corporate executives, meetings industry leadership and policymakers to encourage the safe return of in-person meetings and events.	(TSNN, 2020)
US Travel Association	Proposed **industry guidance** for promoting the health and safety of all travellers	(USTravelAssociaiton, 2020)
	Europe	
Portugal	The **"Clean & Safe"** label is awarded when business commit to comply with the health and safety protocols	(A. Tupper, 2020b)

	through the submission of a "Declaration to Commit" to government. A **WELL Health-Safety Rating** is awarded when a business provide evidence that they adhere to the COVID-19 health and safety protocols.	
Greece	Was one of the first European Union countries to announce a date, conditions and protocols for the **reopening of the borders** for business.	(Constantin, et al., 2020)
Italy	One of the **first in person business events** will be held in Rimini, Italy, from November 3 to 6 2020. The Ecomondo event, held at the Rimini Expo Centre typically gets an estimated 80,000 attendees. This year the venue will occupy about 70 percent of the floor space. Testing of attendees is one of the safety measures in place for events in Italy going forward.	(Carey, 2020b; Kinnersley, 2020)
Spain	The Spanish Association for Standardisation (UNE), in collaboration with the Institute for Spanish Tourism Quality (ICTE), has published a series of Specifications, the specification for business events is **MICE Tourism UNE0066-19**	(UNE, 2020)
Germany	Germany to extend **ban on major events** and limit numbers at social gatherings until the end of December 2020.	(Anon, 2020b)
Africa		
South Africa	Three concept documents were developed: • **Tourism Industry Standard Protocols for COVID-19 Operations** developed by the Tourism Business Council South Africa (TBCSA) for the tourism industry. • **COVID19 Reopening Guidance for the Restaurant Industry** was developed by the Restaurant Association South Africa (RASA), highlighting the protocols to be followed by the restaurant industry • **Re-Opening Guidelines for the Event Industry in South Africa - Covid-19 Safety and Prevention Measures**, designed by the Event Safety Council (ESC), for the safe hosting of events.	(TBCSA, 2020)
Kenya	The Ministry of Tourism and Wildlife in developed the "**Magical Kenya - Tourism and Travel Health and Safety Protocols**" with specific guidelines with relation to entertainment, events, meetings, conferences and exhibitions.	(MinistryOfTourismAndWildlife, 2020)
Mauritius	Shared information related to the opening up of borders, an updates on health, sanitary and **quarantine protocols**.	(Reed, 2020)
East Africa	Business expressed **challenges** in **managing the health and safety protocols** around COVID-19.	(Masihleho, 2020)
Asia		
China	Developed a health **QR code system**, which reflects past travel history of the person and any contact the person had with infected people. This system has been widely used during the reopening stage of the industry. The first major event was held in Chengdu, China in September, namely the 16th edition of Chengdu International Environmental Protection Expo (CDEPE), which is considered to be the only green-technologies expo held live in western China to date.	(Carey, 2020b; Constantin, et al., 2020; Palmer, 2020)
Singapore	The **Singapore Tourist Board Safe Business Events Framework** use used to provide guidance for the opening of business meetings. Recently it was announced that up to 250 people may attend an event as of October 1.	(Carey, 2020c; Leow, 2020)
Australia	Published **guidelines** for events and gatherings - stage 3 on the government website.	(NorthernTerritoryGovernment, 2020)
South Korea	Held as early as 10 – 13 May the MBC Architecture Expo at the Korean Exhibition Center, (KINTEX), in Goyang,	(Palmer, 2020)

	South Korea, with an estimated 45,400 visitors in attendance.	
New Zealand	Although the country is successful in the managements of the spread of the corona virus, not much guidance is available for the business events industry. General **COVID-19: Advice for travellers** is published on the government website.	(MinistryOfHealth, 2020)

Results from Table 1 highlight the fragmented approach in the response and implementation of the health and safety protocols / guidelines across continents and associations. This support the call by the WTTC (Clarke, 2020b) on a homogeneous approach by governments to align protocols for a global application and implementation. Standardized protocols bring stability, transparency in regulations and assurance to both business event organizers and business tourist to maintain a continuation of event services and stimulate business recovery.

Although the industry is getting ready to accommodate the new norm of protocol which is supported by refined health and safety protocols, it is argued that amongst the biggest risks are the behaviour, feeling of safety and fear of delegates to attend business events (Rowan Kelleher, 2020) which needs to be investigated in future research. Regardless of the challenges and changes, the business events industry is resilient, pro-active, flexible, creative (Carey, 2020d) and desperate to get the industry back on its feet again as highlighted in this paper.

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The Bali Tourism Polytechnic Students' Perceptions of Online Learning Process

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Abstract

The teaching and learning process in Indonesia from the lowest to the highest level have been affected by the pandemic of Covid – 19 since this outbreak started. The government declared that it is prohibited to do classroom learning process. Therefore, online learning becomes an alternative to conduct the learning process during the Covid-19 Pandemic situation. The result of the study showed that the online learning brings more disadvantages and burden to the students. The data were collected using stratified sampling technique from 344 respondents by administering questionnaires via google form. This research is descriptive quantitative research that used scale to quantify the students' perception regarding to the online learning process. It was found that The Bali Tourism Polytechnic (Politeknik Pariwisata Bali) students have difficulties to communicate with their classmates and lecturers during the online learning, the instructions given in online learning was unclear, learning face-to-face in the classroom is more interesting, assignments in the form of projects is more preferable and according to their opinion that the online learning is not recommended to be conducted. On the other hands, there is an advantage of conducting online learning that it offers flexibility of learning by using Google Classroom platform.

Keywords: perception, e-learning, learning, vocational students

1. Background and Goals

The Covid-19 pandemic has brought changes in various sectors. Education is one of the sectors that strongly impacted by this pandemic. The teaching and learning process was prohibited to be conducted directly in the classroom. Lecturers and students are obliged to utilize online learning during this pandemic. Study From Home (SFH) must be implemented by students and lecturers in order to avoid the coronavirus outbreak. The government issued regulations that online learning is the most appropriate teaching method to be applied during the Covid-19 Pandemic. In preventing the transmission of corona virus, direct contact among students and lecturers are avoided.

Bali Tourism Polytechnic (PPB) is one of the state vocational higher education institutions under the Ministry of Tourism and Creative Economy. Bali Tourism Polytechnic (PPB) already provided facilities and infrastructure to support online learning process. Bali Tourism Polytechnic (PPB) has implemented a Study from Home (SFH) for all its academicians since March 16, 2020 as directed by the Ministry of Tourism and Creative Economy. SFH brought changes for both the students and the lecturers. Teaching and learning process which previously conducted in the classroom then currently replace by teaching in virtual classroom using various online platform. Besides the method of teaching, the assessment also has to be changed. Assessment in the form of group work, participation in the classroom are no longer applicable. The assignment assessment these days are fully conducted at home. Students also experienced changes for instance; do activity and interact to their classmates and lecturers merely happened virtually. Other important activities that thoroughly important for them such as do food preparation and cooking in Food and Beverage Production, serving and mixing of drinks at the Food and Beverages Service, cleaning rooms in House Keeping department, reservations and receptions in Front Office department, became impracticable as it cannot be done in real situation during the online learning.

The platforms that are used to utilize online learning are varied. Some lecturers remained use WhatsApp and email because they are not get used into a platform such as Google Classroom, Zoom, or Google Meet yet in conducting the teaching and learning process. Students and lecturers are urged to acknowledge the importance of information technology used in the current era of the industrial revolution 4.0. Students and lecturers should be enabled to operate and access the online platform particularly the ones that supporting the teaching learning process. Besides the software or platform, the hardware also necessarily required for supporting online learning. One of the hardware supports is Wi-Fi. Wi-Fi network is already available at the campus once the teaching and learning process taking place in campus. However, if the teaching and learning process is conducted from home, the problems begin to emerge from a network stability and the ability to bought the internet balance regularly, in which became one difficulty faced by both the students and lecturers. In addition, the current online platform cannot accommodate the skills training practice that is significantly important for students who are studying tourism sector. It became a foremost problem especially for vocational college as Bali Tourism Polytechnic (PPB). A strategy should be implemented to bridge over the gap between it.

Selim (2014) states that online methods provide faster learning at lower costs, increased access to learning materials, and accountability for all participants in the learning process. Learning theory suggests that learning improves (1) when students are actively engaged in learning, (2) when tasks reflect real-life contexts and experiences, and (3) when critical thinking or deep learning is enhanced through applied and reflective activities (Smart & Cappel, 2006). Popovici & Mironov (2015) stated that students' perceptions of e-learning in higher education can be influenced by several variables. Keller and Cernerud (2002) have identified variables such as age, gender, previous computer experience, technology acceptance, and individual learning styles as major predictive factors.

Based on a preliminary survey conducted on students of Bali Tourism Polytechnic (PPB) Diploma 4 in the third year of Hospitality Administration (ADH) and Bachelor (S1) Business Hospital (BHP) students, the result showed as follows; students considered that online learning methods brought no advantages for them and tend to be a burden. Students felt that problems emerged by applying online learning, such as bandwidth issues, cost of quota purchase, technological difficulties, lack of interaction with friends and lecturers and unable to enhance their vocational skill.

College students are included in generation Z, which can apply all activities at one time (multitasking) related to cyberspace. Since childhood, this generation has exposed to technology and familiar with sophisticated gadgets (Putra, 2017). Students should be able to get more benefit from this online learning method. Based on the various phenomenon that had occurred, the problem concerning with the students' perceptions of this online-learning implementation required further investigation.

2. Methods

Research by Keller & Cenerud (2002) has shown that the strategy of implementing an online learning system in higher education institutions has the potential to influence students' perceptions. The more students perceived the value of lecturing, the more motivated they will gain to learn. Perception will affect a person's willingness to use technology-related products.

The perception measurement in this study adopted from the study of Borstoff et al. (2007) and Popovici & Mironov (2014). Borstoff et al. (2007) measured students' perceptions of online learning based on 6 (six) variables. These variables are; student interaction with lecturers (indicated by two criteria or statements), communication with classmates and teachers during online learning (indicated by two criteria or statements), attitudes towards material difficulties and expectations in learning (indicated by three criteria or statements, clarity of instruction in online learning (indicated by one criteria or statement), students' perceptions of online learning in the future (indicated by two criteria or statements), and advantages of online learning (indicated by two criteria or statements).

The study was conducted in the odd semester in the year academic 2019/2020, with 2.479 students as the population. The Google Form was sent to each Program Study Coordinator, which then distributed the questionnaire link to each class in semester 1, 3, 5, and 7. By using Slovin formula the sample are as follow:

$$n = N / (1 + (N \times e^2))$$

$$n = 2.479 / (1 + (2.479 \times 0{,}05^2))$$

$$n = 2.479 / (1 + (2.479 \times 0{,}0025))$$

$$n = 2.479 / (1 + 6{,}1975)$$

$$n = 2.479 / 7{,}1975$$

$$n = 344{,}42 \text{ (rounded to 344)}$$

Validity and reliability tests were applied to measure the accuracy and consistency of the statements. The statements in the questionnaire were valid if the $r_{count} \geq r_{table}$ (0.30) with a significance value less than 0.05 (Ghozali, 2013: 52). All the statements in this study were valid because it has a coefficient value greater than 0.30 and a sig. value < 0.05. The reliability test of the instrument was greater than 0.60 (Ghozali, 2013: 47). It indicated that the questionnaire used in this study has internal consistency. The Google Form was used to collect the data by distributing the link to the form to 344 respondents.

Table 1. Validity Test

Item	r_{count}	Sig.	Remark
1	0,187	0,000	Valid
2	0,204	0,000	Valid
3	0,196	0,000	Valid
4	0,527	0,000	Valid
5	0,575	0,000	Valid
6	0,405	0,000	Valid
7	0,610	0,000	Valid
8	0,534	0,000	Valid
9	0,645	0,000	Valid
10	0,664	0,000	Valid
11	0,630	0,000	Valid
12	0,518	0,000	Valid

Table 2. Reliability test

N	*Cronbach's Alpha*	Criteria
12 item	0,713	Reliable

Descriptive statistical analysis was used to describe the research variables by calculating the mean score of each statement. The assessment are divided into four categories namely strongly disagree, disagree, agree, and strongly agree. The assessment criteria are arranged based on the length of the class interval calculated by the formula as follow.

$$C = \frac{R}{K} = \frac{3}{4} = 0,75$$

Note:

R: Range

K: Classification

C: Class Interval

Interval 1,00 – 1,75 = strongly disagree (SD)
Interval 1,76 – 2,51 = disagree (D)
Interval 2,52 – 3,27 = agree (A)
Interval 3,28 – 4,00 = strongly agree (SA)

3. Results and Discussion

The number of respondents used in this study was 344 respondents consisted of 146 males and 198 females. The respondents are dominated by female students for about 58% and the rest are male students (for about 42%).

Table 2. Respondent Characteristic

Characteristic	Classification	N	%
Gender	Male	146	42%
	Female	198	58%
Total		**344**	**100%**

The result of the Bali Tourism Polytechnic (PPB) students' perception of online learning are presented in Table 3.

Table 3. Perception of online learning

No	Statement	SD	D	A	SA	N	Total Score	Mean
A.	**Student Interaction with lecturers:**							
1	It is important to interact with lecturers.	2	0	207	1.092	344	1.301	3,78
2	Interacting with classmates is important.	1	10	93	1.228	344	1.332	3,87
							Mean	3,83
B.	**Communication with classmates and teachers during online learning:**							
3	I have no difficulty communicating with the lecturer during online learning.	1	48	207	1.000	344	1.256	3,65
4	I have no difficulty communicating with classmates during online learning.	38	326	351	104	344	819	2,38
							Mean	3,02
C.	**Attitudes towards material difficulties and expectations in learning:**							
5	For me, it is the same understanding of the material in online learning and classroom learning.	96	396	138	16	344	646	1,88
6	I prefer to get assignments in the form of projects because I become motivated to learn new things.	15	196	639	72	344	922	2,68
7	I find both online learning and in class, learning to be equally interesting.	76	402	174	36	344	688	2,00
							Mean	2,19
D.	**Clarity of instruction in online learning:**							
8	The instructions given in distance learning are clear.	27	338	423	28	344	816	2,37
E.	**Students' perceptions of online learning in the future:**							
9	I recommended online learning to my classmates	54	422	216	28	344	720	2,09
10	If there are other opportunities I would prefer to take part in distance learning.	52	436	195	36	344	719	2,09
							Mean	2,09
F.	**Advantages of online learning:**							
11	I have more flexibility in online learning	22	202	543	160	344	927	2,69
12	I have more freedom in online learning.	12	176	615	156	344	959	2,79
							Mean	2,74
							Total Score	32,38
							Total Mean Score	2,69

Table 3 showed the response of the respondents related to 12 statements about online learning. The highest mean score is 3.87 for the statement "Interacting with classmates is an important thing" with the chosen scale, strongly agree. For the lowest mean score is in the 5th statement "Understanding the material through learning online and in-class is the same" which only 1.88 of mean score with the chosen scale, disagree. Based on the statement with the lowest average score, Bali Tourism Polytechnic (PPB) students' understanding of online learning is not as the same as the previous condition when learning process was conducted in the classroom. It indicates that in the future the Bali Tourism Polytechnic (PPB) should still prioritize giving lectures in the classroom when the Covid-19 Pandemic has subsided. Additionally, it is highly recommended to do skill training in campus restaurant, kitchen, hotel and laundry with strictly health protocol.

3.1 Student-teacher interactions

Student-lecturer interaction shows 3.83 score of the mean which meant the students are strongly agree with the statement. It showed that interaction is needed in learning activities. The interactions that occurred in online learning was definitely cannot be carried out optimally compared to learning in class. During the online learning, both lecturers and students regularly faced constrained caused by technical problems for example unstable Wi-Fi signal, hinder discussion session as the students had unstable connection that made them slow in responding to the questions given by lecturers.

3.2 Communication with classmates and teachers during online learning

The statement "I have no difficulty communicating with the lecturer in online learning" gets higher mean score than the statement "I have no difficulty communicating with my classmates during online learning". Hence, it can be stated that students were more difficult to communicate with lecturers than with their classmates. The Bali Tourism Polytechnic (PPB) students agree that communication with classmates and lecturers during online learning is difficult with the mean score 3.02.

3.3 Attitudes towards material difficulties and expectations in learning

There are three statements in this category in which Bali Tourism Polytechnic (PPB) students agree with the statement that students prefer to get assignments in the form of projects because students are motivated to learn new things. Bali Tourism Polytechnic (PPB) students considered that their understanding level towards the assignments during online learning was not as the same as when the assignment given in the classroom.

3.4 Clarity of instruction in online learning

In terms of clarity of instruction in online learning, Bali Tourism Polytechnic (PPB) students' responds shows the result of mean score, 2.37. It can be concluded that Bali Tourism Polytechnic (PPB) students did not agree with the statement "Clarity of instruction in online learning". On the other words, it can be stated that the instructions given in online learning were unclear.

3.5 Students' perceptions of online learning in the future

Students' perceptions of online learning in the future showed 2.09 (disagree) of the mean score. PPB students did not agree to recommend online learning in the future and the statement about "If there were other opportunities, I would be happier to participate in online learning" also received disapproval or rejection from Bali Tourism Polytechnic (PPB) students. Based on this result, it can be concluded that if the Covid-19 Pandemic has ended, Bali Tourism Polytechnic (PPB) students tend to choose to do classroom learning rather than online learning.

3.6 The advantages of online learning

The advantages of online learning are 2.74 of the mean score from the Bali Tourism Polytechnic (PPB) students' responds. It shows that students agree with the statement "I have more flexibility in online learning." Therefore, this study found that online learning has advantages in terms of flexibility and freedom. Online learning can be done anywhere as long as students are comfortable. The time also easily be adjusted according to the lecturers' schedule or as agreed by both parties. In contrast to studying in class when the teacher cannot attend because he/she was carrying out assignments in another place, lectures could not make it in the classroom. On the other hand, online learning can be done after the lecturer completes their assignment in the same place without having to rush to find another place or move places. Likewise, students do not need to rush to the classroom.

3.7 Recommended platform for online learning

Table 4. shows that the Bali Tourism Polytechnic (PPB) students highly recommended the Google Classroom platform for online learning.

Tabel 4. Recommended Platform by PPB Students for Online Learning

No.	**Platform**	**N**	**%**
1	Google Classroom	160	47.67%
2	Zoom	94	27.32%
3	WhatsApp	40	11.52%
4	Google Meets	23	6.57%
5	E-Learning Bali Tourism Polytechnic	17	4.93%
6	Others (Email, Microsoft team)	10	2.90%
	Total	**344**	**100%**

3.8 Conclusion

Based on the results of data analysis and discussion that has been described, the following conclusions can be drawn; Bali Tourism Polytechnic (PPB) students strongly agree that student-lecturer interaction is important. The students are having difficulty in communicating with classmates and lecturers during online learning. Additionally, the students' understanding about material in online learning was not as the same as in the classroom and considered learning in class is more interesting. Students also prefer to get assignments in the form of projects. Bali Tourism Polytechnic (PPB) students disagree with the statement "The instructions given in online learning are clear". Bali Tourism Polytechnic (PPB) students disaccord to give recommendation of conducting online learning in the future. Bali Tourism Polytechnic (PPB) students agree that students have flexibility and freedom in online learning. This indicator shows the advantages of online learning. The most recommended platform for Bali Tourism Polytechnic (PPB) students in implementing online learning is Google Classroom.

3.9 Suggestions

The suggestions that can be given are as follows; the implementation of online learning in Bali Tourism Polytechnic (PPB) in the future needs to be considered only as a support in the learning process. Classroom learning remains their first choice, particularly since Bali Tourism Polytechnic is a vocational educational institute in which practices take 70% of the curriculum and the remaining 30% is theoretical teaching. If online learning becomes the main way of teaching, therefore the curriculum needs to be adjusted to accommodate this pandemic impact situation. For future research, the scope of research areas should be expanded not only in the Bali Tourism Polytechnic (PPB) but also in other vocational colleges.

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Does COVID-19 Pandemic Affect Tourists' Pro-Environmental Behaviors? Evidence from a 'Park Recreation Area' in China

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Abstract

Although extensive research has been carried out on tourists' pro-environmental behavior, no single study exists which propose a mechanism that can explain pro-environmental behavior in all different contexts. It has previously been observed that tourists' pro-environmental behaviors in different contexts are driven by different factors. Previous studies of tourists' pro-environmental behavior have not dealt with the special context of sudden public safety incidents. Taking the outbreak of the COVID-19 as the research background, this study selected Sakura Park in Ganzhou City, Jiangxi Province, China as the case site. Through online and offline questionnaire surveys, a total of 251 valid questionnaires were collected. The structural equation model is used to analyze the mechanism of the Pandemic impact perception (PIP) on Pro-environmental behavior (PEB). In addition, Recreational experience (RE) and Natural empathy (NE) are used as intermediary variables to explore how the PIP affects tourists' PEBs. The results revealed that Pandemic Impact negatively and directly affect tourists' PEBs, and Natural empathy has played a complete intermediary role between the Pandemic Impact Perception and PEBs. This finding indicated that tourists who perceived the impact caused by COVID-19 are less likely to act to protect the environment of tourist destinations, and it also showed the affection experience of the pandemic impact on PEBs can only be achieved through the Natural Empathy and is not affected by Recreational Experience. In addition, the results showed that the tourists' Natural Empathy positively and directly affect their recreational experience. Therefore, the Natural Empathy of tourists can not only play an important role in guiding tourists' Pro-environmental behavior, but also prompt them to gain a positive sense of recreational experience and help them realize the hedonic value of tourism.

Keywords: Pro-environmental behavior (PEB); Pandemic impact perception (PIP); Recreational experience; Natural empathy; COVID-19

1. Background and Goals

The world is facing an unprecedented global health, social and economic emergency with the COVID-19 pandemic. Tourism is among the most affected sectors, especially for the international tourism due to the strict travel restrictions in virtually all countries around the world (World Tourism Organization, 2020a). With the steady recovery of tourism, travelers are considering shorter recreation trips and destinations closer to home in the early stages of travel normalization (World Tourism Organization, 2020b) in some countries like China. Although some researches have demonstrated that tourists' behaviors did significantly be changed due to the epidemic impacts (Wang & Wu, 2020), little literature could be found regarding travelers' PEB in such a unique context of COVID-19 pandemic. To narrow the research gap, enrich the literature on the PEB, and expand the research perspective, this article selects COVID-19 pandemic as the background and explores the internal influence mechanism of pandemic impacts on tourists' PEBs.

Previous studies have shown that some major environmental damages are caused by tourists' behavior (Michailidou & Maleka, 2016), and little change in tourist behaviors is likely to be particularly impactful for environmental protection (Barr et al., 2011). Tourists' Pro-environmental behaviors (PEBs) refers to the behaviors of individuals or groups that promote the sustainability of natural resources and environmental protection (Ramkissoon & Weiler, 2013), which has been studied and applied in sustainable tourism development (Kim & Thapa, 2018). Researches shows natural empathy (Adongo & Adam, 2018) and recreation experience (Lee & Jan ,2015) can significantly affect PEB. However, the underlying mechanism of tourists' PEBs has not yet been clarified, especially in the different context or scenarios due to the various contextual drivers of PEB and contextual barriers to PEB (Xu & Whitmarsh, 2020).

It is generally accepted that recreation use in natural environments results in some degree of negative social and environmental impact. Recreation impacts indicates that some degree of social and environmental change is an inevitable consequence of outdoor recreation in natural settings (White & van Riper, 2008). Based on the literatures on tourists' perceptions of recreation impacts, studies showed tourists do perceive impacts; their behavior are affected by impacts; and they formulate acceptability judgments about impacts (Shafer & Hammit, 1995). And if regarding social and environmental conditions, tourists' perceptions of site conditions are significantly affected by situational factors, such as the presence of environmental cues (Manning, 2010). Moreover, tourists' environmental behavior of tourists will be affected by their perception of destination (He & Chen, 2018). For example, the higher the tourists' perception of environmental pollution, the lower their willingness to protect the destination (Cui & Yu, 2016).

This article was structured as following: first, a concept of "Pandemic Impact Perception (PIP)" is proposed based on the concept of "Recreational impact", focusing on the impact of the COVID-19 on tourists' perception and behaviors. In order to deeply analyze the internal mechanism of PIP on PEB, this research further analyzes the possibility of internal mediation and external mediation between PIP and PEB. The first mediation is represented by "Recreational Experience" which refers to an individual mental status aroused by recreational activity (Lee & Huang, 2015), and the second mediation is represented by “Nature Empathy” which refers to a unique emotional response of human beings to nature (Sobel,1999). After the detailed discussion of PIP, PEB, recreational experience, and nature empathy, a conceptual model and eight hypotheses are proposed.

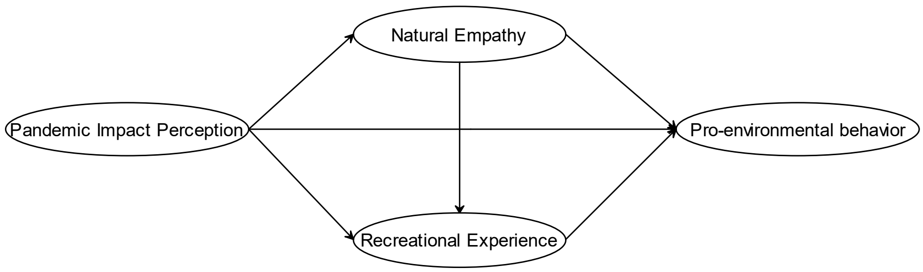

Figure 1. Research framework.

1.1 Literature review and research hypothesis

1.1.1 Pro-environmental behavior

Pro-environmental behaviors (PEBs) refers to the behaviors of individuals or groups that promote the sustainability of natural resources and environmental protection (Ramkissoon & Weiler, 2013). The study of tourists' Pro-environmental behavior (PEB) started in the 1950s. At that time, Western countries were faced with major environmental problems. Many researchers devoted themselves to studying individual environmental protection behavior patterns. As a newly developing industry at that time, the tourism industry was valued by scholars. At present, the tourism industry is already the largest industry in the world, and its good development can bring significant benefits to society and the economy (Juvan,2017). However, tourism activities have very high environmental costs. Therefore, to realize the good development of the tourism industry, we must attach importance to the sustainable development of the tourism industry. Therefore, it is critical to place the focus of research on fostering sustainable tourism behavior of tourists.

1.1.2 Pandemic impact perception

The concept of “Recreational impact” is derived from the various negative effects that brought about by recreational activities, and the Recreational impact perception describes the perception of all these negative effects. “Recreational impact” originated from environmental researchers' attention to the ecological environment in the early 1920s (Meinecke,1928), but with the deepening of research, scholars discovered that the dimensions of “Recreational impact” not only include the ecological environmental impact, but also the social impact (White,2008). Yang pointed out the connotation of social impact in “Recreational impact”, and on this basis, proposed the "crowded perception" dimension in social impact, that means the feeling of crowding among people is a result of recreational activities. From a theoretical perspective, Luo discussed the rationality of including social dimensions in Recreational impact. Luo believes that Recreational impact is the impact of negative environmental effects on people, but environment is relative, it refers to the general name of the surrounding things that surrounding a central thing (He,1994). Therefore, the content of the Recreational impact should include two major impacts, that is, the ecological environmental impacts and the social environmental impacts.

Based on the above, this study believes that the social impact, as a factor in the Recreational impact, will be significantly amplified during the COVID-19. Specifically, the existence of the pandemic has increased the anxiety and worry of tourists, which has caused tourists to consider their own safety when performing recreational activities, and have higher requirements for the environment. For example, they hope other tourists can wear masks, managers can disinfect elevators regularly, and so on.

Therefore, the concept of “Pandemic impact perception (PIP)” is proposed based on Recreational impact and realistic background. That is, Under the background of COVID-19, tourists have unique requirements for recreational environment, and the facilities, personnel and environment that do not meet this requirement will be negatively perceived by tourists. Impact perception is closely related to tourists' pro-environmental behavior. In 1985, scholars SHELBY and HARRIS found that tourists can feel the impact of recreation, such as the perception of garbage pollution (Shelby, 1985). The impact of Recreational impact perception on tourists' pro-environmental behavior has also been empirically verified (Zhang,2016; Cui,2018). Specifically, the individual's perception of environmental pollution will directly and positively affect their pro-environmental behavior (Guo,2019). Therefore, in order to explore the impact of the PIP on tourists' PEB, the following hypotheses are proposed:

H1: Tourists' PIP has a significant impact on their PEB

1.1.3 Recreational experience

Driver (Driver, 1970; Driver, 1974) was the first to study the Recreational experience (RE), and defined it as: Recreation experience is the internal compensation obtained by individuals who voluntarily participate in certain activities in Leisure time, and it is a kind of experience based on physiology and psychology. Kelly further proposed that Recreation experience is the perception of tourists who have experienced a tourism activity, which includes the process of tourists' review and evaluation (Kelly, 1987). Therefore, this study believes that Recreation experience is the sum of tourists' perception and evaluation of their own psychological and physiological feelings.

Recreation experience has an impact on tourists' Pro-environment behavior. Scholars generally believe that tourists' Recreation experience can affect their environmental protection behavior (Lee,2013), and many empirical studies have verified the predictive effect of Recreation experience on environmental responsibility behavior (Duerden,2010). For example, Ballantyne et al. Verified that Recreation experience can significantly affect the environmental protection behavior of tourists (Ballantyne, 2010); The research of Lee and Jan FH(Lee,2015) shows that: when individuals participate in natural tourism, Recreation experience will increase their pro-environment behavior; Li Hongjun et al. Proved find Recreation experience is an important antecedent variable to predict tourists’ pro-environment behavior (Li,2018).

There is also a close relationship between recreation shock perception and recreation experience. "Stimulus reaction" and "selective attention" in the field of psychology provide a theoretical explanation for the generation of recreational experience. From stimulation to response, the key of Recreation experience comes from the stimulation of external environment. According to Ryan, the quality of Recreation experience is affected by prior factors and interference factors (Mohsin,1997). That is to say, tourists go to the recreation place for the purpose of enjoyment, and the process of sightseeing is a process of whether or not their own enjoyment expectations are met. Impact is a series of negative representations of tourism destination, so when tourists perceive these negative phenomena, the aesthetic feeling and affinity of tourism destination may be reduced, which will have a negative impact on the tourist experience. Xie believes that tourism experience is a process in which tourism individuals obtain temporary contact through the external world, thus changing their psychological level and adjusting their psychological structure (Xie,2011).

In other words, Recreational experience needs to be connected with the outside world, and in this process, the Recreation impact is an important stimulus point for tourists to contact with the outside world. When the Recreational impact stimulates tourists, their psychological level changes, thus affecting the Recreational experience. Many empirical studies have found that impact perception has a significant negative impact on Recreation experience (Priskin, 2003). Therefore, in order to explore the impact of Recreation experience on tourists' Pro environment behavior, the following hypotheses are put forward:

H2: tourists' RE has a significant impact on PEB

H3: tourists' PIP has a significant impact on RE

1.1.4 Natural empathy

Natural empathy refers to a unique emotional response of human beings to nature (Sobel,1999). Natural empathy originates from the empathy between human beings. Edward Titchener is the first psychologist to discover human common emotions. He believes that human beings can not only feel their own emotional level, but also experience the emotional state of others and other different kinds of emotions (Woodworth,1910). The level of human empathy is closely related to the context (Liu,2008). Therefore, when tourists perceive the negative impact from the destination, the empathy of tourists will change accordingly.

Previous studies have shown that Natural empathy has a positive impact on individual pro-environmental behaviors (Berenguer,2016; Sevillano,2007). Scholars generally believe that Natural empathy can positively promote the pro-environmental behavior of tourists (Preylo,2015). The prediction effect of Natural empathy on tourists' Pro-environment behavior has also been verified by empirical research in different tourism situations (Zong,2017; Li,2019).

On the other hand, Natural empathy is a kind of positive inner emotion of human beings. Theoretically, positive emotion can promote tourists' sense of recreation experience. Therefore, in order to verify the relationship between Natural empathy, Recreation experience, pandemic impact perception and pro-environment behavior of tourists in tourism context, the following hypotheses are put forward

H4: tourists' NE has a significant impact on PEB

H5: tourists' PIP has a significant impact on NE

H6: tourists' NE has a significant impact on RE

H7: tourists' NE mediates the PIP and PEB

2. Methods

2.1 Measures

This research adopts a quantitative approach with the purpose of exploring hypothesized relationships between different variables. A questionnaire was used for data collection. PEB was measured with five items from Halpenny (Halpenny, 2006), Recreational Experience consisted of environment, facilities, congestion, safety, entertainment. Consequently, a 5-item scale was developed. Natural empathy was measured with five items from Li (Li, 2019) and Zong (Zong, 2017). The measurement scale of PIP was formed based on the “Recreational Impact” scale of Luo (Luo, 2009). A 5-point Likert scale from 1 (“strongly disagree”) to 5 (“strongly agree”) was adopted to measure the four scales.

Tab.2-1 Measuring scale

scales	items
Pandemic impact perception（PIP）	
PIP1	Tourists' perception of crowding.
PIP2	Perception of tourists gathering activities.
PIP3	Perception of tourists' uncivilized spitting.
PIP4	Perception of safety distance between people.
PIP5	Perception of littering by other tourists.
PIP6	Perception of mask wearing.
PIP7	Perception of disinfection of public facilities.
Pro-environmental behaviors（PEB）	
PEB1	Protect the natural environment in the park consciously.
PEB2	Guide people around to take photos reasonably, not trample on the grass and pick flowers.
PEB3	Pay close attention to cherry blossom and other plants, and pay special attention to protect them.
PEB4	Pay more attention to personal hygiene than usual, so as not to damage public health.
PEB5	I am more careful not to damage the natural environment.
Recreational experience（RE）	
RE1	Pleasure experience of sightseeing.
RE2	Ecological experience of environment.
RE3	The beauty experience of environment.
RE4	Experience of harmonious social atmosphere.
RE5	Comfortable experience of infrastructure.
Natural empathy（NE）	

NE1	I can feel the life cycle of these flowers.
NE2	I feel that we humans are the friends of plants, and we should take care of them and protect them.
NE3	When someone picks flowers, I put myself in a position to worry about them.
NE4	I can understand how they feel from the perspective of flowers.
NE5	I can clearly picture the hard situation of these flowers in my mind.

2.2 Data collection and sample

A survey using self-administered questionnaires was conducted to collect the data. The Sakura Park in GanZhou city, Jiangxi province was selected as the case site in the study. Online and offline questionnaire survey methods were used to collect data from May 1, to May 3, 2020. Altogether 251 valid questionnaires were collected.

The data collection is carried out simultaneously with online and offline. The online questionnaire is distributed to tourists who have been to Sakura Park, and offline is distributed to Sakura Park in the field. The time for data collection is from May 1, 2020 to May 3, 2020. In the end, 276 questionnaires were collected and of which 251 were valid. The number of questionnaires is more than 10 times the number of question items, which is suitable for structural equation modeling. In general, the quantity effective rate is 90.94%, of which 53 are valid online questionnaires and 198 are valid offline questionnaires.

The number of women is much higher than that of men, with women accounting for 57.37% and men accounting for 42.63%. Most of the tourists interviewed were young tourists aged 18-25, accounting for 52.59%. The educational level of the interviewed tourists is relatively high, and most of the tourists have a bachelor degree (48.21%). And most tourists are government employees or civil servants (30.68%), and corporate employees (18.73%). From the perspective of geographic origin, 92.03% of the tourists are from Ganzhou City, Jiangxi Province, China, and 74.46% are from Ganxian District (ie, the district to which Sakura Park belongs). This geographic feature is consistent with the nature of Sakura Park's recreational park.

Tab.2-2 The demographic characteristic of tourist sample

	groups	**n**	**%**
Gender	Man	107	42.63%
	Woman	144	57.37%
Age in years	<18	2	0.8%
	18-25	132	52.59%
	26-30	34	13.55%
	31-40	44	17.53%
	41-50	34	13.55%
	51-60	4	1.59%
	>60	1	0.4%
Level of Education	primary school	7	2.79%
	middle school middle school中学 middle school	24	9.56%
	High School/Technical School	77	30.68%
	Undergraduate/Associate Degree	121	48.21%
	Postgraduate Degree	22	8.76%
	Doctor's degree	0	0%
Jobs	Enterprise staff	47	18.73%

	Private entrepreneur	12	4.87%
	farmer	4	1.59%
	student	58	23.11%
	civil servant	77	30.68%
	teacher	37	14.74%
	others	16	6.37%

2.3 Empirical analysis and results

Descriptive analysis was conducted using SPSS 22.0. The latent constructs were considered using Structural Equation Modeling (SEM). A measurement model tested the latent constructs' reliability and validity. The proposed hypotheses were tested using a structural model.

2.4 Measurement model

In the aspect of reliability, the research adopts Cronbach's alpha, Factor loading, Average Variance Extracted (AVE) and Combined Reliability (CR) to test the reliability of data. The Cronbach's alpha can deal with the calculation of the internal consistency coefficient of any test and effectively ensure the internal consistency of items. The Combined Reliability value tests the new reliability of latent variables measured by item combination. As shown in Table 2-3, the Cronbach's alpha of the total scale and each subscale are >0.6, the CR values of each subscale are >0.7, and AVE values are > 0.5, indicating the high reliability level of the scale.

Tab.2-3 Results of measurement model analysis

latent variables	Items	Factor loading	AVE	CR	KMO	Cronbach's alpha
Total scale		-	-	-	0.961	0.973
Pandemic Impact Perception	PIP1	0.84	0.7648	0.9579	0.942	0.958
	PIP2	0.86				
	PIP3	0.88				
	PIP4	0.90				
	PIP5	0.90				
	PIP6	0.88				
	PIP7	0.86				
Pro-environmental behavior	PEB1	0.77	0.6599	0.9065	0.862	0.913
	PEB2	0.84				
	PEB3	0.81				
	PEB4	0.82				
	PEB5	0.82				
Recreational experience	RE1	0.90	0.7575	0.9398	0.864	0.939
	RE2	0.89				
	RE3	0.88				
	RE4	0.84				
	RE5	0.85				
Natural empathy	NE1	0.82	0.6804	0.9139	0.844	0.912
	NE2	0.80				
	NE3	0.89				
	NE4	0.83				
	NE5	0.78				

In terms of validity, KMO test, Principal component analysis (PCA) and Discriminant validity test were used for analysis. In terms of KMO test, as shown in Table 2-3, the KMO value of the total scale is 0.961, which is far higher than the critical value of 0.7; and the KMO values of the four sub scales are also > 0.7, indicating the high efficiency of the total scale and subscale. In the aspect of PCA, since four theoretical constructs were obtained according to theoretical literature at the beginning of hypothesis, four components were directly extracted and the Maximum variance method was used to rotate the component matrix. The rotated component matrix is shown in table 2-4. From the data of Factor loading, it can be seen that the components show excellent differentiation, and the Factor loading of each measurement item is >0.4, which ensures that there is no internal correlation between the independent constructs, which shows the high efficiency of the scale. In the aspect of discriminant validity test, the correlation coefficient of each variable was calculated in SPSS 22.0, and it was compared with the AVE value of each potential variable. As shown in table 2-3, the AVE value of each variable was greater than the correlation coefficient value, indicating that the discriminant validity between variables was good.

Tab.2-4 Results of rotation factor matrix

Items	**Component**			
	1	**2**	**3**	**4**
PIP1	0.728			
PIP2	0.804			
PIP3	0.762			
PIP4	0.853			
PIP5	0.805			
PIP6	0.767			
PIP7	0.756			
RE1			0.573	
RE2			0.593	
RE3			0.575	
RE4			0.631	
RE5			0.573	
NE1		0.643		
NE2		0.656		
NE3		0.797		
NE4		0.794		
NE5		0.677		
RE5				
PEB1				0.638
PEB2				0.611
PEB3				0.688
PEB4				0.775
PEB5				0.630

Extraction method: principal component analysis method.
Rotation method: Caesar normalization maximum variance method.
The rotation has converged after 6 iterations。

Besides, the measurement model fit indicates the model fits the data acceptably (Hu & Bentler, 1999). The $\chi 2$/df was<5 (2.534). The values for Root Mean Residual (RMR) and the Root Mean Square Error of Approximation (RMSEA) were both not>0.08 (0.039 and 0.078, respectively). The Goodness of Fit Index (GFI=0.836), Normed Fit Index (NFI=0.911), Incremental Fit Index (IFI=0.936), Tucker Lewis Index (TLI=0.898), Comparative Fit Index (CFI=0.944) values were all greater than, or nearly at 0.900. In conclusion, this model has high reliability and validity, and is suitable for structural equation model test.

Tab.2-5 Results of discriminant validity

Kendall tau_b correlation analysis		RIP	NE	RE	REB
	RIP	**0.7648**			
	NE	0.421	**0.6804**		
	RE	0.57	0.503	**0.7575**	
	REB	0.402	0.511	0.441	**0.6599**

2.5 Structural model

Per the criteria provided by Hu, etc. (Hu, 1999), findings suggest good model fit ($\chi2/df=1.606$, RMR=0.039, RMSEA=0.049, GFI=0.903, NFI=0.947, IFI=0.979, TLI=0.975, CFI=0.979). The hypothesized effect of Pandemic impact perception ($\lambda11=0.040$, $p> 0.05$) and Recreational experience ($\lambda21=0.040$, $p> 0.05$) on Pro-environmental behavior are not supported. H1 and H2 are not confirmed. The effect of Pandemic impact perception on Recreational experience ($\lambda31=0.667$, $p < .001$) and Natural empathy ($\lambda51=0.564$, $p < .001$) are both statistically significant. There is support for H3 and H5. Natural empathy was found to positively impact both Pro-environmental behavior ($\lambda41=0.384$, $p < .001$) and Recreational experience ($\lambda61=0.474$, $p < .001$), which offers support for H4 and H6.

2.6 The mediating role of Natural empathy and Recreational experience

The bootstrapping procedure was utilized (Jose, 2013) to investigate the potential mediating effects of Natural empathy and Recreational experience between Pandemic impact perception and Pro-environmental behavior. Sampling with replacement was adopted, a confidence level of 95% was established with 5000 bootstrap samples inAmos21.0. If the 95% confidence interval of the indirect effect does not contain 0, it means that the mediating effect is statistically significant, otherwise, it is meaningless. If the 95% confidence interval of the direct effect contains 0, it means that the mediation effect is completely mediated, otherwise it is partially mediated.

The results are shown in Table 2-6. After the standardized coefficients, it can be found that the direct effect of Natural empathy on Pro-environmental behavior is 0.204, and the P value is 0.073, which is not significant; the indirect effect is 0.547, and the P value is 0.000, which is significant. The confidence interval of the indirect effect does not contain 0, indicating that the mediating effect is statistically significant. Therefore, this shows that natural empathy plays a completely mediating role between the perception of recreational shock and pro-environmental behavior (support H7).

Tab.2-6 The mediation role of tourist satisfaction

	Coefficient value	**Bias-corrected percentile method**			**percentile method**		
		Upper limit of interval	Lower limit of interval	P	Upper limit of interval	Lower limit of interval	**P**
Direct effect	0.204	-	-	0.073	-	-	0.069
Indirect effect	0.547	0.357	0.761	0.000	0.347	0.758	0.000
Confidence level is 95%							

3. Results and Discussion

Under the background of COVID-19, this study explored tourists' perception of this Pandemic and how these perceptions impact their pro-environmental behavior. The study uses the two intermediary variables of "Recreational experience" and "Natural empathy" to further analyze the mechanism of the Pandemic impact on tourists' pro-environmental behavior. Research shows:

(1) Tourists' perception of Pandemic impact will significantly affect their pro-environmental behaviors. Specifically, the impact mechanism is: tourists have unique requirements for the recreational environment due to the COVID-19, and the negative environmental information that does not meet the requirements is successfully perceived by tourists. Such negative impacts reduce the Natural empathy of tourists, and ultimately the willingness of pro-environmental behavior is suppressed.

(2) Under the impact of the Pandemic, tourists' pro-environmental behaviors in parks and recreational areas can only be achieved through the interaction between tourists and the natural environment, and is not affected by the driving effects of tourists' experience. Specifically, the pro-environmental behaviors of tourists are significantly affected by the perception of the impact of the Pandemic, and Natural empathy plays a complete intermediary role between the perception of the impact of the Pandemic and the pro-environmental behaviors.

In fact, in the field of motivation research on tourists' pro-environmental behaviors, whether tourists are more self-driven or environmental-driven has been widely and intensely discussed. Among the self-driving factors, tourists believe that recreational activities should maximize their own enjoyment and entertainment, and regard destination resources as commodities that have been paid for, and they have the right to freely consume. Therefore, the behavior of tourists in recreational areas is mainly driven by the function of obtaining compensatory personal or interpersonal returns (Hines, 1987; Mannell, 1987; Miller, 2010). Among environmental driving factors, the driving force for tourists to adopt behavior A does not come from A itself, but lies in the usefulness of B which is concerned by A (Qu, 2020).

The empirical results of this research prove the key effects of environmental-driven factors and discover the importance of the emotional interaction between humans and the natural environment, namely: tourists care about nature, they can personify nature, and thus actively perceive nature. Therefore, they will have the strong feeling of Natural empathy; and under the influence of Natural empathy, tourists will eventually adopt pro-environmental behaviors.

(3) Under the impact of major public health and safety incidents, the level of empathy between tourists and the natural environment can play an important role in guiding tourists' pro-environmental behavior. That is, the pro-environmental behavior of tourists is determined by the level of emotional interaction between humans and the natural environment. The higher the level of natural empathy for tourists, the more pro-environmental behaviors they can actively perform.

In fact, in the usual tourism situation, Li (Li, 2019) and Zong (Zong, 2017) have confirmed that natural empathy has a significant positive effect on pro-environmental behavior, that is, if tourists can actively perceive nature, they will be willing to protect nature and thus produce pro-environmental behavior. The results of this study show that the relationship between natural empathy and pro-environmental behavior is still valid under the impact of major public health security incidents, which further expands the universality of the effect of natural empathy on pro-environmental behavior.

(4) Under the influence of major public safety incidents, for tourists, the higher their level of natural empathy, the more positive emotions they can gain in their own recreational experience. In other words, under the impact of the Pandemic, tourists' emotional perception and interaction level with nature can not only regulate tourists' pro-environmental behaviors, but also promote them to gain a positive sense of recreational experience, and help them to realize the hedonic value of tourism.

3.1 Theoretical implications

At present, the research on the influence of affective factors on pro-environmental behavior is not yet mature, and the research mainly focuses on the discussion of emotional variables such as "consumption emotion" and "place attachment". Empathy, as the most widespread typical emotion among human high-level emotions, plays an important role in emotional research that cannot be ignored. On the other hand, the influence mechanism of emotional factors on tourists' pro-environmental behavior has not yet been clarified in academic circles. Therefore, screening out the key emotional factors and empirically exploring the influence mechanism of these emotional factors on pro-environmental behaviors are issues that need to be focused on in future research.

Existing empirical studies have verified the significant influence of context on tourists' pro-environmental behavior, which reflects the temporal and spatial differences of tourists' pro-environmental behavior. At present, the research field of pro-environmental behavior is in the development stage, and a mature theory has not yet formed. Therefore, exploring the effects of different temporal and spatial contexts on pro-environmental behavior can enrich the research on pro-environmental behavior and lay a solid foundation for the construction of pro-environmental behavior theory. Just as the COVID-19 has affected the tourism situation and formed a new and special context, future research should also pay attention to the influence of other contexts on tourists' pro-environmental behaviors, and thus makes more empirical contributions.

3.2 Managerial implications

Nowadays, under the impact of the Pandemic, the recovery of the tourism industry is the main concern of the government, academia and industry. Tourists are the main body of tourism activities, and the quality of their recreational experience is an important reference for them to decide whether to conduct tourism activities. This study shows that the awareness of the Pandemic will negatively affect tourists' recreational experience, but in natural recreational areas, if managers can improve the level of natural empathy for tourists, tourists' recreational experience will be improved too. Therefore, under the negative impact of the epidemic, the managers can induce tourists to have a natural empathy with nature, thereby enhancing tourists' recreational experience.

Specifically, since the recreational area is an integral system, managers can consider adding clues that induce natural empathy into the entire recreational area, so as to run through the entire process of tourists' recreational activities. First, personify the identification system. Managers can consider improving the marking system of the scenic spot, for example, changing the expression for the marking content, adding personified words that evoke emotion, or setting corresponding cartoon images, and enhancing the empathy of tourists through personification techniques. Second, personify the characteristic landscape. Managers can set up corresponding image display columns next to landscapes, and display photos of humans and landscapes in various years, showing the eternity of nature and the harmony of humans, and ultimately enhancing the connection between visitors and nature. Third, emphasize the soundscape. It is often filled with various wonderful sound landscapes in natural recreational areas. Managers can guide visitors to pay attention to natural sounds in recreational areas before they enter the recreational areas, and allow them to guess the emotions contained in natural sounds, so as to induce empathy. The description of sound landscape can be shown in the map. For example, the sound of waterfall represents passion, the voice of captured fish represents struggle, the song of homing birds represents safety and warmth, the felled trees represent moaning, and the sound of falling leaves represents regret.

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Tourism Activities Development Based on Sustainable Livelihood Approach in Sunten Jaya Village

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Abstract

Sunten Jaya Village is one of 5 tourist villages in West Bandung Regency. This village has the potential for interesting and unique natural and cultural tourism. The potentials of natural tourism at Sunten Jaya Village are Curug Luhur, Curug Lalay, Batu Ampar, vegetable plantations that can be seen by a gondola (Sasak Apung Padjajaran), Taman Bincarung Camp, Pine Forest Camp, Sand Angling, and Eka Harapan Coffee Plantation. The potential of cultural tourism of Sunten Jaya village is Batuloceng Site. With the potential of natural and cultural tourism, Sunten Jaya Village would give opportunities for community to manage it to be a tourist destination with the concept of natural tourism. If managed properly and professionally, this village is expected to involve and also provide welfare for the community. This village is also expected to be able to support tourist attractions in West Bandung Regency. Based on data from employees at Sunten Jaya Village, people in this village depends only on farming and raising livestock as their daily activities. With those activities, the opinion obtained cannot be said to be prosperous. This study aims to identify the tourism profile at Sunten Jaya Village and to find out the development of tourism activities at Sunten Jaya Village by using the Sustainable Livelihoods Approach.

This research employs a descriptive qualitative approach. The objects of this research are tourism activities and *sustainable livelihood approach* at Sunten Jaya Village. In collecting data accurate, relevant and able to answer objective problems, this study uses appropriate data collection techniques such as direct observation, in-depth interviews and documentation. In this study, researchers conducted observations that aim to collect the required data through direct research at Sunten Jaya Village. This research was conducted by in-depth interviews where the informants were considered to know very well about the object being studied by the researcher. In conducting the interview process, the interview guide was used to obtain information about tourism activities, sustainable livelihood assets and the development of *sustainable livelihood* based tourism activities at Sunten Jaya Village. The key informants in this study were the village office staff and the manager of tourism attractions at Sunten Jaya Village.

Based on the tourism activities in Sunten Jaya Village, it should be more varied in adjusting to the natural resources they have. This village has natural, cultural and human resources as a unit to develop its tourism. However, in reality there is still much need for better management and development for the community in the aspect of tourism. If management has been running well and the community is involved, the community can increase income from tourism (not only relying on plantations and livestock).

Keywords: tourism activities development, sustainable livelihood

1. Background and Goals

Sunten Jaya Village is a village located in Lembang District, West Bandung Regency. This village has an area of 145.65 Ha with the division of land as follows: residential area (50 Ha), agricultural area (310 Ha), forest area (889 Ha), and plantation (22 Ha). The village consists of 9 RWs with a total population of around 8,230 in 2020 and a total of 2,285 heads of families. There are 12 villages at Sunten Jaya Village are Gandok, Sukamanah, Dago, Dago Kidul, Binong, Cibodas, Pasir Angling, Ciawitali, Sukaluyu, Cikapundung, Batuloceng and Loji. The geographic boundaries of Sunten Jaya Village are as follows: in the north it is bordered by Buka Negara Village, in the east is by Cipanjalu Village, in the south is by Cimeuyan District, and in the west is bordered by Cibodas Village. The majority of people at Sunten Jaya Village have livelihoods as breeders and farmers at vegetable plantations. They majorly are of Sundanese ethnicity.

Sunten Jaya Village is one of 5 tourist villages in West Bandung Regency. This village has the potential for interesting and unique natural and cultural tourism. The potentials of natural tourism at Sunten Jaya Village are Curug Luhur, Curug Lalay, Batu Ampar, vegetable plantations that can be seen by a gondola (Sasak Apung Padjajaran), Taman Bincarung Camp, Pine Forest Camp, Sand Angling, and Eka Harapan Coffee Plantation. The potential of cultural tourism of Sunten Jaya village is Batuloceng Site.

With the potential of natural and cultural tourism, Sunten Jaya Village should provide opportunities for the community to manage it into a tourist destination with the concept of natural tourism. When managed properly and professionally, this village is expected to involve and also provide welfare for the community. Besides, this village is also expected to be able to support tourist attractions in West Bandung Regency. Based on data from employees at Sunten Jaya Village, the people in this village depend only on farming and raising livestock as their daily activities. Therefore, the opinions obtained cannot be said to be prosperous.

Based on the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism Chapter II Article 4 states that the purpose of tourism is to improve community welfare and eradicate poverty. Thus, it is necessary to consider the welfare of the community in tourism development. To be able to support community welfare, the attractions at Sunten Jaya Village have to be managed properly in accordance with the potential and the community in the village.

Sustainable livelihoods approach is a way of thinking about the goals, scope and priorities for the development of an activity (Hamadeh, 2009). Furthermore, Onur Cakir et al 2018 stated that tourism development through the framework of a sustainable livelihoods approach has a major impact on the livelihoods of local communities. Livelihood strategies describe the efforts done by the community in achieving an adequate livelihood (UNDP, 2017). There are several assets emphasized in sustainable livelihood, namely human assets, natural assets, social assets, physical assets and financial assets (Olivier Serrat: 2008).

Onur Cakir (2018) examined tourism development through a sustainable livelihood approach at a village in Cappadocia (Turkey) with results that show a big impact on the livelihoods of people in that village.

Jinhai Ma et al (2018) examined livelihood assets on a sustainable livelihoods approach that focuses on the natural tourism community. The results of this study indicate that livelihoods assets have a good impact on people's income in tourist areas.

Furthermore, Jamal Kheiri and Banafesh Nasihatkon (2016) conducted research related to sustainable livelihoods at a village in Lavij (Iran) and the results showed that tourism in a village is able to play an effective role in sustainable community livelihoods, sustainable livelihood development, quality of community life. , employment opportunities and poverty reduction.

Based on the explanation above, the first conclusion obtained is that Sunten Jaya Village needs to develop tourism activities in the village with a Sustainable Livelihood approach which aims to provide welfare for the community. The title given in this study is "Development of Sustainable Livelihood-Based Tourism Activities in Sunten Jaya Village".

This study aims to identify the tourism profile and to determine the development of tourism activities at Sunten Jaya Village using the Sustainable Livelihood Approach. This research focuses on several aspects which consist of:

- aspects of human capital with a scope of skills and knowledge
- aspects of social capital with the scope of local wisdom
- aspects of natural capital with the scope of land resources, aquatic resources and forest resources
- physical capital with the scope of shelter and building
- financial capital with the scope of people's livelihood

2. Methods

This research employs a descriptive qualitative approach. This research is holistic and to describe a special natural context in the form of words and language which aims to provide an understanding concerning phenomena experienced by research subjects such as behavior, perception, motivation, action and others by utilizing various scientific methods (Moleong , 2007: 6). This research is also called naturalistic inquiry because it emphasizes the importance of understanding about the natural situation of the participants, the environment and the place. The situation rests on what is real and in accordance with the facts. The environment, experience and factual circumstances are the starting point of the research, not the assumptions, presuppositions and concepts of the researcher. (Raco, 2010: 10).

According to Arikunto (2006: 29), the object of research is something that is at the core of research problems. From the above definitions, it can be concluded that the object of research is a scientific objective with a specific purpose and use to obtain certain data that has a different value, score or measure. In this research, the objects are tourism activities at Sunten Jaya Village, a sustainable livelihood approach at Sunten Jaya Village, and the development of tourism activities based on a sustainable livelihood approach at Sunten Jaya Village.

Informants or subjects are people with research backgrounds who provide information about the situation and background conditions (Moleong, 2010: 132)

The informants in this study were the community, village officials and the tourism community at Sunten Jaya Village.

In collecting data that is accurate, relevant and able to answer objective problems, this research uses appropriate data collection techniques such as direct observation, in-depth interviews and documentation. In this study, researchers conducted observations that aim to collect the required data by conducting direct research at Sunten Jaya Village. In conducting observations, the researcher used a checklist and a camera. The checklist is used to obtain data in the field on tourism activities at Sunten Jaya Village and sustainable livelihood assets owned by the village in the form of natural assets, human assets, physical assets and financial assets. At the time of observation, researchers also used cameras to document and record interview and observation activities.

An interview is a meeting of two people through a question and answer that aims to provide information to each other which can then be constructed for the meaning in a particular topic (Sugiyono: 2013). This research was conducted with in-depth interviews where interviews were conducted with informants considered to know very well about the object being studied by the researcher. In conducting the interview process, interview guides were used to obtain information about tourism activities at Sunten Jaya Village, sustainable livelihood assets owned by Sunten Jaya Village and the development of tourism activities based on sustainable livelihoods. The key informants in this study were staff at the village office and managers of tourist attractions at Sunten Jaya Village.

In this study, researchers used purposive sampling, where purposive sampling in qualitative research is a sample that does not emphasize the large number or representation, but leads to the quality of information, credibility and wealth of information obtained from informants or participants, beside that the sample will not be meaningful even though the number is large if it is not qualified and the informant is not credible (Raco, 2010: 115)

3. Results and Discussion

3.1 Tourism Activity at Sunten Jaya Village

1) Natural tourism activities

- Curug Luhur/Batu Ampar

Curug Luhur is one of the tourist attractions at Cibodas Village, Suntenjaya Village. This waterfall has a waterfall and a stone called ampar stone, which is a flat stone so that tourists can sit to see the environmental conditions around Curug Luhur from above. In this waterfall there is a story in the past, this waterfall was used as a stopover for the palace. Access to the Luhur Waterfall, tourists can do trekking first, while doing trekking tourists will be presented with the beauty of pine trees that grow neatly in a row in the forest. This waterfall has a height of 20 meters. The activities offered at this waterfall are sightseeing and taking pictures. The price of admission to this waterfall is IDR 5,000 per person. The manager of this waterfall is Perum Perhutani, which is assisted by the Forest Village Community Institution.

- Curug Lalay

Lalay waterfall is also a natural tourist attraction which has height of about 8 meters. There is no good and integrated management on this waterfall. But still there are tourists who visit to explore the beauty of this waterfall.

- Bumi Perkemahan Taman Bincarung

Taman Bincarung Camping Ground is one of the campsites located in Kampung Pasir Angling, Suntenjaya Village. It is being developed by the community and local stakeholders. Taman Bincarung Camping Ground is a complete place for tourists who want to do camping activities with sufficient natural conditions. For students who are still at the school level, this Taman Bincarung Camping Ground is also an education place for them. Apart from being used for camping, Bumi Perkemahan Taman Bincarung can also be used as a location for trekking and cycling.

- Pine Forest Camp

Is a camping area managed by the private sector. This area is often used for gathering and outbound locations by tourists. There are several packages offered in this area including:

1. Exclusive Camping Package, with a tariff of Rp. 150,000 / person per night, this camping tour package has a capacity of between 40 - 250 people. With this rate, tourists get a welcome drink, exclusive dome tents, sleeping bags, spoon mats, gazebos, folding chairs, plus various traditional game equipment (tug of war, clogs, stilts) as well as toilets, clean water.

2. Villa Country House, with a price or rental rate of IDR 4,000,000 / night, tourists can rent together for a maximum capacity of 24-50 people, if there are additional people (extra person + bed IDR 75,000 / person). Here you will get welcome drink facilities, sleeping facilities (2 bedrooms + upper hall with 20 thick mattresses), kitchen, living room, sofa, TV plus karaoke set, 3 bathrooms / toilets plus water heater, gazebo and folding chairs

3. Camping Ground (Entrance fee), there are several packages, namely with a rental rate of Rp. 3,000,000 / day with a maximum capacity of 100 people, and with a rental rate of Rp. 5,000,000 / night for 100 people.

- Pasar Angling

Pasir Angling is a tourist attraction at Suntenjaya for camping activities. Tourists who visit Pasir Angling for escapist and sigtseeing activities to see typical rural scenery. In the Pasir Angling area there is also an Arabica coffee plantation.

- Sasak Apung Padjajaran

Sasak Apung Padjadjaran is a tool to facilitate the transportation of crops at Suntenjaya Village in the form of a cable car. Sasak Apung Padjadjaran was created by Padjadjaran University to facilitate road access for the transportation of agricultural components considering that the land elevation in the Kampung Gandok area, Suntenjaya Village reaches 30 degrees. With this technology, farmers at Suntenjaya Village find it helpful to transport agricultural components. This gondola or cable car can be enjoyed by tourists with a view of a beautiful vegetable plantation at a price of 10 thousand rupiah for 1 tourist.

2) Educational Tourism Activities

- Eka Harapan Coffee Plantation

Eka Harapan Coffee Plantation is a coffee plantation located in Binong Village, Suntenjaya Village. This coffee plantation is the result of the efforts of the coffee farmer groups at Suntenjaya Village, then stakeholders such as village officials and the district head confirmed them as POKDARWIS (Tourism Awareness Group). Eka Harapan Coffee Plantation continues to grow and eventually makes the place as a coffee educational tour for tourists.

- Pondok Batuloceng Organic

Batuloceng Organic Cottage is a vehicle for converting cow dung into biogas. Currently there are 20 biogas reactors at Suntenjaya Village. Biogas is used for household needs as well as street lighting at Suntenjaya Village.

3) Cultural Tourism Activities

- Situs Batuloceng

The Batuloceng site is a heritage site of the Padjadjaran kingdom in the form of a bell-like stone with a diameter of 30 cm and a height of 50 cm. There is no in-depth historical evidence regarding the Batuloceng site at Suntenjaya Village. The value of stories from the community in the Batu Loceng site is said there is magical power.

3.2 Tourism Activities Development Based on Sustainable Livelihood Approach at Sunten Jaya Village

The sustainable livelihood approach is a way of thinking about the goals, scope and priorities for the development of an activity (Hamadeh, 2009). Furthermore, Onur Cakir et al (2018) stated that tourism development through a sustainable livelihoods approach framework has a major impact on the livelihoods of local communities. The following is an increase in the standard of living of the community through a sustainable livelihoods approach at Sunten Jaya Village. The development of tourism activities at Sunten Jaya Village with the Sustainable Livelihood Approach focuses on several aspects as follows:

- Human Capital

  Human capital represents skills, knowledge, ability to work and good health together enabling people to pursue different livelihood strategies and achieve their livelihood goals. (DFID in Shen 2008: 26). Knowledge and skills are aspects of human capital (DFID in Olivier Serrat, 2008: 2) According to information from the staff at the Sunten Jaya Village office, almost all people at Sunten Jaya Village work as garden farmers and breeders. The profession that is owned by the community in the plantation sector has been going on for a long time and utilizes both state and private land. Community expertise in the field of plantations can be seen from the fertile vegetable and fruit plantations. The produce from this plantation is marketed to retailers as well as to various shops in the garden. The resulting plantations are vegetables and fruits such as cabbage, lettuce, cucumber, broccoli, corn, pumpkin, tomato, potato, lime and many more.

  Apart from plantations, the community also has expertise in raising cattle. The result of raising cows is whole milk which is also marketed to many shops in urban areas. Some people also use the available pure milk to make milk candy which is a special souvenir at Sunten Jaya Village. This home product has also been widely sold through online sales. However, the drawback is that the packaging and marketing are not yet effective. That is why the community must be provided with training to package and market their business products.

  Apart from vegetable and fruit plantations, the community also has a small amount of land for coffee plantations. One of them is Eka Jaya Coffee Plantation. This coffee plantation has several types of coffee and is used as an educational tourist attraction. Visitors who come are provided with how to make and enjoy coffee with simple facilities. There is also only 1 guide in this coffee plantation, namely the owner of this coffee plantation so that providing guidance for large numbers of visitors is still not effective. Training on guiding coffee tours and assistance is needed to make existing facilities more professional and feasible for visitors. Other expertise possessed by the community is making puppets and carvings from wood as typical souvenirs from Sunten Jaya Village. However, in terms of packaging and marketing, it must be improved.

- Social Capital

  In the context of a sustainable livelihood framework, social capital can be interpreted as a social resource where people want to achieve their goals by forming networks, both vertically (with superiors) and horizontally (between individuals for mutual benefit) which can increase trust and the ability to collaborate and expand public access to broader institutions, such as political or civic bodies with more formal group membership (organizations) and in accordance with applicable rules, norms and sanctions (DFID in Ferdiani, 2016: 14). Local wisdom is an aspect of social capital (DFID in Olivier Serrat, 2008: 2).

  A well-known wisdom in this village is the Batulonceng Site. Batulonceng is located between Bukit Palasari and Bukit Tunggul. This stone is believed to have magical powers. This site is not well known to people outside the village but for the people of Sunten Jaya Village, this stone has historical value and Sundanese Galuh or Pajajaran culture. According to stories that have existed since time immemorial, this stone has been found since the 16th century during the Dutch colonization.

  The Batulonceng site is believed to be able to grant requests if visitors can pick them up while saying prayers. The key informant from the Batulonceng Site explained that besides Batulonceng there is also a Kujang Stone which is a tomb that resembles a Kujang. Batu Kujang is believed to be shifted downwards if there is a disaster that befalls Indonesia or there is a change of head of state.

- Natural Capital

  Natural capital is a supply of natural resources and services that can be developed that may be useful for livelihoods (UNDP, 2015: 7). There are land and forest resources in natural capital (IFRC, 2010: 17). In addition, there are aquatic resources in natural capital according to DFID in Olivier Serrat (2008: 2).

  According to information from the staff of Sunten Jaya Village, the natural tourist attractions in this village are very diverse, ranging from waterfalls, vegetable plantations that can be enjoyed with a simple cable car and several locations that can be used as a place for gathering and camping with beautiful views around them as described. in the previous section. The cool weather and rural atmosphere also make this village an alternative for traveling. Of all the natural tourist attractions in this village, access is something that needs to be improved so that it is worth visiting. The capacity also needs to be considered so that guests who come do not damage the surrounding environment, especially for community plantations. To support the management of this natural tourist attraction, it is necessary to have a tour package that contains routes and rules for conducting tourist activities in this place so that the existing arrangements are clearer and the community can be involved to support tourism activities in this village.

- Physical Capital

  The physical capital in the form of shelters and buildings owned by Sunten Jaya Village is a form of residential areas in the hills and village offices. In addition, the village has several villas for rent to guests. The form of physical capital in this village tends to be vegetable and fruit farming which is also planted in hilly areas. Meanwhile, the access to Sunten Jaya Village if taken from Bandung City is good enough, it's just that the road conditions in Sunten Jaya Village are still not good if it is used as a tourist destination.

- Financial Capital

  Financial capital is an economic asset that describes the source of public finance and income (Sari, et al, 2016: 175). Community livelihoods are an aspect of financial capital (USID 2006: 18). For financial capital, the community in Sunten Jaya Village still relies on products from plantations and livestock. According to information from village staff, many people still earn below average but cannot provide detailed data about the economy in the village. With the development of tourism activities in this village, it is hoped that it can improve the welfare of the community.

Table 1. Improvement of Community Living Standards through a Sustainable Livelihood Approach at Sunten Jaya Village

SUNTEN JAYA VILLAGE			
Sustainable Livelihood Approach	**Livelihood Asset**	**Tourism Activities**	**Efforts to Improve Community Living Standards**
Human Capital (skill and knowledge)	1. Skills in vegetable and fruit gardening 2. Skills in raising cows and making milk candy 3. Making handicrafts 4. Coffee growing skills	1. Enjoy the beauty of a vegetable plantation via cable car, buy vegetables and fruits, take pictures. 2. Milk the cows, enjoy whole milk, take part in making and enjoying milk candy 3. Participate in the craft-making process 4. Participate in the coffee processing process from start to presentation	1. Repair the cable car facility with proper safety and security standards so that it can be enjoyed by many visitors. Arrangement of ticket prices and guides at the cable car location. Thus the community can be more involved and enjoy the results of the vegetable plantation tourism attraction. 2. Create a cattle and milking location where visitors can be involved. Create a suitable location for the manufacture of milk candy so that visitors do not have to go to residents' homes to see the process of making milk candy. There needs to be training in managing marketing for milk candy products and training for their packaging. If this is implemented, the community can take part and benefit in this farming activity. 3. Create a special location for the manufacture and sale of handicrafts so that visitors can take part and the communities involved have a place to sell their work. 4. Creating a suitable location for coffee educational tours and providing supplies or training for the guides. The marketing and packaging process of coffee also needs to be improved.
Natural Capital (land,aquatic and forest	1. Luhur Waterfall/ Batu Ampar 2. Lalay waterfall	1. Tracking, enjoying waterfalls and views of the surrounding pine forests, taking pictures	1.There must be a guide who understands the location and story of the waterfall. Manage facilities around the waterfall such as toilets, prayer rooms and food stalls so that visitors can enjoy more. Empowering the community in managing stalls around the

resources)	3. Bincarung Camping Ground 4. Pine Forest Camp	2. Tracking, enjoy the waterfall 3. Gathering and camping 4. Gathering and camping	waterfall with predetermined standards. Manage interesting activities around the waterfall or create tour packages in which there are various attractions besides the waterfall. 2. According to the information obtained, Curug Lalay is not well managed and there are rarely visits. The steep and distant terrain is also an obstacle in its management 3. Bincarung Camping Ground is still in the process of being developed so there are not many facilities that can be enjoyed. Entrance tickets also cannot be given because they are still taking care of the permits. Environmental cleanliness after camping must be considered, which is why a supervisor is needed at the camping site. If it is running and well managed, the community can be involved in it. 4. Pine Forest Camp has been running and is better managed than Bincarung Camping Ground. However, marketing and information provision need to be improved so that visitors can find out what locations and packages are provided here. With good management, it can involve and provide benefits to the community.
Social Capital (local wisdom)	1. Batulonceng Site 2. Kujang Stone	1. Storytelling dan praying 2. Storytelling dan praying	1. The guide must be equipped with good story telling techniques. Site locations also need to be better managed so that visitors are not difficult to access. 2. The guide must be equipped with good story telling techniques. Site locations also need to be better managed so that visitors are not difficult to access. A place for worship must be provided for visitors who really want to have a religious tour.
Physical Capital (Shelter and Building)	1. Settlement 2. Plantation 3. Accessibility	1. Residential is located around the plantation and are on a hill so that its attractive shape can be a background for tourists who want to take pictures 2. Vegetable and fruit plantations can be a natural tourist attraction, but their capacity must be considered so they do not damage the soil and crops 3. Access from the city to Sunten Jaya Village is already good, but for better access services in the village itself still needs a lot of improvement if you want to facilitate access for visitors.	1. Provide counseling for the community to better maintain the cleanliness and beauty of the living environment if this village really wants to focus on developing its tourism 2. Pay attention to the capacity of the plantation if it is used as a tourist attraction so that it does not damage the plantation 3. Access in the village must be improved according to standards so that visitors can easily carry out activities in Sunten Jaya Village.
Finance Capital (People's livelihood)	1. Community Livelihood 2. The Economy	1. The majority are gardening and raising livestock 2. Data not available	1. Apart from gardening and raising livestock, the community must have a tourism mindedness so that they can be empowered in various tourism activities in Sunten Jaya Village. This will have an effect on increasing public opinion and welfare as well. 2. Data not available

3.3 Conclusions

Based on the tourism activities in Sunten Jaya Village, it should be more varied in adjusting to the natural resources they have. This village has natural, cultural and human resources as a unit to develop its tourism. However, in reality there is still much need for better management and development for the community in the aspect of tourism. If management has been running well and the community is involved, the community can increase income from tourism (not only relying on plantations and livestock).

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Hotel and Homestay Reduction as Tourism Accommodation Within Online Travel Agent's Sort Function: Host's Perspective in Ubud

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Abstract

1. Background and Goals

This study seeks to divulge how sort function in an online travel agent application reduces every single hotel and homestay in its' dataset as "tourism accommodation", mainly as an unintended consequence of algorithm. The purpose comes with three objectives in mind: (1) to present a typical form of reduction in everyday social practice, (2) to show several assumptions made by stakeholders in order to reduce the two, and (3) to discuss the implication of such reduction in tourism industry.

2. Methods

Both post-structuralist approach and qualitative content analysis methodology were used to guide this study's data collection and analysis process. Two purposefully-selected participants were interviewed using semi-structure design, where both of them are (1) born and raised in Ubud, with an experience of at least 4 years staying abroad Bali, and (2) had been serving as a tourism host in Ubud for years. As per research limitation, albeit qualitative research does not define research validity with a ratio of sample and population, two respondents might not enough to capture every single perspective of hosts. Guests' perspective were also excluded in the study, despite its' usefulness to form a dialectic between Ubud's hosts and guests.

3. Results and Discussion

The study found that typically both hotels and homestays in an online travel agent's application are sorted in the same row, with same indicators of price and facility photo. Such configuration results in "modern" assumptions of value for hosts, guests, hotels, and homestays in Ubud, where value equates "price/facility perceived in photos" in subjective and case-by-case terms. Respondents argued that the homestay hosts' inability to argue that "experience with a Balinese family is the main selling point of homestays in Ubud, in contrast of luxury and comfort of its' hotel counterpart" leads to the modern assumption's takeover in deciding guests' tourism accommodation. This study also argued that Cooper's theory of "attraction, accommodation, accessibility, and amenity" made matters worse as well, since it does not leave any room for homestay to express itself as both tourism attraction and accommodation.

Keywords: Hotel, Homestay, Reduction, Online Travel Agents, Modernity, Ubud.

Online travel agencies (OTAs) have been connecting tourists to a destination. Through the algorithm of the sort function, the entire search and selection of accommodation, attractions, accessibility, and amenities can be done according to the needs of tourists in a single click. This study will discuss how such a single click reduces (unifies and generalizes) hotels and homestays within the OTAs. Hence, the experience as homestays' distinctive value has become irrelevant as an indicator in deciding the accommodation.

This study aims to disclose an academic discussion of the assumptions of modernization in tourism, a topic that is often (deliberately?) overlooked. Using qualitative content analysis as a data analysis method, this study typically did purposive sampling interviews with hotel and homestay practitioners in Ubud, mainly to divulge a contemporary perspective about practical implications of modernity in tourism.

1. Introduction

The key role of online travel agencies (OTAs) cannot be separated from the tourism industry nowdays. From the host's point of view, OTAs encourage them through an integrated sale, analysis and communication system (SaaS - software as a service, see Baltzan, 2019, pp. Loc. 7183-7194), especially for small and medium tourism businesses. On the other hand, OTAs assist tourists in choosing attractions, accommodation, accessibility, and amenities according to their needs and wants, which can be done through functions of sorting, calculating, analysing, and forming information.

In the information system discipline, these four functions represent a critical part of the organization, both at the operational, managerial, and strategic levels (Baltzan, 2019, p. Loc. 3079). First, the sort function allows sorting data based on the indicators used (such as price, rating, and review), so that the search process and pattern formation from a set of data can be carried out effectively and efficiently. With this function, tourists unnecessary check for the entire contents of OTAs to develop a pattern, thus selection can be made more effectively and efficiently.

Second, the calculation function helps mathematical calculations (adding, subtracting, multiplying and dividing) of a set of numerical data. When tourists select their choice in the OTAs, the system can promptly determine the amount to be paid based on the room price, length of stay, supplementary services, and all the calculations needed to generate a purchase order. With the same data, the system helps the host in creating sales reports simultaneously, so that "effective and efficient" are achieved on both sides.

Third, the analysis function is the pattern formation from a set of data, so as to establish "meaningful context and structure" (p. Loc. 1076). This structure and context are then presented in the form of tables, matrices, or graphics, therefore forming information (as the fourth function) that makes it easier for users to make decisions. The final reports, for example, can assist hosts and travelers with evaluations as well as recommendations for future decisions, resulting in a more “effective and efficient” result.

One question that may arise, why does the word “effective and efficient” keep repeating itself in four paragraphs? This repetition is a form of emphasis on the utility value as well as the ultimate goal of using a system. In practical terms, when a system does not produce jobs faster, precisely, and easier, then such a system is absolutely useless. Indeed, the system is inseparable of modern life, however the social impacts resulted are rarely questioned in tourism research.

On this basis, this paper will disclose a discussion of the social impacts occurred behind the considerations of modern life. Quoting Giddens (2012 [1991], p. 54), "Knowledge about social life transcends the intentions of those who apply it to transformative ends" where the efficiency and effectiveness of information affects how a social practice is carried out in society. This is the main consideration for OTAs service providers, hosts, and even tourists in the tourism industry.

The social practice studied is the practice of selecting hotels and homestays through OTAs from the hosts perspective in Ubud. Hotel and homestay are two different types of accommodation, both in terms of facilities, hospitality, price, and market segmentation, but tourists use the same way to define both in OTAs: "sorting". This paper discusses how the sort function, in one click, has a broad impact on the tourism industry.

Theory and Concept of Homestay and Hotel Reduction as an Accommodation

In the previous version of the 4A theory, hotels and homestays are part of the accommodation. This theory was later revised in the book "Contemporary Tourism: An International Approach" written by Cooper and Hall, where the 4A theory is now combined with the tourism system theory. The 4A is now part of the destination region, a revision of tourist receiving country/region on earlier version of tourism system theory (See Cooper & Hall, 2011 [2008], pp. 24-25).

The amalgamation of accommodation in the tourism system integrates tourism into a large structure. The system develops four types of products, namely 1) trip products (products produced by travel agents, such as itinerary, which aims at assisting tourist making decisions and anticipation during the trip), 2) tourism business products (virtually, the product produced is the same as a trip product, but this product emphasizes cooperation between product providers to create a better travel experience, such as travel insurance), 3) service products (products that are produced directly in front of tourists, often understood as "moment of truth" by hotel practitioners), and 4) destination product (Cooper & Hall, 2011 [2008], pp. 29-30). Accommodation includes in the last category, which is the aggregate of all experiences a tourist has as a result of encounters among companies, people, communities and environment in a destination.

The problem that arises is the possibility of understanding the whole tourism product as a large system? For Cooper & Hall, the answer is yes. This is possible, despite the difficulties the hosts (and other tourism producers) face in controlling the experience of the tourists themselves. For them, the four tourism products are the result of "commodification of the tourism experience" (p. 29) which is produced in five tourist travel cycles, namely decision to travel, travel to destination, activities at destination, travel from destination, and recollection of the trip upon return to permanent resident (p. 28).

On the other hand, according to this article, Cooper & Hall's “yes” answer brings new problems. This tourism system can only occur when the structure can fully reproduce the social practices of all its members. Then, viewing this system as a "functional need" (see Giddens, 2012 [1991], pp.294-297) which "directs attention to the disparity between the intentions of the actor and the consequences resulting from an action" (Ibid., p.295) through the construction of "effective and efficient" (see the concept of "performativity" from Lyotard, 1984 [1979]) and the binary opposition (Derrida, 1997 [1967]) between "effective and efficient" and "ineffective and inefficient" .

This is stated both rationally and empirically. First, empirically, today’s tourists trust their acquaintance more than travel agent or tourism service providers. Here, the structural control of the tourist experience cannot be carried out. Second, rationally, through Anthony Giddens' structuration theory, the tourism system is a structure consisting of many agents (individuals who are competent in structure), as evidenced by the “rationalization of action” in their social practice. See Giddens, 2012 [1991], pp.4-5) who are members of that structure. At the same time, (1) structure can only be manifested in social practice through agents, and (2) agents act in accordance with the resources and rules of the structure so that the reproduction of social practices can continue (duality of structure, pp. 25 -27). Of course, when this theory works as it should, the reproduction of social practice and the function of the structure will go on as Cooper & Hall argues, but every action (and function) always has consequences that the actor has not previously calculated.

This consequence is called “unintended consequences” (p. 44; 294). Every social activity will produce functional needs (from a structural perspective) and purposive actions (from agent perspective). Unintended consequences are the results of the agent's purposive action, where the word "reduction" is a form of the unintended consequences carried out by the agent from the tourism system structure. Through this reduction, following the argument of Giddens (pp. 294-297), that this study argues that tourism cannot be elaborated into a large system, as Cooper & Hall's argument.

This argument will be demonstrated through the subject matter of this paper. OTAs as technology (or a component in an information system, which consists of hardware, software, databases, and networks

- See Baltzan, 2019, p. Loc. 6605) as well as services (people and procedures, also known as standard operation procedures) are "expert system" (see Giddens, 2012 [1991], p.22) which produces a new media of interchange in the form of information, which is defined by Giddens as a "symbolic token" (Ibid.). Merging OTA as an expert system and information as a symbolic token then results in an abstract system (p. 79), which "is the nature of modern institutions to be bound by the trust mechanism in abstract systems" (p. 83). This mechanism then becomes the source of the assumption as well as the origin of the unintended consequences of the OTA. Reproduction of social practice now no longer relies on "mythology" as in ancient times (see "Mythologies" of Barthes, 1972 [1957]), but is replaced by "a set of instructions to complete work" called algorithms (Baltzan, 2019, p. Loc. see also Harari, 2018 [2017]).

This mechanism also causes the creation of an episteme (a person's view of the world/world view which is formed from a general slice of history from all branches of knowledge and regulates/imposes norms, postulates, reasons in general, and the structure of the mind of each person - see Foucault, 2010 [1972], p. 191) regarding the similarity of homestays and hotels as tourism accommodation, both from the point of view of hosts and guests. This will be explained further, along with empirical data, in the discussion section.

2. Methodology

The methodology used in this research journal is qualitative content analysis (Jennings, 2010, pp. 85-86; Erlingsson & Brysiewicz, 2017), the process of making taxonomies through data. In contrast to quantitative content analysis, this methodology does not form a taxonomy (both categories and concepts, to be explained later) a priori through theory but, it depends on what is generated from the data (emergent) a posteriori.

Technically, this method converts the transcript of the interview into a "meaning unit", or part of the interview analyzed, as a manifestation of the content. After that, these units will be converted into "code", a short code to represent a meaning unit, then grouped into "categories" according to their similarity to form an abstraction of the data. The abstraction then produces a "theme" (according to Erlingsson & Brysiewicz, 2017) or "concept" (according to Bryant, 2017), where the theme is an "expression of latent content from data contained in two or more categories" (p. 94) and concept is "an abstract idea of data that has specific properties and boundaries… [as] an elaboration between theory and data" (Bryant, 2017, pp. 146-147). These two terms are used simultaneously in this journal as a result of an abstraction from a collection of categories.

The primary data collection technique was carried out with purposive sampling (or purposeful sampling, see Creswell & Creswell, 2018, p. 185) and semi-structured interviews (Jennings, 2010, pp. 174-176), where researchers identified places and individuals who were involved in the research along with the reasons for choosing the place and the individual, as well as the list of initial questions that would be asked of research participants.

3. Discussion

The semi-structured interview was conducted in Ubud, 28 October 2020 at 15.00 WITA, with detailed questions as follows:

a) What is a homestay?

b) What is a hotel?

c) What are the similarities between a hotel and a homestay?

d) What is the difference between a hotel and a homestay?

e) How is the rationality of tourists formed regarding the selection of hotel and homestay?

f) How is the hospitality difference between hotels and homestays?

g) How do hosts respond to the differences between hotels and homestays?

***Meaning Unit* A**	***Meaning Unit* B**	***Code A***	***Code B***	***Category***
[1A] Difference in homestay perspective between the Balinese and other regions in Indonesia	[1B] Hotel's absence in the past	[CA1] Difference between hotel and homestay's definition (1A, 2A, 3A, 4A, 5A)	[CB1] Homestay as Ubud's accommodation in the past (1B, 2B, 3B, 4B)	[CAT1] Difference between hotel and homestay as an accommodation (CA1, CB1, CA4)
[2A] The history of homestay in Ubud	[2B] Understanding homestay as an experience with Balinese			
[3A] Homestay as external (non-Balinese's) idea	[3B] Balinese's ceremonies: *Odalan, Upacara*	[CA2] Homestay as "mini" hotel (6A, 7A)	[CB2] Change in the meaning of Homestay (5B, 6B)	[CAT2] Lack of hotel as guests' rationale of choosing homestay as accommodation in the past (CB1, CA5)
[4A] Homestay definition as "host's home that cohabited simultaneously with guest"	[4B] Religion as a part of Balinese's labor			
[5A] Hotel's definition as "accommodation that purposefully designed for guests in a tourism destination"	[5B] Homestay forget its' identity as the living experience with Balinese	[CA3] Generalization of Hotel and Homestay as accommodation (8A)	[CB3] Homestay hosts' (mis)perception of upgrading facility as the value of homestay (5A, 6A)	[CAT3] Generalization of hotel and homestay as today's accommodation (CA2, CB2, CA3, CB3, CB6)
[6A] Bias in outsiders' (guests in general) definition of homestay	[6B] Homestay upgrades its' ancillary facilities (swimming pool), just like hotels			
[7A] Outsiders' (guests in general) definition of homestay as minature version of hotel	[7B] Generalization of homestay dan hotel within online travel agents	[CA4] Administrative difference between hotel and homestay (9A, 10A, 11A)	[CB4] Generalization of hotel and homestay in online travel agent accommodation [7B, 9B]	[CAT4] Unification of hotel and homestay in online travel agents' accommodation (CB4, CA8)
[8A] Generalization of both hotel and homestay as an accommodation	[8B] Lack of guidance from authorities regarding the identity of homestay			
[9A] Difference between hotel and homestay in administrative terms	[9B] Homestay host's lack of understanding about the concept of homestay	[CA5] Homestay as guests' choice in the past due to the absence of hotel (12A, 13A, 14A)	[CB5] Experience is not the selling value of homestay anymore (5B,	[CAT5] The irrelevance of experience and the emphasize of budget as accommodations' selling value
[10A] Standarization of hotels using "star" rating	[10B] Negligence from local authorities in regards of			

	homestay host's lack of understanding		6B, 7B, 9B, 10B, 11B, 13B)	(CB5, CA6, CA8, CA9, CA10)
[11A] Standarization of homestay using its' presence within society	[11B] Homestay has lost its' identity	[CA6] Homestay as guests' choice of today due to budget (12A, 13A, 15A, 17A)	[CB6] Hotel's presence and homestay's confusion (12B, 13B)	[CAT6] Experience as the true value of homestay (CA7, CB7, CA11)
[12A] Homestay as Balinese's presentation of their way of life	[12B] Hotel's presence in Ubud as the beginning of homestay's lack of identity			
[13A] Difference in rationale regarding homestay of choice between generations	[13B] Homestay hosts do not know the difference between hotel and homestay	[CA7] Idealism of homestay as cultural education (13A, 16A)	[CB7] *Asta Kosala Kosali* as the identity and philosophy of homestays in Bali (14B, 15B, 16B, 17B)	
[14A] The absence of hotel in the past as the rationale of choosing homestay in Ubud	[14B] *Asta Kosala Kosali* as the identity of Balinese's home			
[15A] Low-Cost Budget as today's rationale of choosing homestay	[15B] Homestay hosts' lack of knowledge about the philosophy and history of homestay	[CA8] Homestay and Hotel in online travel agents' pricing sort function (18A, 19A)		
[16A] Learning the Balinese's way of life as the ideal reason of choosing homestay as accommodation	[16B] The history and philosophy of homestay as the main value of homestay	[CA9] Budget as the value of accommodation in online travel agent (17A, 18A, 19A, 20A, 21A)		
[17A] Budget as the main value of homestay	[17B] General perception about the similarities of homestay, hostel, and guesthouse	[CA10] Irrelevansi *Experience* sebagai *Value* Akomodasi (21A, 22A, 23A)		
[18A] Pricing sort function in Online Travel Agent as the method of choosing homestay		[CA11] *Experience* sebagai Komoditas Wisata Generasi *Millennial* (24A, 25A, 26A)		
[19A] Unification of homestay and hotel as accommodations in online travel agent				
[20A] Procedure in choosing accommodation in online travel agent				
[21A] Construction of homestay as budget accommodation in online travel agent's pricing sort function				
[22A] The irrelevance of experience and Balinese presentation of way of living as tourism attraction				
[23A] Homestay as budget accommodation as the consequence of old ways of selling				

[24A] Experience as an added value for homestay				
[25A] Experience as the main commodity for millennials				
[26A] Knowledge, self-confidence, dan spiritual inspiration as part of millennials' experience				

Based on these six categories, it can be concluded that the theme/concept of the two speakers is "generalization and unification (re-translated as reduction) of hotels and homestays as tourism accommodation in OTAs sorting function", where the sort function emphasized is price sorting (from the highest to the lowest, or vice versa). This is due to several things, namely the shift in the meaning of homestay since the appearance of hotel, the lack of understanding of value-based selling of homestay, and the emphasis on price as the value-based selling of the accommodation.

Each category will be discussed one by one as follows. First, there is a difference between a hotel and a homestay as accommodation. According to resource person A, when hotels have a definite definition, homestays are still biased in their practical understanding. This answer becomes empirical evidence from the argument of resource person B, where homestay practitioners are confused in determining the homestay itself.

Second, the selection of homestays due to the absence of hotels in the past. The confusion of homestay practitioners was not a problem, because the only accommodations in Ubud at that time were people's houses. When the hotel was in their midst, homestay practitioners were immediately confused; What is the difference between a hotel and a homestay? This point is the starting point of generalization and unification (reduction) of hotels and homestays as tourism accommodation, according to source B. Instead of emphasizing experience as a selling point, homestay owners improve facilities by adding a swimming pool, equipped rooms with air conditioning, improving duvet quality and bed cover, and all the facilities that are also owned by hotel. To quote resource person B, "What we see now is that people [both guests and homestay hosts] do not know what homestays are selling. If you ask an [homestay] owner, what is a homestay? They will answer, 'Well, I live here'. So what? They don't understand the point [of homestay]."

The result is seen in the third and fourth categories, namely the generalization of hotels and homestays as accommodation today and the reduction of hotels and homestays as accommodation within the OTAs. The inability of homestay practitioners to argue that "experience is the selling point of a homestay", then creates a "void" filled by modern guest rationality, namely the comparison between room prices and the facilities obtained. In other words, homestays sell rooms along with amenities like a hotel, so both are translated by OTAs as simultaneously sorted accommodation.

As an unintended consequence, in the fifth and sixth categories, the experience becomes irrelevant as the value selling of accommodation, and there is an emphasis on the budget as the reason for choosing accommodation. When the real selling point of a homestay is the experience offered by the host, that strength becomes irrelevant in the "indicators" of selecting an accommodation. The quality of accommodation is found in the comparison between price and facilities offered through photos (at least that is what is seen in OTAs), and the belief of the modern hosts with OTAs as an abstract system then forms this rationality as an *epistemé* in society.

4. Conclusion

Either empirically or rationally, there has been a reduction (generalization and unification) between hotels and homestays in the tourism industry. Empirically, the sort function in the OTAs application reduces homestays and hotels to an information table, while rationally the 4A theory and the tourism system also do the same through the definition of "accommodation" as a destination product.

In addition, there is a lack of understanding of hosts and guests due to the inability of homestay practitioners to argue "experience as the selling point of homestay". This blank is then filled with "information" (as a symbolic token generated by OTAs as an abstract system) of the comparison between the selling price and the facilities shown in the photo. As a result, homestays are now rationally assessed in the same way as hotels (both by hosts and guests), i.e. the comparison of the selling price with the facilities shown in the photos.

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Front Office Staff's Performance of Services Relating to Tourist Attractions: Understanding The Service Delivery of Hotel Concierges

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Abstract

Over the past few decades, hotel guests' service expectations grew from services such as check-in and check-out (Cobanoglu, Corbaci, Moreo & Ekinci, 2003) to expecting hotels to, amongst others, provide services relating to tourist attractions (Adler & Gordon, 2013; Yeh, Leong, Blecher & Hu, 2005). Despite these developments, South Africa (SA) is amongst the countries confronted by the minimal utilisation of tourist attractions (National Department of Tourism, 2012) and the tourists' lack of awareness of tourist attractions within major destinations, such as Cape Town (City of Cape Town, 2013) and Durban (eThekwini Municipality, 2014). By providing tourists with services relating to tourist attractions, hotels are likely to contribute towards addressing the minimal utilisation and lack of awareness of tourist attractions. Guest orientation (Lee, 2014), self-efficacy (Jaiswal & Dhar, 2015), motivation (Hon & Leung, 2011) and effort (Marić, Marinković, Marić & Dimitrovski, 2016) are constructs that impact on the service performance of hotel staff. However, studies have not been conducted to determine the impact of these constructs on the performance of hotel staff relating to tourist attractions. This paper forms part of a PhD study in progress which explores the constructs (Guest orientation, Self-efficacy, Motivation and Effort) that impact on hotel staff's performance of services relating to tourist attractions. The PhD adopted a qual-QUANT research method to, in phase 1, qualitatively identify emerging themes from each construct, which will be quantitatively investigated in phase 2. This paper stems from phase 1 and aims to identify via qualitative research the key themes that emerge in each of the four constructs that are associated with hotel staff's performance of services relating to tourist attractions. Semi-structured interviews were conducted with four certified hotel concierges belonging to Les Clefs d' Or in SA. Thematic coding was used to identify the themes emerging from the qualitative data. Eight themes emerged from Guest orientation, five from Self-efficacy, seven from Motivation and ten from Effort.

Keywords: Guest orientation, Self-efficacy, Motivation, Effort, Tourist attractions

1. Introduction

Over the years, there have been significant developments in hotel services relating to tourist attractions. From the early 2000s, the necessity for hotels to provide services relating to tourist attractions was highlighted (Kasavana & Brooks, 2001). Further to this, a number of studies (Nthebe & Swart, 2017; Yang, Jou & Cheng, 2011) established that hotels are expected, by tourists, to provide services relating to tourist attractions. This provides destinations with an opportunity to increase visits to tourist attractions. Furthermore, these developments offer destinations, such as Cape Town (City of Cape Town, 2013) and Durban (eThekwini Municipality, 2014), the opportunity to address the tourists' lack of awareness of tourist attractions to tourists will (i) increase visits to tourist attractions and (ii) address the lack of tourists' awareness of tourist attractions.

However, the success of hotels in addressing these two challenges will depend on the hotel staffs' *guest orientation* (Lee, 2014), *self-efficacy* (Jaiswal & Dhar, 2015; Song & Chathoth, 2013), *motivation* (Hon & Leung, 2011) and *effort* (Marić *et al*., 2016) to perform services relating to tourist attractions. Lee (2014) noted that hotel staff with high guest orientation are likely to provide a higher level of service quality. A number of studies (Jaiswal & Dhar, 2015; Song & Chathoth, 2013) found that, unlike hotel staff low self-efficacy, hotel staff with high self-efficacy are likely to perform better. Hon and Leung (2011) revealed that motivation influences the performance of hotel staff, and Marić *et al*. (2016) highlighted effort as an antecedent of hotel service quality. However, as far as could be determined, studies have not been conducted to investigate the impact of these constructs (guest orientation, self-efficacy, motivation and effort) on hotel staff's performance of services relating to tourist attractions. In order to address this gap, the PhD from which this work stems adopted a qual-QUANT research method to, in phase 1, qualitatively identify emerging themes from each construct, which will be quantitatively investigated in phase 2. This paper encapsulates phase 1 and aims to identify via qualitative research the key themes that emerge in each of the four constructs that are associated with hotel staff's performance of services relating to tourist attractions.

Other constructs such as innovation (Jaiswal & Dhar, 2015), task commitment (DiPietro & Condly, 2008) and achievement (Chiang & Jang, 2008) also have an impact on performance. However, these constructs were not chosen as they are dependent upon one of more of the chosen constructs (guest orientation, self-efficacy, motivation and effort). For example, according to Jaiswal and Dhar (2015), the innovation of hotel staff is ignited by self-efficacy. Furthermore, DiPietro and Condly (2008) argue that employees with a lack of belief in their ability to perform a task (i.e. low self-efficacy) are unlikely to be motivated to perform it or to exert effort into it. Thus, task commitment is ignited by motivation and self-efficacy. In a final example, Chiang and Jang (2008) note that achievement is a result of motivation. Lee and Ok (2013) agree with Chiang and Jang (2008) and further add that guest orientation can be an element of motivation for hotel staff seeking to achieve guest satisfaction.

This paper begins with a discussion on hotel services relating to tourist attractions, followed by discussions on the impact of each construct on performance. The proposed research design and methodology is then presented, followed by the results. The paper is then concluded.

2. Literature review

The literature review will discuss the developments in hotel services relating to tourist attractions. After an overview of developments, specific reference is made to (i) the impact of guest orientation on performance, (ii) impact of self-efficacy on performance, (iii) impact of motivation on performance and (iv) impact of effort on performance. The literature review will highlight the impact of these constructs on the front office staff's performance of services relating to tourist attractions. According to Pradhan and Jena (2017:2), staff performance refers to "individual's work achievement after exerting required effort on the job". This implies that these constructs (guest orientation, self-efficacy, motivation, and effort) impact the front office staff's work achievement after performing services relating to tourist attractions.

2.1 Developments of hotel services relating to tourist attractions

Over the years, there have been significant developments in hotel services relating to tourist attractions. From the early 2000s, the necessity for hotels to provide services relating to tourist attractions was highlighted (Kasavana & Brooks, 2001). Further to this, a number of studies (Nthebe & Swart, 2017; Yang, Jou & Cheng, 2011) established that hotels are expected, by tourists, to provide services relating to tourist attractions. Akbaba (2006) found that the ability of hotel staff to perform services relating to tourist attractions impacts the quality of hotel service. Lin, Qu and Martin (2010) revealed that the hotel's provision of information relating to tourist attractions impacts guest satisfaction. Even with the surge in the use of technology to perform services relating to tourist attractions, and in spite of tourists' supporting this use of technology, (Yeh *et al*., 2005), technology usage is superseded by the significance of hotel staff in the services offered by the hotels (Adler & Gordon, 2013; Maneval, 2015).

The tourists' expectations of hotels to provide services relating to tourist attractions presents an opportunity for destinations such as Cape Town (City of Cape Town, 2013) and Durban (eThekwini Municipality, 2014) to address the underutilization of tourist attractions and the need to address the tourists' lack of awareness of tourist attractions. Ajzen and Fishbein's (1975) have already established that attitudes towards an attribute (i.e. guest orientation), beliefs about performing an act (i.e. self-efficacy) and intentions (i.e. motivation) determine how well people perform an act (i.e. services relating to tourist attractions). Gaining an in-depth understanding of the impact of these constructs will enable destination marketers, hotel managers and tourist attraction managers develop strategies to address the underutilisation and lack of awareness of tourist attractions.

2.2 Impact of guest orientation on performance

As customer orientation originates from market orientation and implies being customer oriented (Han, Kim & Srivastava, 1998; Kohli & Jaworski, 1990; Narver & Slater, 1990), guest orientation will, for the purposes of this paper, be adapted from the customer orientation theory. In a marketing context, customer orientation is determined by the level of dedication towards satisfying customers' needs (Kohli & Jaworski, 1990; Narver & Slater, 1990). Thus, in the context of this paper, guest orientation is determined by the level of dedication towards satisfying tourists' needs regarding services relating to tourist attractions.

A number of studies (Akbaba, 2006; Yang *et al.*, 2011) confirmed that hotels are expected, by tourists, to provide services relating to tourist attractions. However, studies have not been conducted to investigate the impact of guest orientation on hotel services relating to tourist attractions. Brown, Mowen, Donavan and Licata (2002) investigated the impact of customer orientation on the market orientation of the food service industry. Brown *et al.*'s (2002) findings supported Kohli and Jaworski's (1990) notion that the service industry's market orientation is largely determined by the customer orientation of service staff. In studies done on travel agencies, it emerged that, here too, employees' level of guest orientation influenced the service performance of travel agency employees (Hennig-Thurau, 2004). Both of these studies (Brown *et al.*, 2002; Hennig-Thurau, 2004), though conducted in different industries, are thus in agreement regarding the impact of customer/guest orientation on performance. Therefore, it can be argued that guest orientation is likely to impact on the hotels staff's performance of services relating to tourist attractions.

2.3 Impact of self-efficacy on performance

From as early as the 1970s, the individual's competency has been acknowledged as a key determinant of the actual performance of an activity (Bandura, 1971; Mischel, 1973; Schunk, 1984). Competencies are assessed by means of, amongst others, self-evaluations on perceived capabilities (self-efficacy) to perform particular activities (Bandura, 1982). The self-efficacy theory postulates a variety of factors which impact perceived capabilities and illustrates how perceived capabilities affect people's performances (Schunk, 1984). These factors include the individual's level of knowledge about the activity requirements and the accuracy of the individual's self-evaluations (Telch, Bandura, Vinciguerra, Agras & Stout, 1982). As a result, performance assessments are likely to show discrepancies between self-efficacy and actual performance (Bandura, 1982; Telch *et al.*, 1982). Schunk (1984) concluded that self-efficacy is limited to the person's perceived capabilities to perform an activity and does not determine whether the person can actually perform that particular activity. Thus, in this study's context, self-efficacy is limited to the front office staff's perceived capabilities to perform services relating to tourist attractions and will not determine whether or not they can perform these services.

Wang, Tsai and Tsai (2014) reported that the hotel industry's competitive environment has resulted in a surge of research relating to the abilities of hotel employees to improve the hotels' competitiveness. This surge has brought consensus between a number of scholars (Carvalho, Bartholo & Duarte, 2016; Clark, Hartline & Jones, 2009; Peterhans, 2010; Sharma & Rather, 2016; Tews, Stafford & Tracey,

2011) regarding the paramount influence that hotel staff has on the hotel's competitiveness. Other research by Adler and Gordon (2013) investigated the impact of technology on the hotel front office staff's performance of services relating to tourist attractions; and Jeong, Lee and Nagesvaran (2016) explored the perceptions of hotel front office staff regarding the use of mobile phones to optimise job performance.

2.4 Impact of motivation on performance

Determinants of motivation can be traced back to the 1950s when Maslow (1954) identified psychological needs such as the desire to learn and feel safe, as motives that influence people's actions. However, motivation should not be based only on psychological needs, as people's interaction with their environment also impacts motivation (Bandura, 1971; Hackman & Oldham, 1976; Herzberg, 1968). As a result, both psychological and physical needs constitute motives that motivate people to pursue a certain outcome (Atkinson, 1957). As early as the 1970s, motivation was summated by the establishment of intrinsic motivation (psychological needs) and extrinsic motivation (environment needs) as determinants of motivation (Hackman & Oldham, 1976). For the purpose of this paper, motivation will be investigated in the context of the hotel staff's intrinsic motivation to perform services relating to tourist attractions.

The impact of motivation on performance was established in education (Alci, 2015; Pajares & Graham, 1999; Schunk, 1995), health (Schwarzer, 2016) and business management (Cherian & Jacob, 2013; Lunenburg, 2011). The findings of all these studies (Alci, 2015; Cherian & Jacob, 2013; Lunenburg, 2011; Pajares & Graham, 1999; Schunk, 1995; Schwarzer, 2016) correspond with the established social learning's notion that motivation impacts performance (see Bandura, 1993; Gist & Mitchell, 1992; Graham & Weiner, 1996; Iroegbu, 2015; Kakoudakis, McCabe & Story, 2017; Schunk, 1984). In the context of hotels, Hon and Leung (2011) found that staff's intrinsic motivation to, amongst others, perform better, is influenced by the hotel's emphasis on a culture that encourages enhanced performance. Putra, Co and Liu (2017) revealed that intrinsic motivation improves the dedication of restaurant staff to their jobs. Other studies found that hotel staff with high levels of interest in tourism, hospitality and competence possess ideal characteristics to serve (Ross, 1995); and that front office staff regard doing interesting work as an important intrinsic motivation (Siu, Tsang & Wong, 1997).

2.5 Impact of effort on performance

It became apparent in the 1970s that effort is a behaviour that is dependent upon the staff's motivation (Hackman & Oldham, 1976). This means that, unlike unmotivated staff, a highly motivated staff is likely to exert more effort into performance (Badu, 2005; Chiang & Jang, 2008; Putra *et al*., 2017). In essence, effort is induced by motivation (Carbonaro, 2005). However, the difference between motivation and effort is that motivation can be attributed to a psychological need such as job satisfaction, while effort is akin to the amount of energy and time spent on performance (Christen, Iyer

& Soberman, 2006). This amount of energy refers to the mental and physical energies spent on performance (DiPietro & Condly, 2007; Ollo-Lopez, Bayo-Mariones & Lurazza-Kintana, 2010; Wickens, 2014). Thus, in the context of this study, effort is determined by the hotel staff's perceptions regarding the amount of time, and physical and mental energy spent on performing services relating to tourist attractions.

Carbonaro (2005) found that students' effort in academic performance is influenced by motivation. In the realm of retail staff, Christen *et al*. (2006) highlighted the existence of a relationship between effort and job performance; while a study on municipality staff revealed that work practices can stimulate the motivation of staff to exert effort in performance (Ollo-Lopez *et al.,* 2010). The findings of these studies' (Carbonaro, 2005; Christen *et al*., 2006; Ollo-Lopez *et al.*, 2010) are consistent with the established impact of effort on hotel staff's performance. Furthermore, a number of studies (Chiang & Jang, 2008; DiPietro & Condly, 2007; Noor, Kasim, Scarlat & Muhamad, 2010) revealed that high job performance by hotel staff is a result of exerting much effort, and that this exertion is induced by motivation.

3. Research Design

This paper stems from a PhD study in progress which adopts a qual-QUANT mixed methods approach for the purpose of gaining qualitative and quantitative insights into the constructs to be investigated (Luo & Lu, 2011; Rittichainuwat & Mair, 2012). According to Creswell (2014), qual-QUANT implies that a study should, first, conduct qualitative research, and then, based on the qualitative findings, conduct extensive quantitative research. This paper focuses on the qualitative phase.

The above preliminary literature review constituted an important component of the research methodology, as it highlighted the influence of the four constructs on staff performance. Considering the research gap identified, qualitative research was conducted, in the context of services related to tourist attractions, to determine emergent themes which will inform the quantitative phase. According to a number of scholars (Creswell, 2014; Luo & Lu, 2011; Rittichainuwat & Mair, 2012), qualitative studies are ideal for this as they can provide insights into constructs that have not been investigated before. Furthermore, qualitative research enables the study to generate rich and detailed qualitative data from a smaller sample size (Cohen, Manion & Morrison, 2011). This qualitative phase adopted a constructivist research paradigm to, through interaction between the researcher and a small sample of participants (Guba & Lincoln, 1994), gain insights into understanding the existing realities and lived experiences of participants with respect to the four constructs (Bann, 2001; Creswell, 2014; Saunders, Lewis & Thornhill, 2009). The process was inductive, with meaning emerging from the data collected (Creswell, 2014).

4. Research Methodology

This paper's research methodology comprises of sampling procedure, measuring instrument, research procedure and data analysis.

4.1 Sampling procedure

Phase 1 adopted a purposeful sampling approach to ensure that the researcher purposefully selected participants who will provide insights into the phenomenon being studied (Creswell, 2014). The target population were the certified hotel concierges in South Africa that belong to Les Clefs d' Or. Les Clefs d' Or is a renowned international hotel concierge association whose members are certified hotel concierges, who perform services relating to tourist attractions with commendable excellence (Prinsloo, 2013). Therefore, the certified hotel concierges were deemed ideal for providing insights to this study's constructs in order to address the dearth of research exploring significance of self-efficacy and guest orientation on the motivation of hotel front office staff at 3 star hotels to perform services relating to tourist attractions. Hotel concierges belonging to Les Clefs d' Or are well-known for their excellence in performing services relating to tourist attractions (see Kasavana & Brooks, 2009). Thus, the certified hotel concierges belonging to Les Clefs d' Or, who are based in SA, were deemed ideal for providing insights into understanding the impact of guest orientation, self-efficacy, motivation and effort on the performance of services relating to tourist attractions. As far as it could be determined, there are eight certified hotel concierges belonging to Les Clefs d' Or in SA. Two concierges were invited to participate in the pilot study, and six concierges were invited to participate in the study. Only one concierge could participate in the pilot study, while four concierges accepted the invitation to participate in the study itself. This implies that fifty percent (four concierges) of the target population of eight certified hotel concierges belonging to Les Clefs d' Or, who are based in SA, participated in this study. According to Cohen *et al.* (2011), a sample size is not a significant element of qualitative research – what is imperative is for the researcher to generate sufficiently rich qualitative data. Purposeful sampling is popular in qualitative studies that have a small sample size, where the researcher mainly seeks rich insights from participants (Creswell, 2014). Furthermore, with the wider study being qual-QUAN, the qualitative phase formed the smaller part.

4.2 Interview protocol

Due to a dearth of previous qualitative research in this context, a new interview protocol was designed by the primary researcher for this phase of the research. For each construct being investigated, qualitative questions were developed. Piloting was conducted between 1 August 2019 and 30 November 2019. To comply with the rule-of-thumb suggesting that pilot study participants should not be part of the study's target population, the pilot study participant was removed from the target population (Ramkissoon & Uysal, 2011). Results from the pilot study were used to revise the newly developed interview protocol prior to conducting the interviews. The interview protocol comprised of five sections; Section A obtained the participant's background, Section B investigated guest orientation, Section C investigated self-efficacy, Section D investigated motivation and Section E investigated effort.

Section A obtained participant's background through a single question, "Can you please tell me about your experience in the hotel industry". In answering this question, participants were required to refer to their years of experience in the hotel industry and years of experience as (i) hotel concierges and as (ii) members of Les Clefs d' Or. Section B comprised of six questions to explore Guest orientation. For the purpose of this study, Guest orientation refers to the concierge's/participant's desire to meet guests' psychological needs when providing information relating to tourist attractions (see Kohli & Jaworski, 1990; Narver & Slater, 1990). This section included questions such as "What kind of information relating to tourist attractions is most commonly requested by guests?" and "Do you get guests to share their experiences at a tourist attraction with you after they return from their visit?". Section C comprised of eight questions to explore Self-efficacy. Self-efficacy refers to the concierge's/participant's beliefs regarding his/her knowledge and capabilities to provide information relating to tourist attractions (see Bandura, 1982). This section included questions such as "Do you have confidence in your ability to provide information to guests relating to tourist attractions?" and "Which skills would you say are ideal for providing information relating to tourist attractions?". Section D comprised of five questions to explore Motivation. In the context of this study, motivation refers to the concierge's/participant's intrinsic motivation factors that encourage staff to provide information relating to tourist attractions (see Bandura, 1971; Hackman & Oldham, 1976; Herzberg, 1968). Examples of questions in this section are "What motivates you to provide information relating to tourist attractions?" and "Do you get a sense of accomplishment from providing information relating to tourist attractions?". Section E comprised of seven questions to explore effort. Effort refers to the mental and physical energies that the participant/concierge puts into providing information relating to tourist attractions (see Ollo-Lopez et al., 2010; Wickens, 2014). Section E contained questions such as "Do you consider it important to pay full attention to the guest's request when providing information relating to tourist attractions?" and "If Yes/No, please give reasons why".

4.3 Research process

To comply with the research ethics requirements for the University of South Africa, the researcher obtained permission to conduct interviews. Permission to interview certified hotel concierges was obtained from the founder of The Johannesburg Concierge Forum on 05 December 2017. This forum comprises most of the certified hotel concierges belonging to Les Clefs d' Or in SA. Furthermore, ethical clearance to conduct the interviews was obtained from the university on 24 July 2019. The interviews were conducted between 01 September 2019 and 26 December 2019. The researcher contacted the concierges to explain the aim of the research and to schedule the interview sessions (suggested by Prisporas, 2005). Semi-structured interviews are a means to allow the researcher to probe in order to gain an in-depth understanding of the participants' perceptions (Cohen, Manion & Morrison, 2011).

Of the four concierges that participated in this study, only two allowed the researcher to record the interviews and the other concierge preferred that the researcher made interview notes during the interview. These interview notes were shared with the respective concierge two days after the interview was conducted. The researcher contacted each concierge to schedule an interview and all three interviews were conducted at each respective concierge's workplace (proposed by Wan, 2011). Due to the researcher's inability to conduct a face-to-face interview with the fourth concierge, an interview protocol was emailed. All four interviews were conducted in accordance with Creswell's (2014) suggestion that (i) interviews be recorded when permitted by participant, (ii) interview notes be taken when participant prefers not to be recorded, and (iii) emails be used in cases where the researcher is unable to conduct a face-to-face interview with the participant.

4.4 Data analysis

Prior to coding the data, the two recorded interviews were transcribed. Transcribing was not necessary for the data from the other two concierges. After reading and re-reading the transcripts and completed interviews, the participants responses were copied and pasted into a table under each respective question. Thematic analysis was then used to conduct the data analysis. According to Maguire and Delahunt (2017:3352), "thematic analysis is the process of identifying patterns or themes within qualitative data". Braun and Clarke (2006:6) refer to thematic analysis as a "a method for identifying, analysing, and reporting patterns (themes) within data". Thematic analysis was deemed ideal for this study as this study mainly aims to identify themes through which constructs can be quantitatively investigated (see Braun & Clarke, 2006). Although Braun and Clarke (2006) developed a six-step process to thematic analysis, they (Braun & Clarke, 2006; Maguire & Delahunt, 2017) acknowledge that there is no specific approach towards conducting thematic analysis. However, the thematic analysis process should illustrate that the researcher was familiar with the data, searched for codes, identified initial themes, reviewed the initial themes, and defined final themes (Braun & Clarke, 2006; Maguire & Delahunt, 2017).

Table 1 Illustrates how the tabulation of responses and thematic analysis by colour coding were conducted. Since the interview protocol consisted of twenty-six questions, only one question will be used here as an illustration.

Table 1. Tabulation of responses and thematic analysis by colour coding.

CONSTRUCT: GUEST ORIENTATION			
What **kind of information** relating to tourist attractions is most commonly requested by guests?			
Participant	**Response**	**Codes**	**Initial themes**
Participant A	Restaurants, shopping, dining. When is the precise time to go to a certain place? How many kilometers it is? How long it takes to get there and alternative routes to go to a particular place.	Available tourist attractions, Operating hours, Distance, Travel duration, and Directions	Available tourist attractions Operating hours Travel duration Tour package
Participant B	Tourist attractions such as available city tours and safari. Travelling time and costs. For example, best time of the day to go for safari, duration of travel, tour duration and meals.	Available tourist attractions, Tour package, Travel	

		duration, Travel cost, and Operating hours	Directions Travel cost Safety
Participant C	Soweto (Mandela House). Where the Apartheid Museum. People ask all the time about location. Distance and time. Take into consideration your travel time, your traffic, because we understand how Johannesburg traffic is. The amount of time that you would require in a museum.	Available tourist attractions, Travel duration, and Tour package	
Participant D	Local area attractions, Maps and directions, Restaurant and shopping suggestions as well as Safety and security.	Available tourist attractions, Directions, and Safety	

As illustrated by Table 1, once the participants' responses to each respective question were tabulated (see second column of Table 1), the researcher began the thematic analysis by colour coding each quotation that was relevant to the question asked (see Maguire & Delahunt, 2017). As depicted in the second column of Table 1, the researcher used different colours to colour code each quotation. Before delving too deep into this study's thematic coding process, it is important to distinguish between codes and themes. Codes identify the interesting raw data features that can be used that can be used to explore the phenomenon being investigated, while themes are much broader and are informed by a unit of codes (Maguire & Delahunt, 2017). This study had a small qualitative data set and assigning a different identifiable colour code to the quotations was achievable (Campbell, 2020). Once the quotations were colour coded (second column of Table 1), the researcher analysed the codes (in the third column of Table 1) and collated those that were closely related into initial themes, in the fourth column of Table 1 (see Maguire & Delahunt, 2017).

This process was undertaken for all questions under each respective construct. Once the initial themes were identified (fourth column), the researcher reviewed each theme to ensure that it made sense (Maguire & Delahunt, 2017). While reviewing the initial themes, the researcher paid close attention to whether each initial theme was supported by the data (Braun & Clarke, 2006). According to Maguire and Delahunt (2017:3356), "a theme is a pattern that captures something significant or interesting about the data and/or research question". After identifying the initial themes per question, the researcher collated the initial themes that were closely related, from all the questions in all four constructs, into final themes (see Maguire & Delahunt, 2017). Table 2 builds on the example used in Table 1 and illustrates, for one question, how initial themes were collated into final themes. The same colours used in column 4 of Table 1 are carried through here.

Table 2. Collating initial themes into final themes per construct.

CONSTRUCT: GUEST ORIENTATION	
Initial themes	**Final theme**
Available tourist attractions	General product knowledge
Operating hours	
Travel duration	
Tour package	
Directions	
Travel cost	
Safety	

5. Results

The results for this study will be provided in the context of a brief section on demographics of the participants, followed by the presentation and a brief discussion of the emergent themes.

5.1 Sample profile

All four participants were male, there were no female participants. Of the four participants, three were between 18 and 39 years, and only one participant was between 40 and 54 years.

5.2 Themes from the constructs

Table 3 depicts the themes that emerged for each respective construct after thematic analysis was conducted. These themes are the dimensions through which each construct will be quantitatively investigated in Phase 2 of the PhD. The colours used in the final themes (second column of Table 2) were carried through to this table.

Table 3. Themes from the constructs

Guest orientation *The level of dedication towards satisfying tourists' needs regarding services relating to tourist attractions.*	Self-efficacy *Perceived capabilities to perform services relating to tourist attractions for tourists.*	Motivation *The intrinsic motivation to perform services for tourists that relate to tourist attractions.*	Effort *Perceptions regarding the amount of time, and physical and mental energy spent on performing services for tourists that relate to tourist attractions.*
Use feedback to sharpen recommendations	People/communication skills	Guest satisfaction	Take time to learn
Show care	General product knowledge	Showcasing tourist attractions	Visit tourist attractions first-hand
Provide value for time/money	Ability to use technology	Changing perceptions on South African attractions	Job satisfaction
Know product quality	Work experience	Passion	People/communication skills
Understand guests' experiences	Visiting tourist attractions first-hand	Job satisfaction	Be passionate
Understand guests' expectations		Empowering females to become guides	Prioritise guests
General product knowledge		Building relationships	Put in effort
Acknowledge efforts of tourist attraction providers			Understand guests' requests
			Personalise the experience
			Prioritise the experience

For Guest orientation (*The level of dedication towards satisfying tourists' needs regarding services relating to tourist attractions)* eight themes emerged, which are consistent with Brown *et al.*'s (2002) and Hennig-Thurau's (2004) notion that the service staff's customer/guest orientation impacts performance. For example, front office staff with a high level of guest orientation are more likely to *show care* and *know product quality* of tourist attractions. They also go the extra mile by *acknowledging the efforts of tourist attraction providers* whom tourists have commended".

In the context of Self-efficacy (*Perceived capabilities to perform services relating to tourist attractions for tourists*.), five themes emerged which correspond with a number of studies (Adler & Gordon, 2013; Jeong *et al*., 2016) which found that the hotel front office staff's ability to use technology impacted their self-efficacy to perform services. Thus, it can be said that the front office staff with a high level of self-efficacy are more likely to have good *people/communication skills* and *ability to use technology*. Furthermore, they are more likely to have sound *general product knowledge* because of their *work experience* and due to *visiting tourist attractions first-hand*.

For Motivation (*The intrinsic motivation to perform services for tourists that relate to tourist attractions*), seven themes emerged which are consistent with Putra *et al*. (2017) who found that intrinsic motivation improves the dedication of staff to their jobs. It can be said that the front office staff who are motivated by *guest satisfaction*, *showcasing tourist attractions*, *changing perceptions on South African attractions*, *empowering females to become guides* and *building relationships* are more likely to have a higher level of motivation to perform services relating to tourist attractions. Furthermore, it can be said that the front office staff with *passion* to perform services relating to tourist attractions and high level of job satisfaction are more likely to have a higher level of motivation to perform services relating to tourist attractions.

Finally, in terms of Effort (*Perceptions regarding the amount of time, and physical and mental energy spent on performing services for tourists that relate to tourist attractions*), ten themes emerged which are consistent with the findings from a number of studies' (Chiang & Jang, 2008; DiPietro & Condly, 2007; Noor *et al*., 2010) which revealed that a high job performance by hotel staff is a result of exerting much effort. It can be said that front office staff can put in more effort in performing services relating to tourist attractions by being *passionate*, *personalising experiences, prioritising experiences, taking time to learn, visiting tourist attractions first-hand, understanding guests' requests*, and *prioritising guests*. It can also be said that the hotel staff with sound *people/communication skills* and a higher *job satisfaction* are more likely to put in effort in performing services relating to tourist attractions.

6. Conclusion

The aim of this paper was to to identify the key themes that emerge in each of the four constructs that are associated with hotel staff's performance of services relating to tourist attractions. By means of a qualitative research approach, through individual interviews with purposefully selected participants and a self-designed interview protocol, this aim was achieved, to enable deeper understanding of the service delivery of hotel concierges. This research determined themes through which the constructs will be quantitatively investigated in Phase 2. Eight themes emerged from Guest orientation, five from Self-efficacy, seven from Motivation and ten from Effort. This research made a methodological contribution by highlighting the value of a qualitative research approach to gain an in-depth understanding of the phenomenon being investigated. Furthermore, this research made a practical contribution by revealing the themes pertinent to how hotel concierges act out the four constructs related to staff performance in the context of services related to tourist attractions.

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The Motivation of Tourist Movements in Coastal Tourism Areas and Small Islands in Makassar City

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Abstract

Makassar city is one of the coastal cities in Indonesia which has various tourist attractions. This tourist attraction is one of the interesting things considered by people of Indonesia and even the world to visit Makassar City. This study aims to identify the motivation of tourist movement in several coastal tourism areas and small islands in Makassar City. This research used qualitative method. Data obtained by distributing a questionnaire online. The analysis technique used is descriptive analysis. The result of the analysis is describing the motivation of tourist movements. Through this research shows that there are two factor motivation backgrounds of tourist which is internal dan external factor. Internal factor consists of personal interest, needs of rest, educational trip, official trip, and religious trip. Whereas external factor consists of tourist attraction area, ease of accessibility, distance and travel time, and affordable cost.

Keywords: motivation movements, coastal areas, small islands, tourism, Makassar City

1. Background and Goals

Makassar city is one of the coastal cities in Indonesia which has various tourist attractions. This tourist attraction is one of the interesting things considered by people of Indonesia and even the world to visit Makassar City. This study aims to identify the motivation of tourist movement in several coastal tourism areas and small islands in Makassar City.

2. Methods

2.1 Data collection technique and type of data

a. This study uses a descriptive method. Data obtained by distributing a questionnaire online.

b. Data collected is motivation of tourist movements, with observe two factor which is internal and external factors. Internal factor consists of desire to rest, desire to have an adventure, religious trip, educational trip or study tour, and official trip. Whereas, external factor consists of ease of accessibility, unique attraction, travel time and distance, and affordable cost.

2.2 Analysis Method

This study uses descriptive qualitative to gain the result of data collection through distributing questionnaire online to build a conclusion. Descriptive analysis is used to determine the motivation of tourist movements in coastal area and small islands in Makassar City.

3. Results and Discussion

The first factor that motivates tourists is internal factors that arise from oneself. The most influential internal factor is the desire of tourists to have an adventure (42.5%). The next motivation is the desire to rest, as much as 35%. Educational trips or study tours (3.9%) and official trips (3.8%) are also used as motivation for tourists to visit tourist objects. Finally, although only 2.5% of the total respondents, religious travel is also a motivation for tourists to travel.

Based on the results of observations and short interviews, most tourist respondents are motivated to go on an adventure. The motivation is specifically for beach and island tourism objects that have natural characteristics as well as physical activities such as swimming, diving, snorkeling, and scuba diving. The differences in natural character between the places where tourists live on land and water attractions provide their challenges to be explored.

The second most important motivation is the desire of tourists to rest. Tourists who visit the attraction take a moment to take a break from their daily routine. Beach and island tourism were chosen because it gives a different feel and view from what they face every day. Based on the respondents' short answers, beach and island attractions also offer natural panoramas that can calm and soothe the mind.

The next three motivations are educational trips, official trips, and religious trips. Based on the results of the questionnaire, tourists visiting coastal and island attractions are dominated by students (66.6%) who often conduct study tours of tourist objects. Objects that are often used as a study tour destination include (1) Fort Rotterdam which is a historical asset; (2) Barrang Lompo Island, a place of giant coral culture named Kima; and (3) Barrang Caddi Island, which is the center for learning marine science (coral plantation) and small island infrastructure (waste recycling and water distillation). Coastal tourism objects are also visited by workers/employees assigned to Makassar for three to seven days. Based on the questionnaire, several areas of origin of these tourists include Malang (1.3%), Ambon (1.3%), Gorontalo (1.3%), Bau-Bau (1.3%), and Kendari (1, 3%). The employees assigned to Makassar took the time to visit coastal attractions. Objects frequently visited by tourists from outside South Sulawesi include Trans Studio Mall, Jalan Somba Opu, Losari Beach, and Fort Rotterdam. Finally, as many as 2.5% of the respondents traveled with religious motivation.

The second factor that motivates tourists to travel is external factors, namely factors originating from the tourist attraction area. The uniqueness of tourist attraction becomes the biggest motivation for traveling (47.5%). Furthermore, ease of accessibility as seen from the availability of road corridor infrastructure and transportation modes is the second motivation (41.3%). travel time and distance (38.8%) and affordable prices (37.5%) also motivate tourists to visit beach and island tourism objects.

Based on the short answer, tourists have their reasons for visiting beach and island attractions, seen from external factors. The uniqueness of the attraction is considered by tourists to be the biggest motivation to visit. The unique natural panorama of the sea and under the sea that can only be enjoyed on beaches and islands is an attraction for tourists. Tourists consider various kinds of water games to be very challenging because they hone their adaptability in water. Furthermore, the ease of accessibility becomes the motivation for tourists. Availability of access in the form of roads that can be traversed by private or public vehicles. Accessibility also relates to travel travel time and distance. The location of island attractions on the coast of Makassar City which is very close to entertainment centers and settlements reduces travel time. The distance between one tourist attraction and another is also close together so that tourists can visit two to three objects in one day.

However, based on the respondents' short answers, accessibility to tourist objects is considered to have weaknesses. Access to several tourist objects such as Trans Studio Mall Makassar, Akkarena Beach, and Tanjung Bayang Beach are not traversed by public transportation. Tourists can only use rental vehicles or online motorcycle taxis to reach those whose prices are considered more expensive than city public transportation. Besides, congestion can also reduce tourist motivation. Congestion, especially on holidays, often occurs on Jalan Somba Opu and Penghibur Street, which are the access to Losari Beach and Kayu Bangkoa Harbor to reach tourist islands.

Table 1.1. The Motivation of Tourist Movements
In Coastal tourism Areas and Small Islands in Makassar City

The Motivation of Tourist Movements		Presentase (%)
Internal Factor	Desire to Rest	35%
	Desire to have an Adventure	42,5%
	Religious Trip	2,5%
	Educational Trip	3,9%
	Official Trip	3,8%
External factor	Ease of Accessibility	41,3%
	Unique Attraction	47,5%
	Travel time and Distance	38,8
	Affordable Cost	37,5%

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Problems on Food Wasted in Food and Beverages Industries (The Food Handler Perception)

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Abstract

Food wastage become global problem, this is a big problem in a world where the rate of hunger in the world is still high but the world's population throws away a lot of their food. One of the biggest contributors to food waste is from the tourism industry sector. In this industry, many are involved in reducing food waste because they are at the forefront of dealing with the problem of food waste in this industry.

it becomes important for us to understand how the perception of the front line, namely the food handler, where they are involved, starting from the process of receiving, processing to serving food. This research concept seeks to understand the perceptions of food handlers about food wastage. The approach in this research will use quantitative by using a structured questionnaire, to be the respondents are staff who are associated in food production, particularly in the kitchen, from Commis to Chef De Partie in hotel or restaurant in Jakarta and Tangerang

This research design is expected to be able to find the food handler's perception of food waste to be used in business planning which can increase understanding of food waste from food handlers and at the same time reduce the amount.

Keywords: Food Waste, Food Handler, Staff attitude, Hotel

1. Background and Goals

This research concept explains how to conduct research on the food handler's perception of food wastage. This research was planned as a quantitative study.This research is very important because Food wastage has grown-into a global problem and one of the largest contributors to food wastage is the the food and beverage industries. Indonesia has become the second largest country food waster in the world, an ironic situation considering millions of people in Indonesia still suffer from malnutrition and poverty where hunger in Indonesia is still at 20.1, where the numbers 20-34.9 show that the problem of hunger is still a serious problem (Global Hunger Index, 2019). This goes with Sustainable Development Goals or SDGs No.2 To End hunger in world and also targetting to better food secuirty and nutrition. These issues has become very important and need to be addressed, as the world is as well as facing the hunger problem. Ironically Food Handlers eye-witnessed a lot of food that was thrown away in their daily routine (Goh & Jie, 2019). Studies regarding food handler perspective are fairly limited. The research regarding food wastage are more onto consumers' or hotel guests' perspective. This research is aiming to provide perception data regarding food waste in the food production cycle. Also, food business entities must develop an awareness of the amount of food wastage they produce and its impact at the global level.

A. Food Wastage

According to research conducted by (Okazaki et al., 2008) Food wastage can be defined as various types of products or products that are discarded during the production, processing, distribution and consumption processes of food. This indicates that food wastage occurs from the beginning to the end of the process. One interesting example from a study conducted by the food wastewater in Malaysia shows that food ingredients and spices that come and are received at the hotel will be prepared, cooked and served, a lot of ingredients are wasted during the preparation process. The daily average of food wastage before the cooking process is 95.4 kg which is caused by various reasons ranging from Hygine, wrong standards and inappropriate sizes (Papargyropolou et al., 2016). There has been no previous research that shows the exact number of how much the hospitality industry waste affects the overall food wastage, which is debatable. But in several studies, it shows the influence of the tourism industry in producing this food waste. For example, research from (Curry, 2012) where the Danish tourism industry has contributed 50% of waste in danish related to food waste. while in the UK the food waste produced reaches 920,000 tonnes annually, especially in the tourism industry in the UK (Pariff et al., 2013).

According to the opinion of Pirani and Arafat (2014), globalization increases lifestyle standards and increases capita income which have a direct impact on the growth of the tourism sector. So that many previous studies have discussed the problem of food wastage in the tourism industry, especially in hotels such as (WRAP, 2013) which examined 123 businesses in the British tourism industry. Kasavan, Mohamed and Halim (2017) studied 42 hotels in Malaysia. With the development of the hospitality industry, the number of food businesses has also increased which proportionally causes the Wastage food produced to increase (Ball and Taleb, 2011; Pirani and Arafat, 2016; Filimonau and De Coteau, 2019). but most of the research did not discuss the point of view of hotel employees but consumer behavior.

There are many reasons behind employee behavior in the habit of producing leftovers, especially during the preparation period such as overcooking, cutting, spoiled food, and excess orders (Papargyropolou et al., 2016). During the preparation period in the kitchen, the waste of inedible food waste cannot be avoided and the amount could be greater than planned. This is especially so when using inadequate equipment and personnel who are less skilled in the process. (Baldwin, 2015;

Papargyropoulou et al., 2016). This can also occur due to the lack of training provided to employees so that employees do not have skills in storage and stock control in storing goods. This is due to the lack of companies conducting food safety training, where they focus on the company's core business, namely how to provide quality food with good cooking and platting techniques (Ferreira et al., 2013).

B. *Theory of Planned Behaviour* (TPB)

To be able to understand more deeply about the measurement of attitudes and habits in the Theory of Planned Behavior (TPB) factor (Ajzen, 2015) where in this theory there is a perspective of belief that can specifically influence a person's behavior. In this theory, a person's interest in behavior can be predicted by the following three things: Attitude toward the behavior, Subjective norms and Perceived behavioral control.

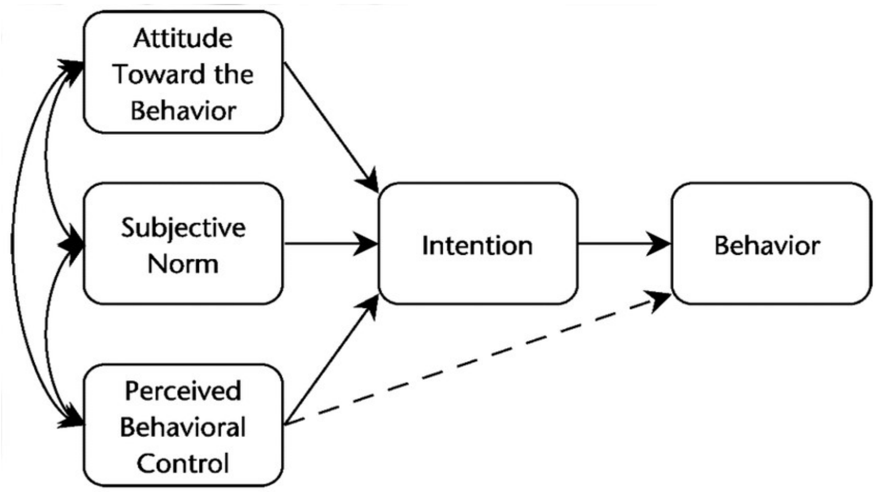

Figure 1. Theory Of Planned Behavior

Ajzen, 2005; hlm 118

1. Attitude towards the behavior, in this paper it is called Attitude. Ajzen revealed that attitudes towards behavior are determined by beliefs about theconsequences of a behavior

2. Subjective Norm, in this paper it is called Subjective Norm

3. Perceived behavioral control, in this paper it is called Perception of behavior control

C. Food Handler

Food hanlder according to the FAO (2017) Food Hanler manual: "Food handler is anyone who handles packaged or unpackaged food directly as well as the equipment and utensils used to prepare or serve food and / or surfaces that come into contact with food." So it can be said that all people who handle food both in preparation and at the time of serving can be said to be food handlers. Food handlers have an important role in the product process in several previous studies, employees have played an important role in carrying out the sustainability strategy in line with the statement from Sourvinou &

Filimonau (2018) Employees are still the main players in determining the success of the company or the failure of environmental management in the hotel sector. In particular. So it becomes important to be able to understand the foodhandler's perception of food waste in order to carry out the company's sustainable strategy, especially food waste properly.

D. Sustainable Tourism

The tourism industry sector is usually in direct contact with various interesting places to see and visit for the purpose of enjoyment and relaxation. The tourism industry is one of the fastest growing economic sectors in the world, according to the official UNWTO (United Nations World Tourism Organization) statement from its official website:

“Today, the business volume of tourism equals or even surpasses that of oil exports, food products or automobiles. Tourism has become one of the major players in international commerce, and represents at the same time one of the main income sources for many developing countries. "

With the rapid development of tourism, it has made major changes in terms of economy, culture, social and environment. One of the most obvious things that we can see now is the increase in visiting traffic which directly causes significant environmental damage. where the quality and carrying capacity of the environment has deteriorated. The response that arises because of mass tourism is the sustainable tourism movement where the emphasis of this movement is the development of the tourism sector which can have an impact on the economic, social, cultural sectors without causing environmental damage.The definition of sustainable tourism according to the UNWTO which was declared in 1996 is as follows:

"Tourism which leads to management of all areas, in such a way, that the economic, social and environmental needs are being fulfilled with the cultural integration, ecological processes, biodiversity and supporting the development of societies."

Referring to the UNWTO statement that it can be concluded that sustainable tourism is able to meet the needs of tourists without causing environmental damage. Sustainable tourism also includes three main dimensions that are interconnected and inseparable from each other, namely: Economy, Social and Environment (Janusz, Badjor 2013). And each of these dimensions has a pressure that must be met but must remain balanced with other dimensions, the interaction of the three is described as follows:

A. Interaction between economic & environmental dimensions

The results of the interaction are: "balancing the use of environmental resources with the economic benefits derived from tourism".

B. Interaction of economic & social dimensions

The results of the interaction are: "balancing economic growth and development outcomes with development impacts on society and social values"

C. Interaction between social & environmental dimensions

The results of the interaction are: "Balancing the use of environmental resources with changes in values in local communities"

This is also supported by a statement from Sheth, Sethia & Srinivas (2011) in which The Triple Bottom Line of Sustainability, which has a strong relationship where the assessment of business results does not only look at economic performance but also environmental and social impacts.

2. Methods

This research will use a quantitative approach. Population of this research are food handlers from restaurant and hotel in Jakarta and Tangerang, that serves all day dining services. Food handlers chosen to be the respondents are staff who are associated in food production, particularly in the kitchen, from Commis to Chef De Partie. According to Cohen, et.al, (2007, p. 101) the larger the sample from the size of the population is getting better, but there is a limit The minimum that must be taken by researchers is 30 samples. In line with this opinion, Baley in Mahmud (2011, p. 159) stated that for research using statistical data analysis, the sample sizethe minimum is 30. The total Sample to be chosen is 30 peoples

Data collection was carried out through secondary data obtained from structured questionnaires with a 5-point Likert scale where point 1 = strongly disagree, point 3 = neutral, and point 5 = strongly agree, planned to be distributed to chef associations, hotels and restaurants in Jakarta and Tangerang. The data was then analyzed using normality test, hypothesis testing to test the correctness of the data obtained from the research sample (Sugiyono, 2016) using the Mann Whitney test to see if there is a significant relationship between foodhandlers perceptions of the attitude of wasting food during the production process.

3. Results and Discussion

This research design is expected to be able to obtain data on perceptions from Foodhandler about food waste associated with the attitude of wasting food during the production process. From the data obtained, it is hoped that it can become a useful reference material for understanding the perceptions of foodhandlers as the front line troops of the war against food waste. Being able to understand their perceptions and attitudes about food waste allows us to be able to create better business strategies that can reduce food wastage and at the same time increase foodhandlers' understanding and awareness of food waste.

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Exploring Relationships Between Tourist-Host Interaction, Guests' Perceptions Of B&B Hosts' Service Quality, Tourists' Perceived Trust and Recommendation Intention in the Experience of Bed & Breakfast

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Abstract

The purpose of this study is to investigate the influence of tourist-host interaction and B&B hosts' service quality on tourists' perceived trust and recommendation intention on the basis of literature review. Data was collected via online questionnaires. The empirical results show that tourist-host interaction, guests' perceptions of B&B hosts' service quality and tourists' perceived trust are all important factors affecting guests intention to recommend. The study suggests that service and communication skills of operators of B&B need to be improved, service awareness needs to be enhanced and then tourists' perceived trust could be increased, which is beneficial to positive publicity of B&B.

Keywords: Bed & Breakfast (B&B), tourist-host interaction, guests' perceptions of B&B hosts' service quality, perceived trust, recommendation intention

1. Introduction

Nowadays, we are in the age of booming sharing and experience economy, general types of hotels can no longer satisfy more and more customers' needs for pursuing the spirit of personalization instead of simple material exchanging (LaSalle & Britton, 2003). B&B accommodation, as a traditional business model of which receive guests in private houses (Milošević S, et al), has experienced unprecedented growth all over the world.Especially in mainland China,there is a rapid increase in the amount of tourists who choosing bed & breakfast.According to "Research Report on the development of online accommodation booking industry in China (2019)", the amount of B&B accommodation rooms reached 1.072 million in 2018. In the same year, the total online revenue reached 12.79 billion RMB, which was a rise of 63.7% compared with last year's. This report shows that B&B accommodation can not only promote the development of the regional economy but also welcome the large potential tourist market in the future (Deng & Lee, 2019).

Despite the positive changing development situation of B&B program in China, this industry still faces the huge hidden risk: due to more and more unprofessional people entering this industry and becoming hosts, they always utilize the standardized management style of general hotels directly in the operation process (Li, 2017), it is difficult for them to participate in the service of receiving guests in person and actively solve the problems for the guests as the main service provider. The result is a decline in service quality and customers are disgusted with the hosts. They would express this negative emotion to others in reality or online, which is harmful to the reputation of B&B, and at the same time causes big business losses to hosts of B&B. B&B tourism lays stress on the close interaction between tourists and hosts and intimate service. As a special type of sharing accommodation that aims to provide guests with "accommodation of human touch", B&B is a part of private-owned families in the majority of cases (Timothy & Teye, 2009). Besides, House-owners share their living space with guests. Therefore,The owner is the attendant who participates in the service and experience of the guests in such kind of accommodation atmosphere which closes to "home"(Timothy&Teye,2009).In this relaxed situation, guests are more willing to have interactions with the host, which could lead to more favorable feelings toward the hosts, higher satisfaction with the living experience, and a more positive view of tourism destinations(Pizam et al.,2000).

However, as one of the core attractions of B&B tourism (Zhang & Xu,2016), only a few researches evaluated how tourist-host interaction influences service quality, perceived trust to hosts and intention to recommend. Especially in Mandarin-speaking countries, the ability of maintaining and promoting host-guest relationship in the process of interaction is very vital (Reisinger et al.,1998). There would be more problems in future business operations owing to managers who are engaged in B&B programs lack the ability of communicating and establishing the emotional links with guests positively.As a non-standard accommodation industry, how to gain the trust of guests is also a hot topic at present.Thus, the purpose of the paper is to investigate the empirical relationship between tourist-host interaction, perceptions of B&B service quality, perceived trust and intention to recommend and provide useful suggestions for improving the operation and management of B&B tourism.

2. Literature Review and Hypothesis

Tourist-host interaction

The academic research on tourist-host interaction has been going on since the 1960s, Cohen and McNaughton (1987) noted that the research emphasis should be shifted from tourism and tourists to the interaction between guests and hosts impacts on tourism.Tourist-host interaction was explained, which originally proposed by Goffman (1987), as that "a programmatic activity that expresses meaning"at the theoretical aspect, Reisinger and Turner (1998) defined tourist-host interaction as the direct touch and communication, who come from different cultural groups(Smith,2015). Tourism brings tourists and hosts together and the process in which different subjects interact with each other is the real essence of tourism activities. In a particular set of B&B, host-guest interaction is considered as interactive contact and communicate behavior between house-owners and roomers, which makes the production and purchase of service and goods as the core.

As a whole, because almost most studies about tourist-host interaction stay on the conceptual discussion instead of giving attention to the microscopic process, only a few scholars explore dimensions of tourist-host interaction. The representative is the view of Daisy and her collegues (2016), which divided tourist-host interaction into two components: Interaction quality and interaction quantities. However, this kind of scale is only suitable for the interaction between visitors and residents in a large space such as city or historic district tourism, which can not be applied to the measurement of host and guest interaction in a small scope such as B&B and hotels. Nevertheless, from the perspective of the process of living in B&B, Wang (2018) examined dimensions of tourist-host interaction of B&B industry in china, he summarized three factors of interaction between tourists and interaction: information interaction, service and goods interaction, interpersonal interaction.

Previous studies showed evidence on the relationship between tourist-host interaction and perceptions of service quality; Ennew and Binks (1999) believed that in the process of service delivery, frequent interaction between employees and guests can make service more in line with consumers' expectation or requirement, and which could be easier for customers to perceive higher service quality. According to the Service Product Model, as the primary service provider, interaction between hosts and guests can affect consumers' judgment of service and purchase value (Langeard et al.,1981).

Interaction is also an important factor to establish the tourists' perceived trust towards hosts of B&B. According to Maria (2000), antecedents of perceived trust are often closely related to the process of communication and interaction as well as relationship status between hosts and guests. Gefen (2000) reported that trust is based on the past interaction between both sides. It is easier for clients and hosts to build a trust relationship through frequent communication and interaction (Morgan & Hunt, 1994). Doney and Cannon (1997) found that good interaction with customers is very beneficial to the raise of trust towards service providers in terms of information exchange and daily contact. Moreover,pereeived trust is the very important factor of social exchange theory and from the perspective of social exchange theory, as the private property and living space of hosts, in addition to providing rooms and service for consumers to receive economic benefits, social experience and emotional links with guests are also the main driving force for them to share their houses (Cederholm, Erika & Hultman, 2010). B&B is different from hotels which are completely profit-oriented, to some extent, both the hosts and the customers are eager to communicate and interact with each other to gain emotional resonance by sharing their own stories and experiences, which means that it is easier to develop a sense of identity with each other in the setting of B&B.Overall, the host of the B&B is more likely to obtain guests trust to them for their good behavior and manners.Thus the following hypotheses are purposed:

H1: Tourist-host interaction positively influences perceptions of B&B hosts' service quality.

H2: Tourist-host interaction positively influences tourists' perceived trust towards hosts of B&B.

Perceived trust towards hosts and service quality of hosts

Although the research about trust has received a lot of attention in tourism and other disciplines, the definition of it remains controversial. Originally Erikson (1950) believed that trust was a belief which everyone else is kind. Rotter (1967) considered that trust is the expectation of an individual or group of the reliability of its commitment to another side, and this viewpoint was also supported by Sako (1992). At present, the definition of trust by many scholars is as follows: Trust is the degree and willingness of the trusting party to rely on the trusted party (Ganesan, 1994).As one concrete manifestation of sharing economy, B&B can not only be booked through the official channel such as online platforms, but also via the private transaction, for example, making an informal oral agreement with B&B hosts, which leads to higher uncertainty towards living experience, private asset and personal security (Ert et al.,2016). Compared with traditional hotels, choosing and staying in a B&B is riskier and the trust and risk transforms as interdependence increases. Trust towards B&B host this is an important and complicated variable in settings of sharing economy, which is worth researching in this article.

Service quality represents the evaluation of the extent to which consumers' needs and expectations are realized (Kotler, Keller, Ancarani, & Costabile, 2014). However, since the intangibility and heterogeneity of service itself, and the production and consumption of the service often happens at the same time (Parasuraman et al., 1985）, it is more difficult to measure or evaluate the quality of service than the value of physical goods. A widely held model to measure service quality is SERVQUAL (Parasuraman et al., 1988), which includes tangibles, reliability, responsiveness, assurance, and empathy. Based on management literature, some researchers have argued that service quality can be the appropriate antecedent of perceived trust especially in researching the aspect of relationship marketing (Aurier & N'Goala, 2010; Panigrahi et al., 2018; Noor&Saad, 2016). Scholars also found that customers perceived trust can effectively mediate the relationship between service quality and loyalty in one investigation of the restaurant's service quality (Amjad et al.,2017).In the setting of B&B tourism, the interpersonal interaction is more obvious, which is mainly reflected in the wider scope of interaction, deeper interaction content and greater impact on tourists' trust However, there are few studies on service quality and trust in the study of the B&B experience. Based on the previous discussion, this article proposed the following hypothesis:

H3: Guests' perceptions of B&B hosts' service quality positively influences perceived trust towards hosts

Intention to recommend

Behavioral intention,usually including revisit intention and intention to recommend, has received too much attention in tourism research. A host of studies focused on the antecedents of behavioral intention and great achievements were made. However, some scholars noted that the measurement of the tourists revisit intention can not predict their real revisiting behavior effectively (Kozak &

Rimmington, 1999; McKercher & Tse，2012）in tourism destination studies. From the perspective of B&B the host, bringing plenty of new customers for his/her business through the recommendation of previous customers to others, which is more diffusible and attractive than the unpredictable revisiting frequency of guests. Therefore, this study selected an intention to recommend to replace behavioral intention in this paper. Intention to recommend can be affected by customers perceptions of service quality (Headley & Miller, 1993; Boulding et al.,1993; Cronin, Brandy & Hult.,2000;Naik et al.,2010), and guests' perceived trust can be the antecedent of intention to recommend (John E J et al.,1989; Jani & Han, 2011; Han et al., 2014a, b). Besides, as the related and similar concept with recommendation intention (Naik et al., 2010), WOM intention could be influenced positively by interaction between employees and consumers in researching the service relationship (Gremler & Gwinners, 2000). In an investigation of the motivation of interaction among backpackers, Murphy (2001) found that social interaction is mainly to obtain functional or social benefits. In the setting of B&B, The friendly behavior of the host which can be conceptualized as shown through the interaction with the customer stimulates guests to arise inner imagination, mental state, and feeling, and immersed them in enjoying B&B experience to get enjoyment benefits. Immersion is an optimal internal experience, which is related to users' positive evaluation and voluntary recommendation (Dulcan & Mina, 2004). Given the above, we proposed the following:

H4: Guests' perceptions of B&B hosts' service quality positively influence tourists' intention to recommend.

H5: Tourists' perceived trust positively influences tourists' intention to recommend.

H6: Tourist-host interaction positively influences tourists' intention to recommend.

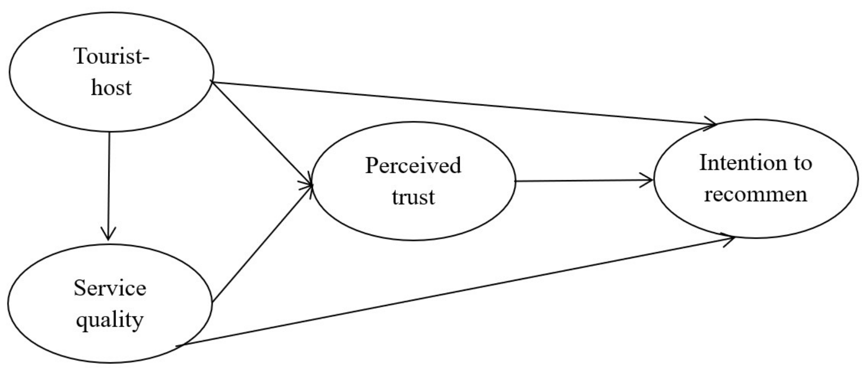

Figure 1: Proposed model

3. Methodology

The conceptual model was composed of four constructs. To measure tourist-host interaction, items on this variable were from a previous study (Wang, 2018). Service quality of B&B hosts was measured with 9 items selected from the typical SERVQUAL scale (Parasuraman, 1988). Items on perceived trust were derived from organ and Hunt (1994), and McKnight and Norman (1998). Items selected to measure intention to recommend were derived from a previous study (Zeithaml & Parasuraman,1996).In addition,all items which including demographic information were measured with a 5-point Likert-type scale from ‘totally disagree (1)' to ‘totally agree (5)'.

Because this study begun during the “COVID-19”, the online questionnaire survey was adopted to replace the field questionnaire for safety. We collected 263 initial responses from guests of several B&B accommodations signed with “tujia”, which is one of the most famous B&B accommodation booking platform, during March 2020. Finally 253 valid responses were obtained.

Among the final samples, 46.6% were male visitors and 53.4% were female guests. The majority of tourists were young and middle aged: 18—24 (22.5%), 25—34 (42.3%), and 35—44 (26.5%). 57.3% respondents were married, and 59.3% respondents held the bachelor degree of above. Nearly half of the respondents chose to stay in the B&B with their lovers together.

Empirical results

Exploratory factor analysis

EFA analysis was conducted by SPSS19.0 with principal component method and the varimax rotation firstly. Items should be deleted due to low factor loadings (< 0.5) or high cross-loading on two factors (> 0.4). For tourist-host interaction, one item that did not meet the requirements was deleted and it was as follows: ‘There was no barrier to communication between me and the B&B host.’ The reliability analysis was undertaken and the Cronbach's alpha value for each dimension was 0.94, 0.93, 0.89 and 0.87 respectively, indicating high internal consistency for the scales.

Measurement model

The model fit of the structural model was tested utilizing AMOS24.0. The results showed a good fit for the data: $x^2/df=1.277$,RMESA=0.033, GFI=0.892, CFI=0.979, IFI=0.979, TLI=0.977; which indicated that the structural validity of the questionnaire is acceptable. CFA analysis was also conducted by AMOS to test the convergent validity and the discriminant validity of the questionnaire. All the item loadings ranged from 0.704 to 0.863, which indicated that the observed variables can better reflect their measured dimensions. In addition, the CR values of the questionnaire ranged from 0.867 to 0.945(>0.7), which suggested the good internal consistency. The average extracted variances (AVE) ranged from 0.59 to 0.685, which was above 0.5 threshold. Therefore, this model had the acceptable convergent validity. Next, according with the criteria for passing the discriminant validity, the square root of each AVE should surpass the correlation between each pair of variables and the table 2 supported that the discriminant validity of each construct was acceptable.

Table 1: Confirmatory Factor Analysis

Path		item loading	AVE	CR
IN11	<--- interaction	0.767		
IN10	<--- interaction	0.758	0.608	0.945
IN9	<--- interaction	0.79		

IN8	<--- interaction	0.773		
IN7	<--- interaction	0.8		
IN6	<--- interaction	0.765		
IN5	<--- interaction	0.793		
IN4	<--- interaction	0.806		
IN3	<--- interaction	0.743		
IN2	<--- interaction	0.8		
IN1	<--- interaction	0.778		
SE9	<--- service	0.821		
SE8	<--- service	0.807		
SE7	<--- service	0.725		
SE6	<--- service	0.811		
SE5	<--- service	0.762	0.59	0.928
SE4	<--- service	0.755		
SE3	<--- service	0.724		
SE2	<--- service	0.744		
SE1	<--- service	0.751		
RI1	<--- intention	0.863		
RI2	<--- intention	0.797	0.685	0.867
RI3	<--- intention	0.822		
TR1	<--- trust	0.818		
TR2	<--- trust	0.704		
TR3	<--- trust	0.844	0.634	0.896
TR4	<--- trust	0.777		
TR5	<--- trust	0.83		

IN=tourist-host interaction，SE=guests' perceptions of B&B hosts' service quality，RI=recommendation intention，TR=tourists' perceived trust

Table 2: Correlations of latent variables

	IN	SE	PT	RE
IN	**0.608**			
SE	0.176***	**0.59**		
PT	0.232***	0.246***	**0.685**	
RE	0.249***	0.257***	0.3***	**0.634**

Note: Diagonal elements are the square root of AVE

Hypothesis Testing

This paper used AMOS21.0 to test the hypotheses. The results of the models are shown in the table 3.Tourist-host interaction (β=0.322，p<0.001) and guests' perceptions of B&B host's service quality (β=0.390，p<0.001）both had a direct positive influence on perceived trust and the R^2 estimate of perceived trust was 0.356, which in support of H2 and H3. The result also support H1 because a positive and significant relationship between tourist-host interaction and guests' perceptions of B&B hosts' service quality was found（β=0.401，p<0.001) and the R^2 estimate of guests' perceptions of B&B hosts' service quality was 0.161. H4, H5 and H6 predicted that the high level of guests' perceptions of B&B host's service quality（β=0.252，p<0.001), perceived trust（β=0.272，p<0.001) and tourist-host interaction（β=0.228，p=0.001) all had a direct positive influence on tourists' intention to recommend and the R^2 estimate of tourists' intention to recommend was 0.365, which in support of H4, H5 and H6. Therefore, these three hypotheses were all supported.

Tabel 3. Path analysis

	Path coefficient	P	Results
H1	.401	***	supported

H2	.322	***	supported
H3	.390	***	supported
H4	.252	***	supported
H5	.272	***	supported
H6	.228	0.001	supported

Note: $p<0.05$* $p<0.01$** $p<0.001$***

4. Conclusion and Discussion

This paper examines relationships between tourist-host interactions, guests' perceptions of B&B hosts' service quality, tourists' perceived trust and recommendation intention in the experience of Bed & Breakfast. Positive relationships were found among these variables.

This study has some implications.In addition to the tourists' perceived trust to the host, the service quality of the host and the tourist-host interaction are both the important factors that influence the future behavior intention of the customers. In the process of B&B experience, the host of the B&B and the tourists touch and influence with each other. Apart from judging whether the host is trustworthy according to the host's behavior and service performance, the host's communication skills and sincere attitude can also win the favor and support of tourists (Morgan & Hunt ,1994). It is necessary for operators of the B&B to cultivate their own communication ability and service awareness and tend on tourists with sincere and enthusiastic spirit. It could asl o be a good way for the host to create opportunities to actively interact with visitors,for example,have dinner with the guests or accompany them to visit the scenic spot.Moreover, the result of this study provide an important inspiration for the operators of B&B that hosts should participate in the process of serving customers in person, try to interact with customers and solve problems for guests positively. Therefore, the theory of service quality and behavior intention in the experience of B&B is enriched in this article.

Limitations

Although some new pints were came up with in this article, there are still some limitations which can be improved or corrected in future researches.Firstly,The sample size for this paper is too small. Actually, the number of ideal samples should be more than 350 for one empirical study, however, due to the limitation of time and method of collecting questionnaires, only 253 qualified samples were collected. It could be better to take two ways (online and offline) to collect more questionnaires in the future research.Secondly,the study is limited to China and the source of questionnaire is limited to one network platform,Therefore,the results may not be applicable to other countries and different types of sharing economy platforms.

5. Reference

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SUB THEME

CULTURE

Influence of Friendship Characteristics and Interpersonal Tolerance on Conflict Management Styles in Dyad Travel

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1. Background and Goals

Friendship travel is a growing research topic in tourism studies; however, the analysis of the dynamics of dyads remains scanty. This project adopts Aristotle friendship types named goodwill, utility, and pleasure to differentiate the friendship characteristics in dyads. It also tests a model of how friendships' features, interpersonal tolerance, and personality influence friends' interpersonal conflict management style during holidays.

2. Methods

A web-based questionnaire survey was adopted for data collection. Although web-based surveys are criticised for their high probability of sample bias, this technique provides various benefits such as short turnaround times, cost-effective, and better quality of the data resulting from missing fields. The questionnaire compromised five sections: the first section requested information about the characteristics of friendship. The second section dealt with friendship in the shared travel experience and conflict management styles. The third section assessed the personality of the participants. The fourth section evaluated individuals' interpersonal tolerance and the last section requested demographic information. Data was collected from 300 research subjects from the USA, and processed in SPSS (version 26) and AMOS. It was statistically analysed with bivariate techniques, CFA and SEM.

3. Expected Results/ Conclusion/ Contribution

The findings show the influence of the leader in proposing the idea of going on holidays; in contrast, the destination selection was primarily made jointly. Also, goodwill friendship possesses a positive and direct effect over problem-solving conflict management style; in other words, friends that value each other's virtues and values prefer to work together to find a joint solution to their conflicts. In contrast, self-interested friends (i.e. utility friendship) tend to insist that their position be accepted; and a friendship that is primarily based on enjoyment & pleasure does not appear to influence any specific conflict management style significantly [integrating, avoiding, dominating, obliging, and compromising]. Lastly, the majority of participants indicated that the last travel experience helped them to strengthened the friendship. This study contributes to the literature by incorporating Aristotle's

friendship types and interpersonal tolerance to the analysis of conflict in dyads travel. Moreover, to the best of authors' knowledge, this is the first attempt that quantitatively investigates the dynamics of friendship dyads travel in terms of holiday choice, the privacy of space, quality time, disclosure, and conflict management.

Keywords: conflict management, dyad travel, friendship travel, interpersonal tolerance.

Three Noteworthy Features of Countries with Significant Trader Harassment of Visitors

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Abstract

The goal of the study was to determine noteworthy features of countries with significant trader harassment of visitors. Two factors were examined, the countries' level of national development and national thinking. Secondary data was used. All data were analyzed using measures of central tendency, Chi Square, and Mann-Whitney U tests. Three noteworthy features emerged. Most countries with significant TH of visitors were developing states, accepting of power distance, and collectivistic. Researchers were then encouraged to examine these constructs in future predictive studies.

Keywords: Hofstede, visitor harassment, trader harassment, national development

1. Introduction

Trader harassment (TH) is an unwanted selling behavior directed toward visitors by one or more micro-traders at a destination (de Albuquerque & McElroy, 2001; Griffin, 2003; Nicely & Mohd Ghazali, 2014). There are over 26 ways micro-traders harass visitors (Griffin, 2003; Nicely & Mohd Ghazali, 2014) such as by trailing them, calling and beckoning to them as well as when shunned by hurling expletives at them. Over the years, and prior to the novel Corona virus pandemic, there have been reports of the phenomenon globally (Green, 2010; K., 2016; Yucatan Times, 2017). Throughout the decades researchers have been taking note and in 2020 there are empirical research projects on the phenomenon in **Barbados** (de Albuquerque & McElroy, 2001), **China** (Li & Pearce, 2016), **India** (Khajuria & Khanna, 2014), **Ecuador** (Swanson, 2007), **Egypt** (Khairat, 2016), **Ghana** (Otoo, Badu-Baiden, & Kim, 2019), **Jamaica** (Skipper, 2009), **Jordan** (Alrawadieh, Alrawadieh, & Kozak, 2019), **Kenya** (Chepkwony & Kangogo, 2013a), **Mexico** (Sorokina, Wang, & Cobos, 2018), **Morocco** (Stazaker & Mackinnon, 2018), **Sri Lanka** (Jarvis, 2013), **Taiwan** (Cheng, 2015), **Turkey** (Kozak, 2007), and **Vietnam** (Truong, 2018). Despite research work in the area globally, few researchers have examined the phenomenon globally (Nicely & Armadita, 2017) and none have determined features of destinations where the practice is noteworthy.

There have been speculations as to factors that may cause TH of visitors to occur. In fact, some believe the practice is due largely to socioeconomic conditions at destinations (Ajagunna, 2006; Chepkwony & Kangogo, 2013b; de Albuquerque & McElroy, 2001; Dunn & Dunn, 2002a, 2002b; Griffin, 2003; Kozak, 2007; McElroy, Tarlow, & Carlisle, 2007). And there are those who believe the practice is cultural (de Albuquerque & McElroy, 2001). While there has been some research in support of the former, empirical enquiries on the latter is virtually non-existent. Hence, the goal of the present study is to address this deficiency in the scholarly literature. In particular, to: determine noteworthy differences in development level and national culture between countries with significant and insignificant TH of visitors (Nicely, Singh, Zhu, Jiang, & Choe, 2020), and form propositions for future testing. Other categories of countries were also examined, in particular countries to watch as they might have had significant TH of visitors and countries where no determination could to made as to whether significant or insignificant TH of visitors existed.

This study was important for a number of reasons. It explored factors not examined in previous TH of visitor research, in particular the association between national thinking and TH of visitors. It provides valuable information to members of the travelling public as they prepare for their travels abroad.

The aim of the study was not to determine causality, nor to ascertain whether the two sets of factors named (i.e. development ranking and national thinking) could predict significant TH of visitors at destinations. Instead, the study was conducted to identify noteworthy associations between the factors and TH of visitors at destinations. Also, the preoccupation of the research team was not to test hypothesis nor confirm theory but to put forth a set of initial propositions for future testing. Also, the focus of the study was on TH of visitors and not on other forms of visitor harassment (VH) that also occurs with regularity at destinations such as institutional (i.e. the harassment of visitors by local police officers), sexual (i.e. advances of a sexual nature toward visitors by locals at destinations), and beggar harassment (i.e. the frequent approaching of visitors by the indigent at destinations).

Significant Trader Harassment (STH)is noteworthy harassment of visitors at one or more tourist locations at a destination (Nicely et al., 2020). *Insignificant Trader Harassment (ITH)* is little to no TH of visitors at the destination (Nicely et al., 2020). *Countries to Watch (CTW)* are states that may have STH however this must be confirmed (Nicely et al., 2020). *Country* is a nation with its own government or a nation under the jurisdiction of another state. *Least Developed Country* is "….low-income countries confronting severe structural impediments to sustainable development. They are highly vulnerable to economic and environmental shocks and have low levels of human assets." (United Nations, 2019). *Developing Country* is a state that has low economic level of industrial production and standard of living (United Nations, 2018). For the purpose of this study developing countries does not include least developed countries (Merriam-Webster, 2019). *Developed Country* is a state with a high level of industrialization and standard of living (Merriam-Webster, 2019).

1.1 National Development Status and Trader Harassment

According to general strain theory, one reason an individual engages in crime is strain (Agnew, 1992). Strain leads to negative emotions and ultimately to activities (good or bad) to correct these emotions (Agnew, 1992; Sigfusdottir, Kristjansson, & Agnew, 2012). A factor that may cause strain and lead to undesired reactions among members of a population is poor socioeconomic conditions. In fact, many researchers believe there is a connection between socioeconomic conditions and TH of visitors at destinations (Ajagunna, 2006; Chepkwony & Kangogo, 2013b; de Albuquerque & McElroy, 2001; Dunn & Dunn, 2002a, 2002b; Griffin, 2003; Kozak, 2007; McElroy et al., 2007).

Most countries around the world are classified as being either developing or developed (United Nations, 2018; United Nations Statistics Division, 2019a). There are more developing countries (174) than developed nations (57) around the world (United Nations, 2018; United Nations Statistics Division, 2019a). And among the 174 developing nations around the world 47 are lesser developed states. Below are features indicative of developing and developed countries. Five features of developing countries include: 1] widespread low wages and hence low per capita income and high poverty rates; 2] limited capital for industries and social infrastructure; 3] a tendency for its citizenry to spend rather than to save; 4] high population growth; and 5] high unemployment levels (Investopedia, 2019). Meanwhile, developed countries have four main characteristics: 1] high per capita real income (Investopedia, 2019); 2] capital for industries and social infrastructure (Investopedia, 2019); 3] stable birth and death rates (Investopedia, 2019); and 4] low unemployment levels. Due to the suggested link between poor socioeconomic conditions, a feature indicative of developing countries (including lesser developed countries), a high ratio (above 50%) developing and lesser developing countries were expected to be named as countries with STH. Meanwhile, a high ratio of developed countries (over 50%) was expected to be named as countries with ITH.

1.2 National Beliefs and Trader Harassment

According to the theory of planned behavior, thoughts influence behavior (Ajzen, 1991). Shared thoughts of a population (Hofstede, 2011) can influence their habits, skills, and style (Swidler, 1986). Prior to the present study the connection between national thinking and TH of visitors at destinations was unknown.

Hofstede's cultural dimension theory is one of the most widely used theories in cross-cultural research today. According to Hofstede (1983, 2011) there are six broad beliefs that differentiate cultures. That is, their views about: power distance, uncertainty avoidance, individualism, masculinity, long-term orientation, and indulgence (Hofstede, 1983, 2011). Hofstede, through his research, quantified nations' collective thoughts on each. Below is a review of each dimension.

Power distance (PD) is the degree to which the less powerful in the society expects and accepts unequal distribution of power (Hofstede, 2011). According to Hofstede (2011), all societies are unequal but some are more unequal than others. One characteristic of countries with high PD is inequity in income distribution.

According to researchers, there is a link between inequality and poverty (Heshmati, 2004; McKnight, 2018). Hence, the greater the income inequality in a society, the higher the poverty level (Heshmati, 2004; McKnight, 2018). Therefore, countries with high PD are expected to have high levels of inequity and poverty levels. Many researchers believe there is a connection between poverty and TH of visitors at destinations (Ajagunna, 2006; Chepkwony & Kangogo, 2013b; de Albuquerque & McElroy, 2001; Dunn & Dunn, 2002a; Griffin, 2003; Kozak, 2007; McElroy et al., 2007). Hence, countries with STH of visitors are expected to have significantly higher PD levels than states with ITH of visitors.

Meanwhile, uncertainty avoidance (UA) is the degree to which the residents of a country feel comfortable or uncomfortable in unstructured situations (Hofstede, 2011). Some features of countries with low UA include: high tolerance for deviant behaviors; low self-control; high tolerance for chaos; and a general dislike for rules (Hofstede, 2011). Some TH of visitor behaviors is considered deviant behaviors like the restraining and overcharging of visitors. Good and bad chaos has also been associated with TH such as the calling and beckoning to visitors, the blocking of visitors, and the placing of goods close to visitors' faces etcetera. Therefore, countries with STH are expected to have significantly lower UA scores than those with ITH of visitors.

Individualism (IND) is the extent to which ties among individuals in a society are strong (Hofstede, 2011). Societies with weak ties among individuals are oftentimes referred to as individualistic and those with strong ties as collectivistic (Hofstede, 2011). In individualistic societies persons would focus on themselves and their immediate families (Hofstede, 2011). Also, individualistic propensities oftentimes lead to competitive inclinations (Hofstede, 2011). Highly competitive environments tend to give rise to aggressive selling tactics. Hence, countries with STH are expected to have significantly higher IND scores than countries with ITH.

Meanwhile, masculinity (MAS) is the extent to which a society embraces male or female values such as assertiveness and competitiveness versus modesty and being caring, respectively (Hofstede, 2011). Therefore, being assertive, ambitious, and strong are traits valued in masculine societies (Hofstede, 2011). Assertive and forceful selling has been associated with certain forms of TH of visitors. In fact, in some reports online visitors have characterized micro-traders selling behaviors as being aggressive, persisting, and pushy (Thomas, 2017; Wombatdavid, 2017). Hence, it was expected that countries with STH would have significantly higher MAS scores than those with ITH.

Long-term orientation (LO) is the extent to which the society gives more priority to the future than the present (Hofstede, 2011). Societies with a LO often believe in perseverance and thrift. Meanwhile, societies with short-term orientations would embrace the opposite.

According to Hofstede (2011), one feature of societies with short term orientation is they believe traditions are sacrosanct (Hofstede, 2011). "They believe the world is as created, so that the past provides a moral compass, and adhering to it is morally good"(Hofstede, 2019). For some societies pushy selling during small trade is entrenched in the culture (de Albuquerque & McElroy, 2001) even instances revered. Therefore, cultures where other factors (such as poor socioeconomic conditions) are ripe, and has been ripe for some time, compounded with a high regard for traditions in general TH of visitors is likely. Hence, countries with STH are expected to have significantly lower LO scores than those with ITH.

Finally, *indulgence* (INDU) is the extent to which members of a society believes in instant gratification (Hofstede, 2011). Hence, countries with low IND scores tend to believe in restraint (Hofstede, 2011). They also tend to think life is hard (Hofstede, 2019). This common mindset may explain the excessive use of hard-selling tactics among microentrepeurs at destinations. Hence, countries with STH are expected to have significantly lower UNDU scores than those with ITH. Therefore, countries with STH were expected to have significantly higher PD, IND, and MAS scores as well as significantly lower UA, LO, and INDU scores than countries with ITH.

2. Methods

To achieve the study's objectives a quantitative research approach was used. Since, a new area of TH of visitor was being embarked upon; an exploratory descriptive correlational study was conducted. Only secondary data was used.

The target population for this study was the 233 countries around the world. A census was attempted. Three sets of data were gathered for this project, data on each country's: TH of visitor status; development status; and national beliefs. For each country's TH of visitor status the results of a recent study on TH of visitors around the world were used (Nicely et al., 2020). In this study four list of countries were produced, those with STH, ITH, CTW, and those where no determination could be made on their TH of visitor status (CND) (Nicely et al., 2020). The period of focus TH of visitors around the world study was 2010 to 2019. Meanwhile, for each country's development ranking (i.e. developed, developing, and lesser developed) information from the United Nations Statistics Division (United Nations Statistics Division, 2019a, 2019b, 2019c) was used. Finally, for each country's PD, UA, IND, MAS, LO, and INDU scores Hofstede's culture dimension database (Hofstede, 2015) was used (Table 1). Listed in Table 1 are the constructs examined, data source used, type of data analysis conducted, and why.

Table 1. The constructs explained

Constructs	Goal and Analysis Used	Data Source(s)
Trader Harassment (TH) of Visitor Status (2010-2019) *Countries with significant TH (STH)* *Countries with insignificant TH (ITH)* *Countries to watch (as they may have significant TH)(CTW)* *Countries where TH of visitors could not be determined (CND)*	-	Study on trader harassment of visitors around the world (Nicely et al., 2020)

Development ranking *Developed* *Developing* *Lesser developed*	To describe the development ranking constructs: *Measures of Central Tendency* To determine dominant level of national development across countries with different TH of visitor status: *Chi-Square Test*	United Nations Statistical Division (United Nations Statistics Division, 2019a, 2019b, 2019c)
National belief *Power distance* *Uncertainty avoidance Individualism* *Masculinity* *Long-term orientation* *Indulgence*	To describe the national belief constructs: *Frequency Analysis* To determine significant difference in varying national beliefs across countries with different TH of visitor status: *Mann-Whitney U Test*	Hofstede's cultural dimension database (Hofstede, 2015)

A rigorous protocol was used to generate the four groups of countries in Nicely *et al's*. (2020) study on TH of visitors around the world. One thousand four hundred and thirty-two (1,432) blog posts, journal articles, master's theses, magazine articles, newsletter articles, news reports, newspaper articles, project reports, speeches, press releases as well as the responses to 659 surveys were used in the study (Nicely et al., 2020). A five-level evidence review process was also employed (Nicely et al., 2020).

Meanwhile, the quantitative measures used to differentiate cultures in Hofstede's 6D model of national culture is one of the most extensively used in cross-culture research (Dejbakhsh, Arrowsmith, & Jackson, 2011; Seabra, Dolnicar, Abrantes, & Kastenholz, 2013; Shackleton & Ali, 1990). The original model was developed from a global study involving 116,000 employees from 50 countries (Hofstede, 1983).

The classification used to determine developed, developing, and lesser developed countries was the same used by the United Nations (UN). The United Nations (UN) is an international organization with 193 member states (United Nations, 2020). One of its functions is to promote sustainable development globally. UN is considered to be a reliable source for country-level data (United Nations, 2020).

To ascertain noteworthy differences in level of national development and local belief across countries with STH, ITH, CTW, and CND Chi Square tests and Mann-Whitney U Test were conducted, respectively. Meanwhile, measures of central tendency (i.e. mean, median, mode, and frequency) were used to describe the study's constructs (Table 1). All analyses were performed using the software, Statistical Package for Social Sciences (SPSS) 26.0.

3. Results and Discussion

3.1 Level of National Development and Trader Harassment of Visitors

The first objective of the study was to ascertain noteworthy differences in level of national development across country-types. That is, across countries with STH, ITH, CTW, and CND. Frequency analysis revealed most of the countries with STH were developing nations (67.3%). And most of the countries with ITH were developed states (46.8%) (Table 2).

The Chi Square Test results revealed a significant statistical association between the two sets of variables, level of national development and country-type [$\chi 2$ (6, N = 233) = 36.6, p = 0.00] (Table 3). In fact, of all the developing states most had STH (57.7%) and 11.1 % of the developing states were CTW.

However, only 28% of lesser developed countries had STH and another 28% from the same group named CTW (Table 3). One factor that might explain this unexpected finding was the high ratio of lesser developed countries where no determination could be made as to whether or not there was STH of visitors at these destinations (34%). Two factors that might explain this are: their tourism sectors being in a nascent stage of development; and there might have been STH but difficulty in accessing such data. Hence, within these 17 lesser developed countries there may be countries with ITH and STH of visitors (Table 3). Countries in the nascent or exploratory phase of the tourism life cycle may have limited TH for two reasons. First, the types of visitors travelling to destinations during this phase of local tourism development might be more immune to TH than those travelling to destinations during the mature consolidation phase. Tourists visiting destinations during the nascent stage are likely to be explorers (such as vloggers, travel writers, backpackers etc.). Explorers are usually more accepting of local practices than mass tourists (Smith, 1989). The second reason is the number of visitors to these "young" destinations would be few that any reports of TH would fail to compare in severity to destinations with mass tourism.

Another important finding was 15.9% of developing countries were classified as having ITH (Table 3) which also suggests other more powerful factors may be at play beyond the country's level of national development. Three examples of these developing countries with ITH were the Cayman Islands, Guam, and Iraq (Nicely et al., 2020).

Meanwhile, at least 38.6% of developed countries were found to have had ITH. However, at least 36.8% of developed countries were found to have STH, which also suggests other non-socioeconomic factors may be at play why despite their developed country status STH of visitors exists. Three such countries include France, Italy, and the United States (Nicely et al., 2020). One factor that has entered the radar and which must be explored further is the issue of migration and TH of visitors at destinations, in particular in developed countries.

Table 2. Descriptives

		Dependent Variables		
Possible Independent Variables		**Significant TH**	**Insignificant TH**	**Countries to Watch**
N		**107**	**47**	**33**
Power distance (PD)	Mean	62.9	50.6	65.00
	Median	65.0	40.0	61.0
	Mode	70.0	28.0	31.0a
	Range	93.0	57.0	73.0
	Missing	62.0	34.0	28
Uncertainty avoidance (UA)	Mean	69.8	69.5	67.4
	Median	75.0	70.0	69.0
	Mode	86.0	92.0	29.0a

	Range	104.0	61.0	71.0
	Missing	62.0	34.0	28.0
Individualism (IN)	Mean	39.6	54.3	40.6
	Median	35.0	60.0	36.0
	Mode	20.0	80.0	17.0a
	Range	85.0	68.0	54.0
	Missing	62.0	34.0	28.0
Masculinity (MAS)	Mean	51.1	47.7	43.4
	Median	50.0	47.0	38.0
	Mode	42.0a	40.0	5.0a
	Range	79.0	87.0	105.0
	Missing	62.0	34.0	28
Long-term orientation (LO)	Mean	40.3	50.2	43.0
	Median	38.0	52.8	31.5
	Mode	13.0	16.0a	20.0a
	Range	87.0	72.0	73.0
	Missing	55.0	29	23.0
Indulgence (INDU)	Mean	45.6	52.8	45.4
	Median	43.1	57.4	48.3
	Mode	20.0a	68.0	18.0a
	Range	56.0	85.0	60.0
	Missing		28.0	23
Lesser Developed		14 (13.1%)	5 (10.6%)	14 (42.4%)
Developing		72 (67.3%)	20 (42.6%)	14 (42.4%)
Developed		21 (19.6%)	22 (46.8%)	5(15.2%)

*Note: A country/territory may have more than one major climate

Key

TH: Trader Harassment

N: Total number of countries/territories with different levels of TH

n: Total number of countries/territories with development status ranking.

A: Multiple modes exist. Smallest value shown

^ Percent of total country-type

Table 3. Chi-square results: Development status and country-type

		Insignificant TH	Significant TH	Countries to Watch	Could Not Determine	Total
Developed	Count	22	21	5	9	**57**
	% of Total Developed States	38.6%	36.8%	8.8%	15.8%	**100.0%**
Developing	Count	20	72	14	20	**126**
	% of Total Developing States	15.9%	**57.1%**	11.1%	15.9%	**100.0%**
Lesser Developed	Count	5	14	14	17	**50**
	% of Total Lesser Developed States	10.0%	28.0%	28.0%	34.0%	**100.0%**
TOTAL	% of All States	47	107	33	46	**233**
		20.2%	45.9%	14.2%	19.7%	**100.0%**

TH means trader harassment

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	36.60[a]	6	0.00
Likelihood Ratio	33.55	6	0.00
Linear-by-Linear Association	17.96	1	0.00
N of Valid Cases	233		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.08.			

3.2 Local Thoughts and Trader Harassment of Visitors

The second objective of the study was to determine noteworthy differences in national thinking between countries with STH and those with ITH. Hoftede's culture dimension measures were used. As expected, countries with STH on average had higher **PD** (STH: *M* = 62.9; *Mdn* = 65.0/ITH: *M* = 50.6; *Mdn* = 40.0), **MAS** (STH: *M* = 51.1; *Mdn* = 50.0/ITH: *M* = 47.7; *Mdn* = 47.0), and lower **LO** (STH: *M* = 40.3; *Mdn* = 38.0/ITH: *M* = 50.2; *Mdn* = 52.8) and **INDU** (STH: *M* = 45.6; *Mdn* = 43.1/ITH: *M* = 52.8; *Mdn* = 57.4) scores than those with ITH. However, two surprises emerged. Countries with STH also had much lower **IN** scores (STH: *M* = 39.6; *Mdn* = 35.0/ITH: *M* = 54.3; *Mdn* = 60.0) and higher **UA** (STH: *M* = 69.8; *Mdn* = 75.0/ITH: *M* = 69.5; *Mdn* = 70.0) than those with ITH. Hence, on average, countries with STH were more collectivistic than those with ITH. Although some of the differences observed were noteworthy, a number were minor. Actually, the most noteworthy were the differences in IN, PD, and LO scores. These reported the largest differences in scores, 14.7, 12.3, and 9.9, respectively (Table 2).

Interestingly, the results of CTW mirrored that of countries with STH on four of the six national thinking examined: PD, IN, LO, and INDU. Like nations with STH, their average PD scores were higher and their IN, LO, and INDU scores lower than that of countries with ITH. It is important to note that included in the four national beliefs just mentioned (PD, IN, LO, INDU) were the top three most noteworthy when nations with STH and ITH were compared. They are: PD, IN, and LO.

On the other hand, the results for CTW were different from states with STH for the national beliefs UA and MAS. The average UA and MAS scores for CTW were lower than for countries with ITH when these numbers were higher for nations with STH (Table 2).

Due to the vast difference in size between the two groups (STH and ITH) (Table 4) Mann-Whitney U was conducted to ascertain any significant difference in national thinking when STH and ITH countries were compared. Significant differences were found between states with STH and ITH on two of the six national beliefs examined: **PD** ($U = 187.50$, $p = 0.05$) and **IN** ($U = 189$, $p = 0.05$). Therefore, states with STH had significantly higher PD levels and were significantly more collectivistic than those with ITH. No other significant difference was observed (Table 4). Therefore, two important features of countries with STH are wide power distance and collectivistic. It is important to note that while the findings are important there were some countries where no conclusive determination could be made as to whether they had STH or ITH (79 of 233 countries) as a result these states were excluded from the analysis. Countries with STH comprised of 107 countries and those with ITH comprised of 47 countries (Table 2)

Table 4. Results of the Mann-Whitney U Test: Difference in national beliefs between countries/ territories with significant trader harassment of visitors and those without

	Power Distance	Individuality	Masculinity	Uncertainty Avoidance	Long-term Orientation	Indulgence
Mann-Whitney U	187.50	189.00	260.00	285.50	351.50	403.50
Wilcoxon W	278.50	1224.00	351.00	376.50	1729.50	1729.50
Z	-1.96	-1.93	-0.61	-0.13	-1.57	-1.07
Asymp. Sig. (2-tailed)	**0.05**	**0.05**	0.54	0.90	0.12	0.29
a. Grouping Variable: Country Type (STH and ITH)						

The following are therefore proposed for future testing:

> *Proposition 1:* There may be a connection between socioeconomic conditions and TH of visitors at destinations. Therefore, countries (and communities) where socioeconomic conditions are weak are likely to report significantly higher levels of TH of visitors than those where such conditions are strong.
>
> *Proposition 2a and b*: There may be a connection between the constructs, collectivistic thinking and PD, and TH of visitors at destinations. Therefore, collectivistic countries, communities and groups and those that accept wide power distance are likely to report significantly higher TH frequency and intensity scores than those that are individualistic and embrace limited power distance.

However, the above associations may be affected by moderators. Two moderators that may affect the relationships outlined are migration and level of tourism development, among others.

3.3 Conclusion

The goal of the study was to identify key features of countries with STH. Three noteworthy features were found. Most countries with STH were developing nations, collectivistic, and accepting of PD. The findings had some support in the scholarly literature. In the case of the former, general strain theory supports this finding (Agnew, 1992; Sigfusdottir et al., 2012). In addition, many researchers have previously alluded to a connection between socioeconomic conditions and TH of visitors at destinations (Ajagunna, 2006; Chepkwony & Kangogo, 2013b; de Albuquerque & McElroy, 2001; Dunn & Dunn, 2002a, 2002b; Griffin, 2003; Kozak, 2007; McElroy et al., 2007). When it came to the latter two findings there was some support, though limited, from Hoftede's cultural dimension theory (Hofstede, 1983, 2011, 2019).

Therefore, three possible predictors of TH intensity at destinations, that should be explored further, are: socioeconomic condition, collectivistic thinking, and level of acceptance of PD at the destination. It is important for researchers to note, that while it is probable that the three factors named may predict TH intensity levels at destinations, if measured properly, such relationships may be impacted by other factors at the destination. Although not the focus of the present study, two such factors may be the destination's stage of tourism development and migration.

Hence, the present study, though preliminary, filled an important gap in the literature on TH of visitors at destination. It introduced two new constructs to the discourse on possible determinants of TH at destinations: collectivism and PD.

The following are therefore recommended. First, members of the travelling public and leaders of travel groups should use the finding to make an educated guess as to whether TH of visitors would be likely at a destination. However, the important recommendation is for researchers to use the findings of the present study in future research.

One limitation of the study was, because of the methodology used, causality could not be concluded. The next step for research in this stream is the use of more precise measures to determine whether the three factors mentioned (socioeconomic conditions, collectivistic thinking, and level of acceptance for PD) can predict TH intensity levels at destinations. However, going forward it may be prudent not to look at TH harassment as a whole but on particular TH behaviors, as the factors may be good predictors of the intensity of some TH behaviors and not of others. Another area for future research is studies ascertaining why the association between both collectivistic thinking and acceptance of power distance and TH of visitors at destinations.

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Corporate Language as Corporate Strategy to Sustainable Brand in Indonesia (Case of Starbuck Language)

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Abstract

This study aims to determine the success of the Starbuck brand in penetrating Indonesian coffee market, by conducting an analysis to determine the direct and indirect effects of the corporate language and corporate strategy used and implemented, in order to achieve a sustainable brand of Starbuck in Indonesia. The method used in this research is descriptive qualitative using secondary data and literature analysis to explain and describe the collaboration of corporate language and corporate strategy to creating a sustainable brand. The results obtained, Starbuck Indonesia were succeeded in assimilating corporate language and corporate strategy to penetrated Indonesian market and ensuring the sustainability of the Starbuck Company brand in Indonesia.

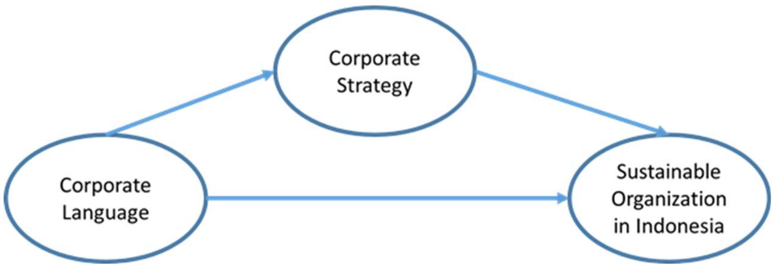
Keywords: Corporate Culture, Corporate Strategy, Cross Cultural, Sustainable Brand

1. Background and Goals

Researchers believe that the culture of a company is the main determining factor for the success of a company's performance (Hofstede, 2011). A number of empirical research results have documented that corporate culture has a very strategic role in determining the direction and goals of the company, as well as creating and improving effective corporate business performance (Zehir, Ertosun, Zehir, & Muceldili, 2011). Ehtesam, et.al., (2011), stated that corporate culture has a significant influence on the success of company performance in the long term. Changes in corporate culture to adapt to the conditions of the business environment are also necessary because this has been shown to significantly improve performance (Gregory, Harris, Armenakis, & Shook, 2009). Culture is an important component in a company, and a negative culture can damage the company's image and performance (Leinwand P, 2016). One way to apply the culture of a company is to apply a corporate language.

Corporate language shapes the image and identity of the company (Lionbridge, 2019). The unique language used by the company can create an impression of the company's image in the minds of stakeholders, including customers, business partners, shareholders and prospective employees. The market share of international companies (multi-national companies) is very broad, requiring the ability to communicate in several languages. Therefore, a localized message is very important in every target market. This is important so that companies are able to build a Corporate Strategy that is in accordance with the local environment and their target market. World trade activities, including international tourism, often bring up new words as a consequence of the cultural assimilation (amalgamation) process. The young generation aspires to develop new words as a form of self-expression and affirmation, the use of these new words can provide beauty and certain emotional bonds and give a sense of self-pride. (Alekseevna Izmaylova et al., 2017).

The corporate strategy must also apply sustainable principles in business and business management. The McKinsey & Company survey shows that there has been an increase in performance for companies that are able to apply sustainable principles in managing their companies (Wulandari, 2017). The benefits achieved by implementing the principle of sustainability are increased productivity, reduced costs, increased profits, and increased investment opportunities. Thus, it can increase the company's capabilities and increase company value. Figure 1 shows the researcher's frame of mind as follows;



Source: Secondary Data, 2020

Figure 1. Research Framework

Starbuck as a global brand, positions the brand not only as a coffee drink seller but also as an experience provider, creating a comfortable and welcoming place outside the home and workplace, as well as a brand that has its own corporate language known as 'Why We Speak Starbuck' (Waters, 2020).

Starbucks Coffee is the largest international coffee shop chain company that started in Seattle in 1971. At that time, Starbucks was a company that initially only sold coffee beans and tea. In 1981, Howard Schultz fell in love with Starbucks coffee and joined Starbucks 1 year later. Howard Schultz was someone who played a major role in developing Starbucks to the way we know it today.

Since 1983, by adopting the Italian coffee bar culture, Howard Schultz has slowly transformed the Starbucks business model into what it is today. With 100% Arabica coffee and the same processing, even though different places around the world are one of the guarantees of the quality of Starbukcs.

Starbucks Coffee is managed professionally and currently provides food items, beverage items, and retail. Starbucks in general has strict standards and quality.

This article will discuss how Starbuck Company is able to collaborate with corporate languages into their corporate strategy and simultaneously create a brand of sustainability for the company.

The research problems posed by the authors are as follows;

1. How is Corporate Languange adapted to Starbuck Indonesia?

2. How is Starbuck Indonesia's Corporate Strategy implemented?

3. How do corporate languange and corporate strategy ensure Starbuck's sustainability in Indonesia?

Corporate Language

Language is very important as a means of transferring thoughts. English as a foreign language and used as an international language of communication, is one of the global languages (Lingua franca). Lingua franca is a linguistic term which means "language of instruction" or "language of association", several countries in the world use it as a corporate language)(Cierpich, 2018). Corporate language is the words, terms and visual appearance that companies use to communicate internally and externally. Corporate language affects company communications as a whole, from internal messages to web content, press releases, annual reports and advertising slogans (Lionbridge, 2019).

To determine and manage a corporate language, the following indicators are required:

1. Language Guide Style, guidelines to ensure consistent tone and style in all languages; and

2. Corporate Dictionary, this dictionary serves as a guide in defining specific terms used in companies.

Corporate Strategy

Usually associated with the method or approach used by the company to achieve its goals, including efforts to overcome threats by maximizing the available resources and resources (Feldman, 2020). The company's framework in implementing the strategy includes 3 things;

1. Coordinating the resources owned by the company

2. Coordinating relationships with resources owned by other companies

3. Deciding what business to enter / run

Internally, the corporate strategy must be integrated with the corporate culture, and externally it must be able to be implemented so that it can be accepted by the environment. corporate strategy focuses on the general environment of the company and is the main strategy of the company organization which in its implementation is supported by a business strategy and functional strategy (Emre et al., 2017).

Organizational Sustainibility

Organizational Sustainability is a condition for companies that take sustainable initiatives and gain benefits in the form of a positive image, increased trust from stakeholders, efficiency of management resources, competitive advantage, superior investment returns, and profitability. The focus of Organizational Sustainability is the achievement of company performance based on 3 things: 1. social, 2. environmental, and 3. financial. Brand Value in the context of sustainability is a success factor for company organizations, in addition to increasing turnover and competitiveness. Explicitly considering sustainability issues in product development can generate unique sales propositions and experiences that appeal to certain groups of consumers, even extending to new customer segments.(Horak et al., 2018).

2. Methods

The method used in this research is descriptive qualitative. This qualitative research is based on the research object obtained from observational data, namely starbuck corporate language. The problem is focused on how Starbuck Company implements corporate language into their corporate strategy so as to achieve a sustainable brand. Sources of data used are documents of observation results and literature review. The data that has been obtained from the observations are then described and analyzed (Santana, 2007). Data analysis was carried out simultaneously with the data collection implementation process. This research consists of three main components which interact and are related. The data analysis process used an interactive analysis model and a documentative analysis model. The data obtained were then compared and analyzed comprehensively.

3. Results and Discussion

Relationship between Corporate Language "Why We Speak Starbuck" with Corporate Strategy

Based on the basic indicators of Lionbridge, there are two things a company must have in designing a corporate language to be used together.

1. Language Guide Style

Starbucks Coffee has its own size with a distinctive naming. If usually other coffee brands will order small, medium and large coffee sizes, Starbuck has its own 'language' in terms of the desired coffee size. There are four different sizes of drinks at Starbucks Coffee, namely Tall, Grande, Venti and Trenta. Starbuck also has a specific language for the methods that are carried out on their concoction products. Example; For the addition of milk, there is the code "Marble" in the manufacture of Macchiatos products and the word "Zebra" in the manufacture of Moka products. Starbuck even uses its own grammar to educate their customers on their language guide style, namely: "You say your size before your syrup, your preferred milk before your primary drink".

2. Corporate Dictionary

Starbuck immortalized this linguistic rule in a booklet in 2003, "Make It Your Drink". Starbucks claims to have created a system that allows baristas to make drinks more quickly and efficiently. Starbuck's corporate dictionary is understood by all Starbucks employees worldwide, and has become a trend of new expressions among the coffee-loving community.

Table 1. Corporate Dictionary Starbuck

Term	Explanation
Hot or Ice	Serve hot or cold
Size	Size: "Tall" (the standard small size) 12 ounces Grande, 16 ounces "Venti," (20 ounces for hot drinks and 24 ounces for cold drinks), “Trenta”, 31ons (only available for cold drinks).
Caffein Level	Regular, Decaf, and Half Caf
Number of Espresso Shots	a single (solo) shot, double (aka doppio) shot, a triple, or a quad
Type of Milk	- Skinny (skim milk). - 2 percent (default), - Whole, - Organic - Soy
Temperature	“extra hot” 180 degrees “kids temperature” 130 degrees
Ice Levels	“extra ice” “Light ice”
Extras	- no whip, extra whip, sugar substitutes
Wet versus Dry	wet” (little foam) “dry” (foam a lot)
Type of Coffee Drink	a coffee, a machiatto, a latte, a mocha

Source: Secondary Data, 2020

Company strategies that persuade people to use company terminology to become Speech Community or community language, are strategies that can create a "sense of belonging and increase brand loyalty” (Moore & Reid, 2008). Starbucks has not only a branded vocabulary but also a system for teaching it. In addition to publishing a "Make It Your Drink" language guide, the company has trained baristas to reciprocate customers in Starbucks terms, turning "small cappuccino with extra shot and foam" into "double-tall cap, extra dry." Whether they want to or not, Starbucks customers will get a new vocabulary every time they buy a starbuck product that they want.

Relationship between Corporate Strategy and Sustainable Brand.

The implementation of corporate strategy must be integrated into the company's goals, corporate culture and directly proportional to the company's sustainability (Reddy & Scheepers, 2019). One indicator of company culture is how employees interact with each other, including how employees interact with customers, this is consistent with Starbuck's culture which includes 4 elements; 1. Respect employees and their contributions, 2. Creation of close bonds between employees, 3. A culture of inclusion and diversity, 4. Pride in providing exceptional customer service.

Starbuck carries out all the elements needed for corporate sustainability. From the internal side of the company or company resources, Starbuck really appreciates employees by giving them the opportunity to create their own products to sell to customers in accordance with the conditions of the shop environment where the employee works. The implementation of the Corporate Strategy allows companies to be freer to make the latest innovations in the products offered and create a unique experience for their customers. In addition to making employees feel that they have a close relationship between fellow employees and the company, Starbucks employees also always feel proud to be part of a Starbucks company amidst the diversity of employee cultures at each Starbucks location.

Starbuck Indonesia also coordinates company resources with other companies. This is done by providing guidance and cooperation in terms of providing the main ingredient for coffee from farmers throughout Indonesia. Chairman of the Association of Indonesian Coffee Exporters, Hutama Sugandhi, stated that the foreign coffee shop "Starbucks" took some of its raw materials from Indonesia. Starbucks takes a lot of Arabica coffee beans, which come from the North Sumatra region. The number of coffee beans absorbed by Starbucks reaches 50 thousand tons per year (Deny, 2018). Starbuck even sent 105 coffee shop managers to participate in fostering coffee farmers in Indonesia by participating in planting coffee seeds, and caring for coffee with farmers, so that the emotional relationship between the company and the farmers is well maintained (Medistiara, 2016).

Starbuck Indonesia is also very observant in deciding how to develop its business. The main strategies developed in the Starbuck business are service quality and marketing strategies.

Starbucks has always positioned itself as a premium brand that relies on the quality of its unique coffee taste. However, they do not only offer products in the form of coffee but also comfortable living facilities. You know, Starbucks really cares about the comfort of their customers. For that, they created a luxurious coffee shop with a certain quality standard. That way, the customer always leaves a good impression when closing the door to leave the shop.

Starbucks is very aware that customer retention is one of the ways that they can survive in an increasingly fierce business. Customer retention is a metric that is used by a company to make their customers come back to buy their products. Starbuck's marketing strategy starts with massive and active advertising. Through conventional methods such as billboards and standing menus, or social media (Twitter, Instagram, Facebook, You Tube). They use several types of content, from branding products, testimonials to certain campaigns. There are about 18 million unique and interesting content that is displayed in all starbuck marketing media (Andriawan, 2019). What can make people aware of the existence of this brand in Indonesia.

Thus, the Indonesian people are accustomed to the existence of Starbuck, accept Starbuck as part of life in Indonesia, and become loyal customers of this company.

4. Conclusion

From the discussion, we make conclusion as follows;

1. Starbuck Indonesia's corporate language, through “Why We Speak Starbuck”, has been successfully adapted, understood, and even used as the everyday language of the coffee industry by the community. Many of the new terms used in the coffee industry in Indonesia come from the term Starbuck Language, and are well understood by all coffee enthusiasts. This shows that Starbuck Indonesia's corporate language has been well received.

2. Starbuck Indonesia's Corporate Strategy, carried out by conducting a campaign to immerse oneself in Indonesia, through various conventional and digital marketing methods. Their main strategy is on quality of service and marketing with unique content. In addition, Starbuck Indonesia also collaborates with Indonesian farmers by getting closer to each other through profitable cooperation from buying and selling coffee.

3. The corporate language and corporate strategy implemented by Starbuck Indonesia ensures the sustainability of this company in Indonesia. This can be seen from how Starbuck's way has been well assimilated in Indonesian society. The language of the world of coffee has been upgraded with terms created by Starbuck, Starbuck's promotional content with its promos are eagerly awaited by the public who are interested in participating in every Starbuck activity, as well as collaboration with coffee farmers by not only buying farmer coffee products, but also participate in coaching coffee farmers, so that starbuck's emotional relationship with coffee farmers also increases.

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Tourist Visit Motivation as Cultural Tourism Activities Factor

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Abstract

Tourist perceptions of a tourist destination comprehensively form the whole image, which includes cognitive images and affective judgments based on individual feelings and emotions towards an object. The cognitive component includes the beliefs, impressions, ideas, and perceptions that people have of an object, while the affective component is related to individual feelings towards objects. This study revealed various pattern of cultural tourism activities namely Purposeful Cultural Tourism Pattern, Sightseeing Cultural Tourism Pattern, Incidental Cultural Tourism Pattern, and Serendipitous Cultural Tourism Pattern, which showed prioritized tourism activities carried out while visiting cultural tourism objects. The research on tourist perceptions of cultural tourism objects in addition to revealing tourists' assessment and satisfaction with various components of tourism also reveals the motivation of tourist visits that underlie the formation of typological pattern of cultural tourism activity, which in turn determines the extent of cultural experience gained by tourists. Tourist perceptions in this study were explored in depth trough a phenomenological approach and using inductive data analysis. The emphasis on social aspects in this research makes the descriptive qualitative method as the most appropriate method to analyze the social aspects. This method is used to examine natural conditions with the researcher as the key instrument using inductive data analysis.

Keywords: Motivation, Cultural Experiences, Tourism Perceptions, Patterns of Tourism Activity

1. Background and Goals

Tourism is a very complex sector that develops in response to the attractiveness of natural resources and all the uniqueness of humans (Cheia, G., 2010). The complexity of this sector needs to be seen from an economic and social perspective (Cheia, G., 2010). In its current development, tourism is proven to contribute and play an important role in economic growth (Savas, B., Beskaya, A., Samiloglu, F., 2010; Zaei, ME. & Zaei, ME., 2013; Scheyvens, R. & Biddulph, R., 2018). The complexity of the tourism sector can develop various other activities that as a whole make an economic contribution to people's lives (Khan, H., et al, 1995; Lee, C., Kwon, K., 1995; CO Oh, 2005; Savas, B., Beskaya, A., Samiloglu, F., 2010; Scheyvens, R. & Biddulph, R., 2018). Therefore, tourism has been recognized as the largest industry this century and has even become a mainstay sector both on a national and global scale (Sandeep, K & Vinod, K., 2014). This is partly due to its large contribution to state income and labor absorption (ME. & Zaei, ME., 2013; Scheyvens, R. & Biddulph, R., 2018). Therefore, developing tourism potential is important for almost all countries, including Indonesia.

One important potential to develop into a tourist attraction is a cultural potential (Nafila, O., 2013), including ways of thinking, ways of life, and traditions of local communities (Marlina, E., 2015; Sandeep, K., & Vinod, K., 2014). Basically, tourism is an activity that people do to have fun and obtain amusement (Razak, A., & Rimadewi, S., 2013). However, in cultural tourism, besides having fun, tourists also look for information and cultural experiences, so that their satisfaction is measured against tangible and intangible aspects (Kandampully, J., 2000). In the process of exploring these cultural experiences, tourists will also compare them with their own culture (Du Cros, H., 2001; Goeldner, C., & Ritchie, J.R., 2003).

As in many other countries, the tourism sector has become one of the leading sectors in Indonesia. The development of this sector is expected to provide a major contribution to the country's economy in general. One of the Indonesian government's programs in tourism development is to determine 10 strategic national tourism areas. The complexity of the problems in tourism development requires the intervention of many parties. Among the main problems identified in the development of the tourism sector are: 1) spatial management and control, 2) connectivity and tourism access, 3) availability of tourist facilities, 4) human resources, and 5) tourism products. In terms of tourism products, the government emphasizes the need for a thick content of local cultural elements, which are characteristic of Indonesian tourism in general and have the potential to be processed as a leading tourist attraction. Furthermore, tourism development needs to be supported by large-scale promotional efforts, so that this sector can become a prima donna sector both on a national and international scale. The above objectives underlie the urgency of efforts to develop cultural tourism in Indonesia. Therefore, efforts are needed to increase the attractiveness of cultural tourism.

Within the framework of developing cultural tourism, it is necessary to explore the hopes and desires of tourists for cultural tourism objects. This is closely related to tourists' perceptions of a cultural tourism object, which means it is also closely related to the psychological aspects of tourists because it explores individual needs and satisfaction. This tourism motivation provides a manifested impetus in the behavior and attitudes of tourists towards a tourist object.

Tourist perceptions of a tourist destination comprehensively form the whole image (Gartner, C., 1986), which includes cognitive images and affective judgments based on individual feelings and emotions towards an object (Baloglu, S., 1997; Baloglu, S., & Mangaloglu, M., 2001; Dann, G.M.S., 1996; Walmsley, D.J., & Young, M., 1998). The cognitive component includes the beliefs, impressions, ideas, and perceptions that people have of an object, while the affective component is related to individual feelings towards objects. It is necessary to explore destination image to formulate the direction for tourism development, which in the longterm builds tourism loyalty.

Therefore, to optimize the development of cultural tourism, it is necessary to explore the attitudes and perceptions of tourists towards tourism. Furthermore, it is essential to plan the integration of activities, assets, and cultural products appropriately to produce good tourism services.

This study explores the relationship between tourism motivation and tourist behavior in tourism objects, a series of information that the government needs to capture in an effort to define tourists' expectations and needs. This information is expected to contribute to the development of tourism business support (Šimková, E. & Holzner, J., 2014) in a targeted and controlled manner so as to minimize the potential for social conflict (Haley, AJ, Snaith, T., & Miller, G., 2005; Deery, M., Jago, L., & Fredline, L., 2011).

2. Methods

Referring to the opinion of Cheia, G. (2010), the study of tourism is very thick with social aspects. This underlies the choice of a descriptive qualitative method to carry out this research. The key instrument in this study is the researcher with the hope of being able to capture natural conditions without bias. Furthermore, the analysis is carried out inductively to reveal real facts that are found (Thomas, DR., 2006; Azungah, T., 2018).

This research was conducted in the Special Region of Yogyakarta, which is the second tourist destination in Indonesia after Bali. Another consideration is the thick cultural characteristics of almost all tourism activities in the Yogyakarta Special Region. The research potentials are then grouped into six categories according to the opinion of Spillane, J. (1987). Among these types of tourism, cultural tourism was selected as the most appropriate case group for this study. Furthermore, the research is focused on six popular cultural tourism objects in Yogyakarta Special Region, namely: 1) Prambanan Temple, 2) Ramayana Theater, 3) Ratu Boko Temple, 4) Sambisari Temple, 5) Imogiri Tombs, and 6) Mataram Great Mosque.

To put it simply, the research activities are illustrated in Figure 1.

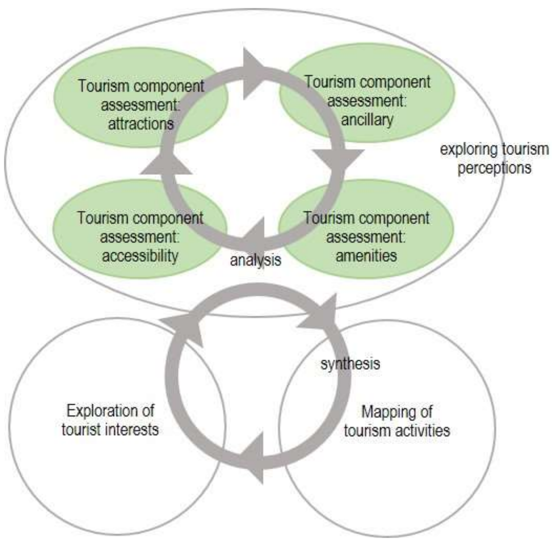

Figure 1. Pattern of Research Activities

The research was conducted by combining information extraction in spatiality - observation method, causality - analysis method, and integration - synthesis method (Cheia, G., 2010). Observations were deepened by extracting information through in-depth interviews with purposive sampling (Thomas, DR., 2006; Azungah, T., 2018). Interviews were conducted in a semi-structured manner so that there was flexibility in extracting information. Social phenomena in tourism activities are explored without prejudice and without bringing theory to reveal natural findings (Groenewald, T., 2004; Giorgi, A., 2012; Englander, M., 2016; Giorgi, A., Giorgi, B., & Morley, J., 2017).

Extracting information is directed to reveal tourists 'perceptions about tourism, which means it includes tourists' assessments of tourist objects and attitudes that are formed from these assessments. Extracting this information is based on reality and field information (Groenewald, T., 2004; Giorgi, A., 2012; Englander, M., 2016; Giorgi, A., Giorgi, B., & Morley, J., 2017). Tourist perceptions are explored through their assessment of tourism components which include (Cooper, 1993): 1) attractions, 2) accessibility, 3) amenities, and 4) additional tourism facilities (ancillary).

Meanwhile, the exploration of cultural tourism motivation was carried out referring to the findings of McKercher, B. & du Cros (2002) regarding the reasons for visiting tourist objects as follows:

a. Type 1: Enjoying attractions and learning culture.
b. Type 2: Enjoying cultural heritage, but being more oriented to seeking fun experiences rather than deeper understanding of the culture.
c. Type 3: Enjoying cultural heritages a little, only visiting attractions at a glance.
d. Type 4: The initial orientation is not cultural, but then visiting cultural attractions.
e. Type 5: The initial orientation is not cultural, but then visiting cultural attractions and gaining valuable experiences.

The results of extracting information through interviews are equipped with observations and mapping of tourist activities while in tourist objects. Furthermore, various results of extracting information and observations were synthesized to obtain an overview of the distribution trend of cultural tourism activities in each tourist attraction and their correlation with tourism motivation and satisfaction.

3. Results and Discussion

3.1 Discussion

Tourism is one of the potential sectors to drive a number of economic activities and generate considerable economic contributions to almost all countries (CO Oh, 2005; Khan, H, et al, 1995; Lee, C., & Kwon, K., 1995; Petrevska, B., 2012; Savas, B., Beskaya, A., & Samiloglu, F., 2010). One type of the fastest growing tourism today is cultural tourism (Nafila, O., 2013) with distribution unconstrained by space and time. The main reason is that this type of tourism has a pulling factor to encourage tourist visit even in the area outside the tourist trail regardless of any season (Yi-De, L., & Chi-Fan, L., 2011). One factor that motivates tourist to make a visit is the influence from other tourist reviews, which indicates an expression of perception of a tourist attraction. Tourist perceptions are influenced by cultural settings (McKercher, B., & Du Cros., 2002) that influence tourist support for the development of cultural tourism (Perdue, R.R., 1990).

In the study of cultural tourism objects in Yogyakarta Special Region, the perception of tourism expresses tourist satisfaction and forms an image of the object (Marlina, E. & Natalia, D.A.R., 2019). Referring to the study conducted by Cooper, excavation of information about tourism perceptions includes tourist assessment of attractions, accessibility, amenities, and ancillary tourism facilities (Cooper, 1993). An assessment of tourist attractions in the case of cultural tourism in the Special Region of Yogyakarta reveals the perception of tourists in the aspects of security, comfort, and beauty of tourism objects. The average tourist rating on the 6 leading cultural attractions in the Yogyakarta Special Region was within a range of 1-5, indicating good results. The highest average score was given to the Ramayana Theater and the lowest average score was given to the Mataram Grand Mosque, as shown in Figure 2.

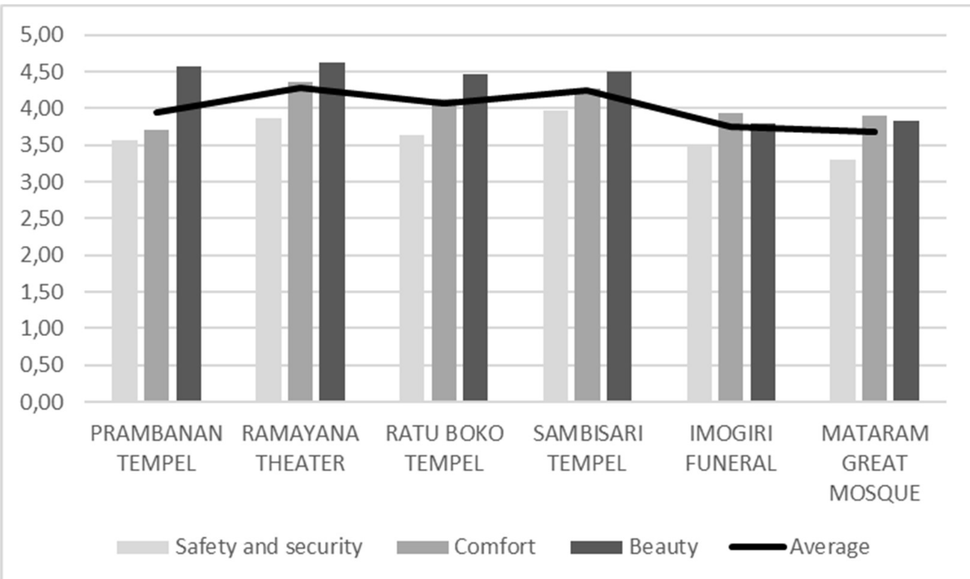

Figure 2. Tourist Ratings on Attraction of Cultural Tourism Objects in Yogyakarta (Marlina, E. & Natalia, D.A.R., 2019)

Figure 2 shows the perception of tourists in the attraction component. This perception represents the image of cultural tourism objects according to tourists, especially related to aspects of security, comfort, and beauty of the object. This is certainly influenced by tourist emotions towards objects (Baloglu, S., 1997; Baloglu, S., & Mangaloglu, M., 2001; Dann, G.M.S., 1996; Walmsley, D.J., & Young, M., 1998). The average rating score on the attraction's component is 3.995 in the range of 1 -

5. This value represents the satisfaction of tourists with the attraction component of cultural tourism in the Special Region of Yogyakarta.

Tourist satisfaction is influenced by tangible and intangible aspects (Kandampully, J., 2000). In the accessibility component, tourist ratings are explored from the quality of access to the object, the access towards the object, and the availability of various modes of transportation to reach the object. Out of these 3 aspects, the highest average rating is given to Prambanan Temple and the lowest average rating is given to the Imogiri Tombs. A description of tourist perceptions on tourism accessibility can be seen in Figure 3.

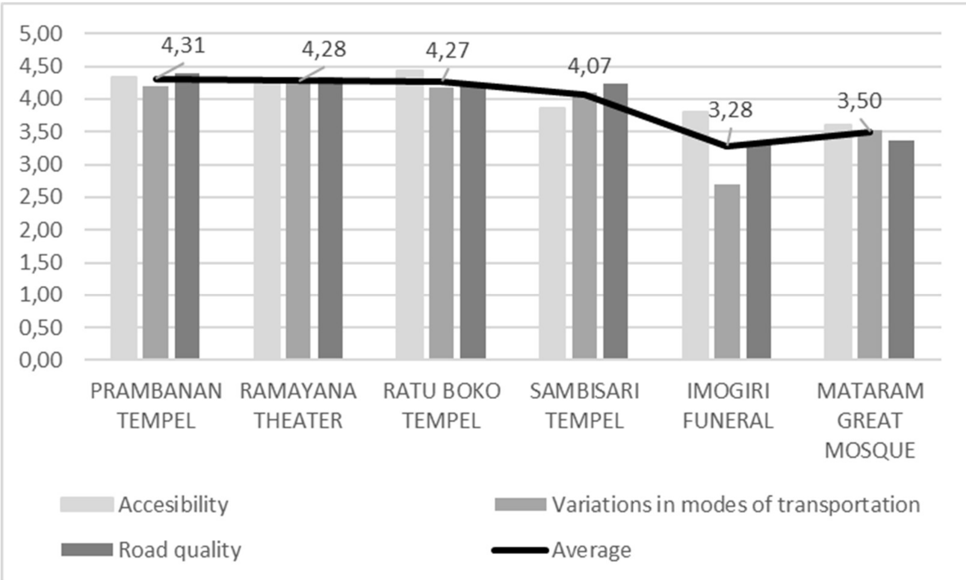

Figure 3. Tourist Ratings on Accessibility of Leading Cultural Tourism Objects in Yogyakarta (Marlina, E. & Natalia, D.A.R., 2019)

In general, it shows that tourists have a positive image (average score of 3.952 in the range of scores 1-5) of the accessibility component of cultural tourism objects in the Yogyakarta Special Region, although the in-depth interviews reveal that the modes of transportation used to access cultural attractions in the Special Region of Yogyakarta are dominated by private vehicles. This satisfaction is understandable since most of the informants of this study (93%) are domestic tourists. The in-depth interview reveals that these domestic tourists are characterized by the followings: 1) flexibility in having a one-stopping for private transportation so that tourists can manage their trips at a certain stop with the shortest distance from cultural objects, 2) The flexibility of private transportation facilities makes it easy for tourists to change their destination suddenly, 3) The operational costs of private transportation are cheaper because they can be used as a group, and 4) The use of private transportation increases the economic image of tourists.

The perception of tourists about tourist amenities is explored from several things, namely: the ease of renting a hotel around a tourist attraction, the adequacy of eating and drinking facilities, the adequacy of souvenir shops, and the adequacy of foreign exchange facilities. The average assessment score is within a range of 1-5, with the highest is given to Prambanan Temple and the lowest average rating is given to the Imogiri Tomb, as shown in Figure 4.

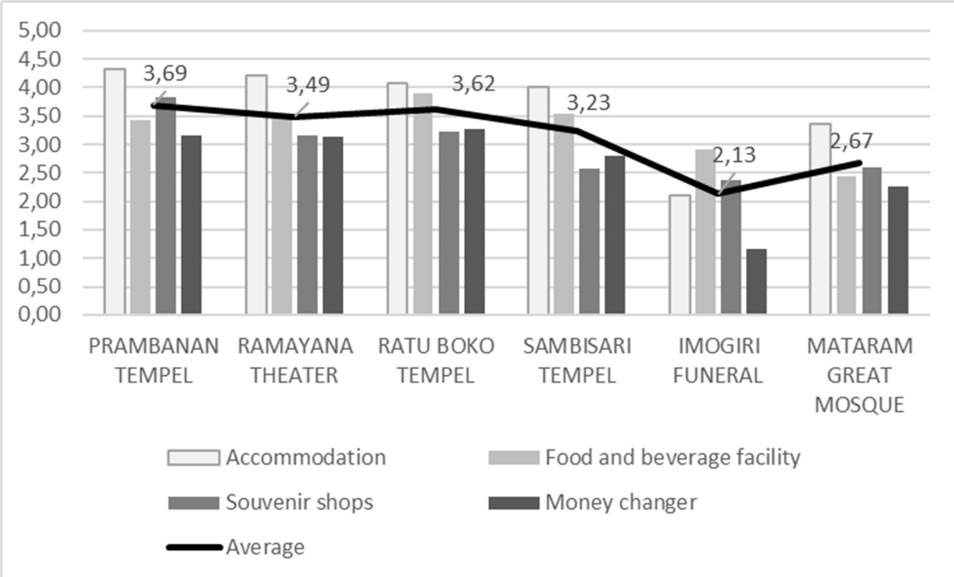

Figure 4. Tourist Ratings on the Amenity of Leading Cultural Tourism Objects in Yogyakarta (Marlina, E. & Natalia, D.A.R., 2019)

Further information related to this component reveals a close relationship between satisfaction and motivation to visit a tourism destination. This study discloses that culture is the main attraction factor to visit an object. Cultural understanding includes the way of thinking, way of life, and traditions of local communities (Marlina, E., 2015; Sandeep, K., & Vinod, K., 2014). Thus, the cultural background of tourists also greatly influences their perception on tourism objects, in this case including things that encourage tourism visits. In addition to its aesthetic appeal, tourists' curiosity is also motivated to compare the cultural aspect of a tourism object or tourism area with their own culture (Du Cros, H., 2001; Goeldner, C., & Ritchie, J.R., 2003). The experience and cultural information obtained in a tour visit are greatly influenced by the depth of the exploration they carried out. Tourists are satisfied when their vacation experience exceeds their expectations (Gnanapala, W.K.A.C., 2012).

The tourist perceptions were also analyzed through the ancillary component (additional tourist facilities), with an assessment of the quality of infrastructure, the quality of facilities, the quality of parking areas, the quality of worship facilities, the cleanliness of the environment and toilets, the friendliness of tourisme site officers and the tourists' satisfaction with the quality of tourism objects. In a cultural setting, the complexity of tourism activities needs to be seen and linked to social activities (Cheia, G., 2010), especially for domestic tourists. This is in accordance with the character of the Indonesian community that is highly sociable (Marlina, E., 2014). Thus, it is not uncommon for Indonesian tourists to manage tourism activities in a large group with several activities conducted together that require facilities to accommodate them. Therefore, the availability and quality of these additional facilities is one of the considerations that affect tourist satisfaction. Figure 5 shows the average rating of tourists with a range score of 1-5, with the highest average rating given to the Prambanan Theater and the lowest average rating score for the Great Mosque of Mataram.

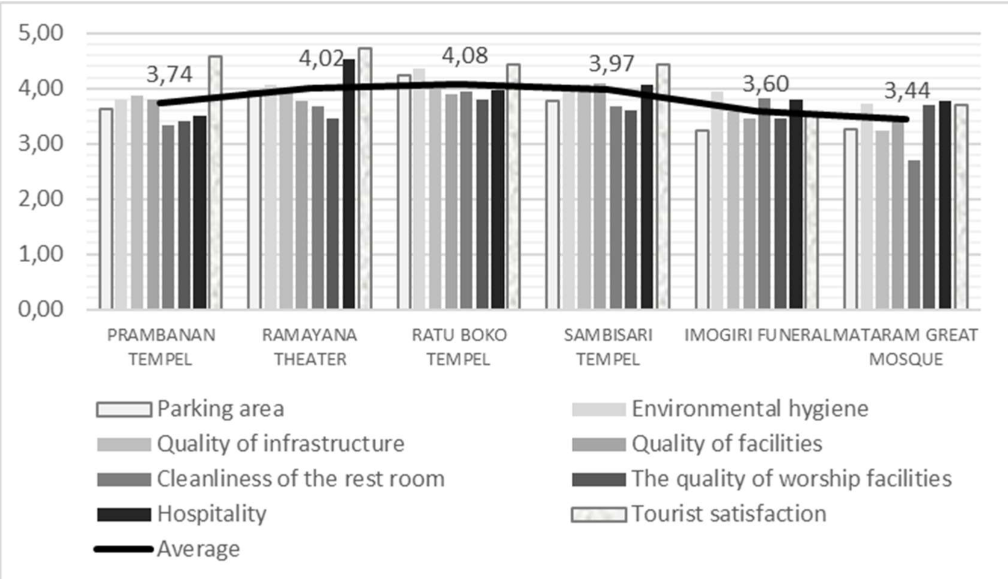

Figure 5. Tourist Satisfaction of the Leading Cultural Tourism Objects in Yogyakarta (Marlina, E. & Naalia, D.A.R., 2019)

Tourist ratings illustrate their satisfaction of the tourist attractions. Besides being closely related to the cultural background of tourists, it is also influenced by the motivation of tourist visits. Tourists will be satisfied when their vacation experience exceeds their expectations, particularly when it is compared with the motivation of their visit (Gnanapala, W.K.A.C., 2012).

In relation to cultural tourism, the motivation of the visit is divided into 4 types as in the followings (Marlina, E. & Natalia, D.A.R., 2019). 1) Their main motivation was to enjoy and learn culture. 2) They had a balanced motivation, both to enjoy the culture and to seek for experience and pleasure. 3) Their primary motivation was for seeking for pleasure, instead of enjoying the culture, but the visit made them a little interested to look for cultural experiences. 4) Their primary motivation was only for having a visit at some series of cultural attractions, but during the visit, they got very interested to seek for cultural experiences at an in-depth. These tourist motivations to travel affect the variety and priority of activities they carried out in the tourism object.

Various tourist activities carried out on the leading tourism objects in Yogyakarta Special Region can be described as a map of tourist activities. These map includes the flow of parking activities, buying tickets, enjoying the main objects, enjoying companion objects, enjoying events, enjoying the environment, taking pictures/other documentation, resting, enjoy eating/drinking, worshiping, urinating, searching for cultural information, talking/ having family/group activities, talking with managers, talking with other tourists, talking with traders, talking with the surrounding community, seeing souvenirs, and buying souvenirs. Observations of cultural tourist activities in the Special Region of Yogyakarta produce a variety of maps of tourist activities, which can be grouped and synthesized into the motivation for tourist visits in 4 types.

Tourists who visit a certain tourism destination with the primary motivation to enjoy and learn culture, tend to utilize their time optimally by observing and extracting information about the main cultural objects and the supporting cultural objects or the surrounding cultural events. This is influenced by their curiosity about the objects and cultural experiences they want to have so that such type of tourists gets the most experience and cultural information. Such type of tourist generally uses their extra time only for enjoying other supporting facilities. Referring to the typology of tourist by McKercher B & du Cros (2002), this pattern is characterized as the Purposeful Cultural Tourism Pattern as depicted in Figure 6.

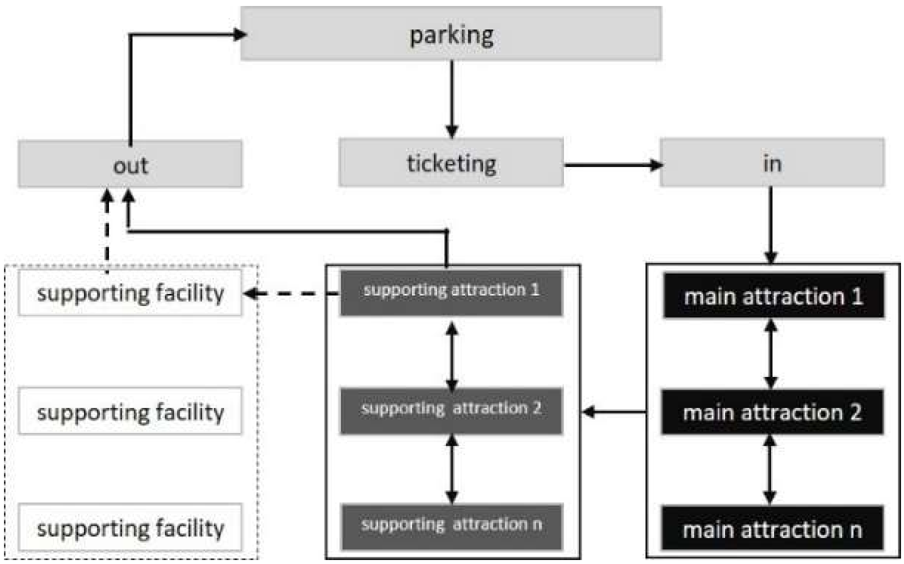

Figure 6. Purposeful Cultural Tourism Pattern

The analysis on motivation that underlies a tourist visit reveals a group of tourists with a balanced interest in having a cultural experience and information and having fun and entertainment at cultural attractions. Initially, these tourists tend to direct their activities to observe and extract information about the major cultural objects or supporting cultural objects, but their lack of motivation on having cultural experiences made their attention be easily diverted to the search for pleasure and other tourist experiences, or even influencing their endurance in extracting cultural information. Furthermore, such tourists tend to divert their activities to enjoy supporting facilities or other pleasures. This has an impact on the lack of information and cultural experience obtained. According to the typology of tourist by McKercher B & du Cros (2002), this pattern is classified as the Sightseeing Cultural Tourism Pattern (Figure 7).

The extent of the experience and cultural information obtained by the group of tourists with a Sightseeing Cultural Tourism pattern varies depending on the size of their attraction on cultural experience compared to their interest in other tourist pleasures. According to the typology of tourist by McKercher B & du Cros (2002), the tourists classified as Sightseeing Cultural Tourism have relatively larger cultural experiences than the Casual Cultural Tourism groups who gain less cultural experiences because they are defeated by their interest in other tourism pleasure. The lack of encouragement to learn and explore cultural information influences the preferred activities since they tend to enjoy supporting facilities or other tourist pleasures. Some tourists are still motivated to observe the main cultural objects or the companions, but the lack of motivation to learn about the cultural aspect of the object affects the length of their cultural learning session. Hence, they tend to turn their attention immediately to the aspect of pleasure and attractiveness of tourism object or to enjoy supporting facilities such as restaurants and parks, or even immediately end the visit or move to other cultural attractions. This study found relatively similar patterns of activities between the Sightseeing Cultural Tourism and Casual Cultural Tourism referred to as Cultural Tourism Tourism Patterns as shown in Figure 7.

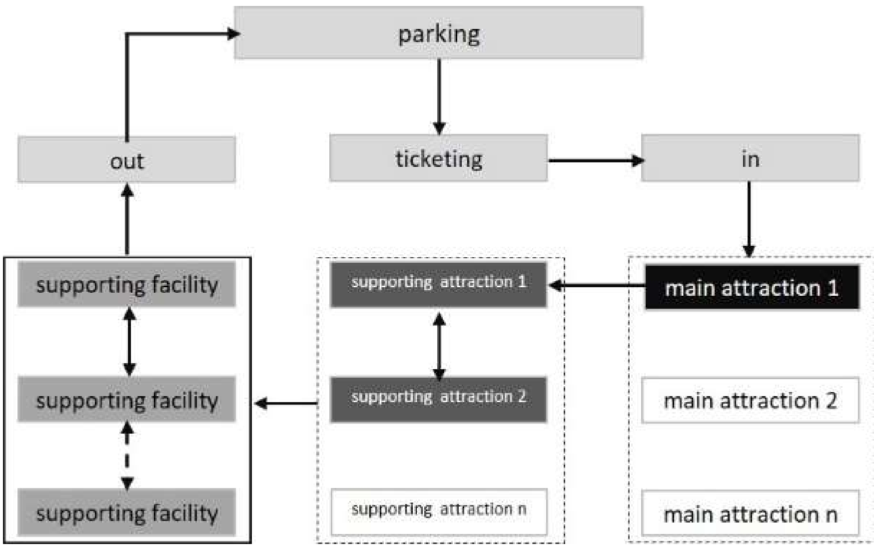

Figure 7. Sightseeing Cultural Tourism Pattern

Analysis on tourist motivation reveals a group of cultural tourists who initially did not have the motivation to learn/explore cultural information. This group of tourists can be classified in 2 types. The first type is tourists who view cultural attractions as objects to look for pleasure, so that their visits to cultural attractions are driven by the desire to have fun. These types of tourists tend to enjoy supporting facilities on tourism objects or to look for other fun attraction as their main activities. However, during their visit, they suddenly had an interest in gathering information or gaining cultural experience so that they directed their activity at observing the main cultural objects or accompanying cultural objects. As a result, these tourists finally get cultural experience or additional cultural information. Based on to the typology of tourist by McKercher B & du Cros (2002), this pattern is classified as the Incidental Cultural Tourism Pattern (Figure 8).

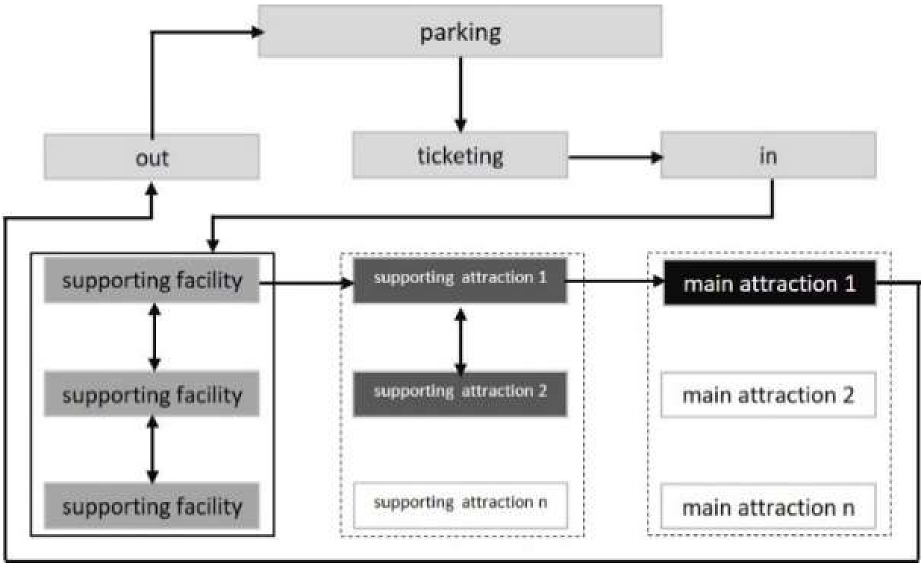

Figure 8. Incidental Cultural Tourism Pattern

The second type of cultural tourist group is those who initially have no motivation to learn/explore cultural information or those who were not interested in visiting cultural attractions. They visited the cultural attractions simply because these cultural destinations happened to be in line with the destination they wanted to visit. These cultural attractions were only part of a tourist attraction and as supporting facility for fun. Hence, tourists of this type tend to direct their activities to enjoy supporting facilities or look for fun. However, during the visit, they got interested to learn, explore information or gain cultural experience and they were encouraged to direct their activities to observe the main cultural objects more seriously. As a result, they gained cultural experience and cultural information in depth. Referring to the typology of tourist of McKercher B & du Cros (2002), this pattern is classified as the Serendipitous Cultural Tourism Pattern (Figure 9).

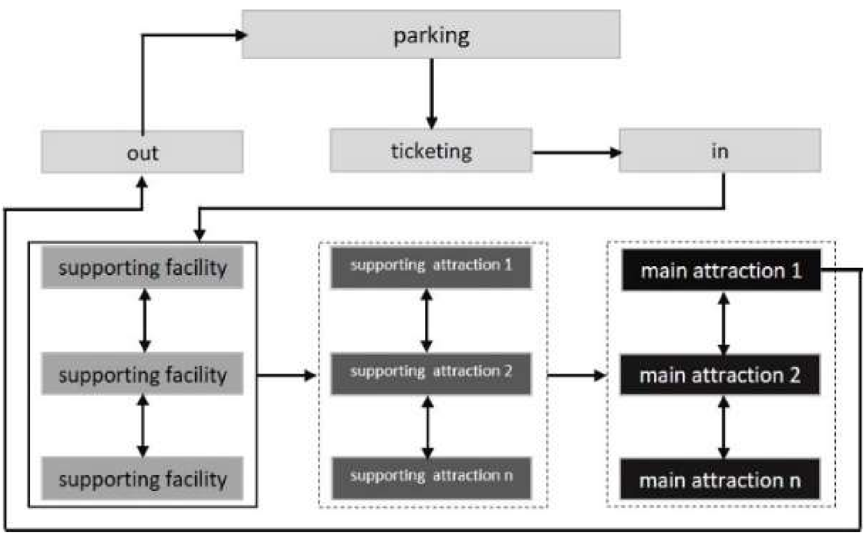

Figure 9. Serendipitous Cultural Tourism Pattern.

3.2 Conclusion

Customer satisfaction is driven by several factors namely product quality, service quality, convenience, price, and emotional factors (Irawan, H., 2004). Tourism is an activity to look for fun and enjoy a variety of entertainment (Razak, A., & Rimadewi, S., 2013). In this case, the product of tourism is a tourist attraction. Meanwhile, in the context of the cultural tourism, the quality of the product can be assessed based on the attraction of the cultural tourism. In this study, tourists gave a mean score of 4.00 on product quality. Quality of service is determined based on additional amenities and facilities. In this study, tourists gave a score of 3.14 on amenities and a score of 3.81 on the quality of facilities and infrastructure. Ease of access is equal to accessibility. In this study, tourists gave a score of 3.95 for accessibility. Price satisfaction is shown by the average score of 3.82 as shown by Figure 10 that illustrates each score for each object.

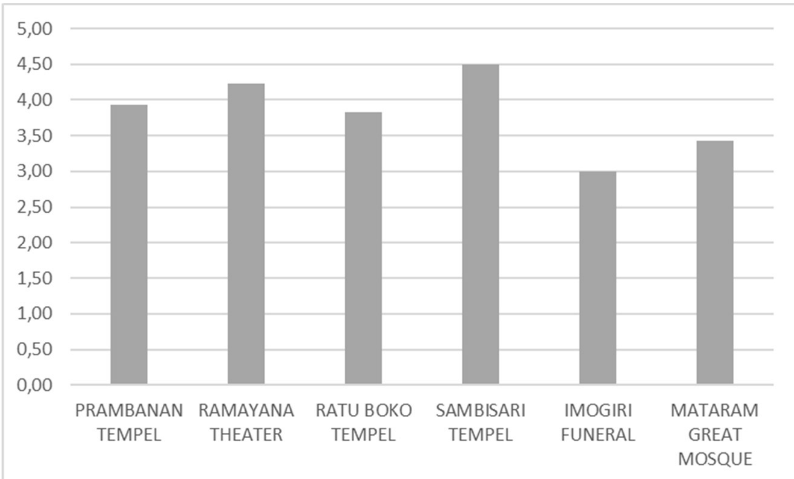

Figure 20. Price Satisfaction on Leading Cultural Tourism Objects in Yogyakarta (Marlina, E. & Natalia, D.A.R., 2019)

The average score of tourist satisfaction can be said to be good with the highest score being the Sambisari Temple and the lowest score is the Great Mosque of Mataram (score range 1-5).

With a score range of 1-5, in general tourist ratings of cultural attractions show a high level of satisfaction. This response shows a positive tourism image which further has the opportunity to shape tourism loyalty. This can be understood as a relative attitude related to repurchase (Dick, A. S., & Basu, K., 1994). In the context of tourism, it is a repeat visit or recommending a tourist attraction to others (Griffin, J., 2005).

Emotional factors in measuring customer satisfaction can be understood as a comparison between the acquisition of cultural experiences or pleasure with the motivation of tourist visits. Associated with the acquisition of this cultural experience, this study found a link between the pattern of tourism activities and the acquisition of cultural experience based on the research by McKercher B & du Cros (2002) as presented in Table 1 as follows.

Table 1. The pattern of tourism activities and the acquisition of cultural experience

Motivation of Cultural Tourism Visits	Pattern of Tourist Activities	Typology of tourists based on the acquisition of cultural experiences (McKercher B, du Cros, 2002)
The main motivation for tourist visits is to enjoy and learn the culture	Purposeful Cultural Tourism Pattern	Purposeful Cultural Tourism
The main motivation is to have a balanced tourist visits, both for enjoying the culture and for looking for experiences and pleasures.	Sightseeing Cultural Tourism Pattern	Sightseeing Cultural Tourism
		Casual Cultural Tourism
The main motivation of the tour was initially to seek pleasure, not to enjoy culture, but in during the visit later they got a little interested in seeking for cultural experiences.	Incidental Cultural Tourism Pattern	Incidental Cultural Tourism
Initially, the main motivation for the tour was not to enjoy the culture, but to visit cultural attractions in a series of trips. However, during their visit, they got very interested in looking for cultural experiences in depth.	Serendipitous Cultural Tourism Pattern	Serendipitous Cultural Tourism

3.3 Acknowledgments and Legal Responsibility

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Traditional Balinese Food Preferences of Foreign Tourists in Bali

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Abstract

Purpose: In this study, food preference is defined as foreign tourists' expressed choice between two or more traditional Balinese food items available in Bali tourism destination. The purpose of this study to analyze traditional Balinese food choices by foreign tourists.

Design/Methodology/Approach: The choice of traditional Balinese food is main course using Balinese spices known as base genep. This research is qualitative. The data used for the study were collected from a random sample of 332 foreign tourists through the festival, cooking class activities, food tour activities, and homestay at tourism village, on 5 areas in Bali, start from November 2019 to May 2020.

Findings: In total, 10 traditional Balinese food was popular among foreign tourists in Bali, with Nasi Campur Bali being the most favored food whilst Be Genyol was the least preferred food. It was concluded that there is a top 5 food item that has the potential food to have a thriving to the local food industry as the practical implications of this study and the development of culinary tourism in Bali.

Originality/Value: These findings can become a reference for stakeholders in the culinary sector in Bali to pay attention to the interests of tourists when on vacation in Bali to offer traditional Balinese food according to tourists' expectations.

Keywords: Traditional food; food preferences; foreign tourists; culinary tourism; gastronomy destination

1. Background and Goals

The tourism phenomenon has been an interesting topic to study in recent years. This is because global tourists are not only seeking and getting new experiences but are also involved in making changes for the better in the fields of social, cultural, economic, and environmental life in a sustainable manner (Ryan, 2002; Cohen, 1979). In recent years there has been a shift in the tourism paradigm trend, from having the fun motivation to seeking new experiences (Kim et al., 2009; Kivela and Crotts, 2006; Quan and Wang, 2004). In Bali, the practical implementation of the wishes of tourists during their tours can be seen in the many interests of foreign tourists towards special interest tourism activities. Special interest tourism is a type of tourism that has a special purpose such as adventure tourism, spiritual tourism, or culinary tourism. Food as part of the culture, in many countries, is placed as an intangible heritage in the global tourism market (Bourdieu, 1990). Food-related to tourists on local culture and heritage is an important example related to the experience of tourists in a tourist destination (OECD, 2012). Local food has become one of the attractions for tourists in a community-based tourist destination (Galves et al., 2017; Bjork, P. et al., 2016). Local food can influence the preservation of culture, traditions, and attractions for tourists, and can provide support for the local economy (Zhang et al., 2019). Although it is widely believed that food in tourism is a significant attraction (Hjalager and Richards, 2002), Cohen and Avieli (2004) emphasize that local food in a destination may be acceptable to tourists only if it is modified for tourist consumption. Local food has increasingly become a focus in developing the goals of marketing and branding a destination (Du Rand et al., 2003, Okumus et al., 2007), including holding food festivals for local product development (Cavicchi and Santini, 2014), and implementing commercialization of local food cultures (Tellstrom et al., 2005). Meal experience of tourists on local culinary delights of a tourist destination can influence the loyalty of tourists in the future (Clemente et al., 2019).

According to data in the Bali Province Tourism Directory (2019), the number of restaurants in 8 districts and 1 municipality in Bali province is 2,518 restaurants with a total capacity of 106,800. The largest number is in Badung district with 823 restaurants, followed by Gianyar district with 622 restaurants, Denpasar City with 455 restaurants, and Buleleng district with 200 restaurants. This growth is also in line with the growth of the tourism destination sector which has a positive impact on the development of culinary tourism in Bali. Food in Balinese culture can be grouped into two parts, namely main food and side food or amikan. The main meal consists of three parts, namely rice, side dishes, and sambal. Rice is classified into two categories, namely plain rice and moran rice. Pure rice is rice whose ingredients are from rice without a mixture, while moran rice is rice whose ingredients are made of rice mixed with other ingredients such as cassava, corn, jackfruit, banana, coconut pulp, or taro (Suci, 1986). Traditional Balinese food is not only fulfilling the daily needs of human life but also related to the importance of traditional ceremonies that have Hinduism in mind (Sirtha, 1998). The interest of tourists, especially foreign tourists, to try local traditional foods in Bali can be seen in several culinary tourism activities in Bali. The results of the initial survey in the field, some of the restaurants that are frequently visited by foreign tourists while on vacation in Bali include: restaurant Bebek Bengil (Ubud), Tepi Sawah Restaurant (Ubud), Men Tempeh Restaurant (Gilimanuk), Made's Warung (Kuta), Grilled Fish (Jimbaran), Men Weti Food Stall (Sanur), Warung Ayam Kedewatan Bu Mangku (Ubud), Warung Nasi Bali Satria (Denpasar), Warung Babi Guling bu Oka (Ubud). For the market share, domestic tourists prefer local traditional food which serves food with non-pork ingredients or halal food (Nadra and Murni, 2016).

Of the three culinary tourism activities in Bali, the findings in the initial survey of this study were that homestay in tourist villages that have been developed by the government since 2017 because they are based on a populist economy, also have culinary tourism activities that are in great demand by tourists. According to research by Utama (2017) and Hendrayana (2011), the amount of traditional Balinese food offered to tourists at star hotels in Bali is very minimal, namely 5% of the total food sold. Another challenge is the case of diarrhea or Bali Belly since 2016, which often attacks foreign tourists in Bali until now. The Bali Belly case is closely related to the cleanliness of food and drinks consumed by tourists. The identification of traditional Balinese food is very important to do as a culinary icon in Bali. Research by Mak et al., 2010 in China: Chao, 2010 in Taiwan and Amuquandoh and Adjie, 2013 Ghana found that local culinary icons at destinations make it easier for tourists to get to know these foods better before they try. Even if you need it long before tourists arrive at their destination. So a Balinese culinary icon must be determined through an inventory of local Balinese culinary delights that are of interest to tourists. The limitation in this study is the opinion of foreign tourists and only on traditional Balinese food with the main food category.

2. Methods

Based on theoretical studies and previous research, it was found that the tourist market segment with the main objective of culinary / gastronomy is very potential. This potential can be seen from the projected increase in the number of culinary tourist visits to Indonesia and tourist spending while at tourism destinations in Indonesia by 30% for food and beverages (Ministry of Tourism, 2017). This research is located in Bali Province in one municipality and four districts, namely Denpasar City, Badung Regency, Gianyar Regency, Bangli Regency, and Buleleng Regency. The selection of these five locations is by the location of the four most culinary activities in Bali, namely Festival, Cooking Class, Food Tour, and Homestay in Tourism Village. Respondents of this research are foreign tourists who are and have consumed traditional Balinese food through festivals, cooking classes, food tours, and homestay while on vacation in Bali. This study uses qualitative descriptive analysis. The number of samples of this research is 400 people using the Slovin formula, with a population of foreign tourists in 2019. The number of 400 people will be divided into four culinary activities in Bali with 100 tourists each.

3. Results and Discussion

The initial process of food choice by tourists is to distribute a research questionnaire to 400 foreign tourists. From the plan of 400 people, only 332 people were found due to time constraints and the COVID 19 pandemic at the end of this research period. The results of the questionnaire on 332 respondents were obtained during the study period, namely November 14, 2019, to May 13, 2020. The activity of distributing this questionnaire used offline method, in the period November 2019 to March 2020 and online method due to the COVID 19 pandemic from March to May 2020. Online questionnaires were obtained using email or via WhatsApp using the google form application.

Judging from the results of the 4 culinary tourism activities, the largest number was at homestays in Tourism Village (73 people), continued at culinary or cultural festivals (60 people), than on food tour activities (50 people), and finally at cooking class activities (17 people). Of the total 332 respondents who filled out the research questionnaire, there were 200 people (60, 24%) who participated in four culinary tourism activities in Bali while 132 people (39.76%) stated that they consumed traditional Balinese food in hotels, restaurants/stalls, and traditional market. So most of the respondents in this study participated in four culinary tourism activities in Bali, although traditional Balinese food providers may exist elsewhere.

Judging from the distribution of research in 5 locations in Bali, the highest number of sample was in Gianyar Regency (90 people), followed by Badung Regency (76 people), Denpasar City (67 people), Buleleng Regency (56 people) and the smallest was Bangli Regency (43 people). Empirical facts in the field are indeed in Gianyar district, four traditional Balinese food activities such as festivals, cooking classes, food tours, and homestays in the Tourism Village are widely available and in demand by tourists, especially foreign tourists. The determination of Ubud Gianyar as a prototype for evaluating gastronomic destinations in Indonesia by UNWTO in 2018 and 2019 is correct and needs to be improved. So that from a total of 332 respondents in this study, the highest culinary tourism activity was in the homestay and the highest research location was in the Gianyar district.

The results of the characteristics of the respondents were seen based on: 1). Gender: female (176 people / 53%) and male (156 people / 47%), 2). Age group: highest at the age 30-49 years (140 people / 42%), age> = 50 years (136 people / 41%) and <18-29 years (56 people / 17%), 3). Continental origin: Europe (136 people / 41%) from the UK, France, Germany, the Netherlands, Switzerland and Poland, the Asian continent (96 people / 29%) from Malaysia, Singapore and Thailand, the Australian continent (88 people / 27%), the Americas (8 people / 2%), and the African continent (4 people / 1%), 4) Employment status: employees (188 people / 57%), managers (56 people / 17%), entrepreneurs (48 people / 14%), housewives and students (@ 20 people / 6%), 5). Frequency of visits: three times (140 people / 42%), first time (92/28%), second time (72 people / 22%) and frequency of third visits (28 people / 8%). Meanwhile, when viewed from the tourists 'motivation, namely cultural exploration (148 people / 45%), getting the experience of eating and activities together (@ 60 people / 18%), and the results of tourists' choices from 10 names of traditional Balinese food, the results are: the highest is Nasi Campur Bali. (32.53%), then Nasi Babi Guling (18.07%) Sate Lilit (16.87%), Betutu (9.04%) and Be Pasih Sambel Matah (8.43%).

The results of interviews with seven foreign tourists during this research period (October to March 2020), it can be concluded that tourists want: 1). Always try local food while traveling, 2). Get the experience of eating and doing activities with local communities, 3). Studying culture by consuming traditional Balinese food, 4). Take part in culinary tourism activities such as learning to cook and living in a homestay.

From the results of the distribution of the research questionnaire with a total of 332 respondents to foreign tourists, by looking at the ten names of traditional Balinese food that are being and have been consumed as shown in the research questionnaire, the ranking results of Balinese traditional food choices by foreign tourists are obtained in Figure 1.

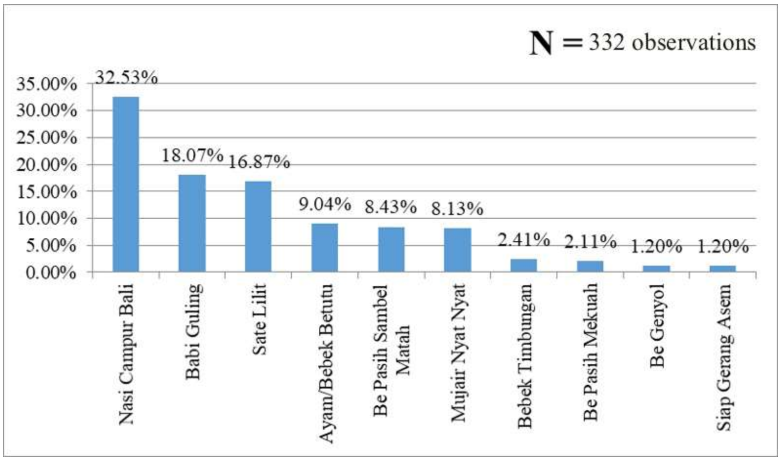

Figure 1 Balinese Traditional Food Ranking Main Food Category Selection of Respondents

The results of the survey on the choice of foreign tourists on traditional Balinese food, the first is Nasi Campur Bali (32.53%), the second is Babi Guling Rice (18.07%), the third is Sate Lilit, especially with fish ingredients (16.87%), the fourth is Betutu especially made from Chicken (9.04%) and fifth Be Pasih Sambel Matah (8.43%), six Mujair Nyat Nyat (8.13%), seventh Timbungan Duck (2.41%), eighth Be Pasih Mekuah (2.11%)) and the ninth and tenth are Be Genyol and Siap Gerang Asem with the same value (1.20%).

Three choices of traditional Balinese food are by the results of direct interviews with foreign tourists from Europe, America, and Australia who have been to Bali several times that Bali Campur Rice, Babi Guling, and Sate Lilit are the most preferred traditional Balinese food while on vacation in Bali. Nasi Campur Bali can be an assorted rice serving with chicken side dishes or fish dishes as long as it uses Balinese spices. The place most frequently visited by tourists in Bali is Warung Nasi Ayam Kedewatan in Ubud and is part of a favorite food tour activity in Bali. This Nasi Campur Bali rice is also very diverse both in terms of the main ingredients and presentation. Nasi Campur Bali will be served during the culinary festival, during the cooking class practice with the main menu, and also served at the homestay. Nasi Campur Bali when accompanied by "Lawar and Sate" both have unique stories that can be told before guests eat. Babi Guling food was found throughout Bali and most famous at Warung Ibu Mangku, Ubud which is also a favorite place on food tour activities in Bali. Babi Guling is favored by foreign tourists because of its unique processing, hot food temperature, unique taste because it uses *base genep* (complete Balinese spices), and super crispy pork skin including the accompanying broth / *jukut balung*. Meanwhile, Sate Lilit with fish and chicken ingredients is a favorite menu at cooking class activities in Bali and has become one of the culinary icons of the archipelago since 2016 in Indonesia. The unique and simple process of making it, including the history and story behind the food that was given during the process of making the satay wrap, makes this traditional food very popular and well-known by tourists.

Other foods such as Betutu Chicken or Duck can be found in all culinary activities in Bali and are part of a complement to Balinese mixed rice. In culinary tourism activities, making Betutu is often demonstrated during festivals and cooked during cooking classes. The process of making this betutu is also very unique and interesting because it requires a long process to produce the betutu which is very soft and the marinade is soaked. Even though Be Pasih Sambel Matah does not fully use Balinese spices, namely base genep, it uses sambal matah, because tourists often visit culinary destinations in Bali, namely Jimbaran and Kedonganan which are already very popular among tourists so that they get attention in food choices by tourists. Meanwhile, the food of Mujair Nyat Nyat, Bebek Timbungan, Be Pasih Mekuah, Be Genyol, and Siap Gerang Asem with the lowest 5 scores are found all over Bali, it seems that the government in Bali needs to promote more so that it is better known by foreign tourists.

The findings in this study can be a reference for stakeholders in the culinary sector in Bali to pay attention to the interests of tourists while on vacation in Bali to offer traditional Balinese food according to tourist expectations. These five traditional food names can be recommended as iconic traditional Balinese food so that they can be standardized and jointly promoted digitally, including the story behind the food according to the target market share.

This study concludes that there is a choice of traditional Balinese food by foreign tourists when on vacation in Bali from 10 food names, the highest choice is Nasi Campur Bali, followed by sequences of Babi Guling, Sate Lilit Ikan, Betutu, Be Pasih Sambel Matah, Mujair Nyat. Nyat, Bebek Timbungan, Be Pasih Mekuah, Be Genyol, and Siap Garang Asem. Balinese mixed rice is found easily in Bali with ingredients from chicken or fish, Babi Guling has an interesting story in the processing besides its delicious taste, Sate Lilit with fish ingredients and betutu with chicken ingredients are often used as a menu in cooking classes or cooking activities at homestays, both of which can also be complementary in Balinese mixed rice, and Be Pasih Sambel Matah has become a food icon for culinary tourism destinations in Jimbaran Bali. Meanwhile, the other five foods still need to be promoted to foreign tourists.

These findings can become a reference for stakeholders in the culinary sector in Bali to pay attention to the interests of tourists when on vacation in Bali to offer traditional Balinese food according to tourists' expectations. The ranking of the names of this traditional food can be recommended as an icon of traditional Balinese food so that it can be standardized and jointly promoted digitally, including the story behind the food according to the intended market share.

4. Acknowledgments

Acknowledgment for stakeholders in the culinary field in Bali, especially the government, regarding the findings of the ranking of traditional Balinese food choices by tourists, can be continued by standardizing traditional Balinese food icons together with practitioners, associations, academics, industry, and academics according to their respective competencies. Then this standard can be

promoted consistently through digital media so that it is better known by tourists before they visit Bali destinations.

Acknowledgment for the provincial government of Bali are also suggested to make regulations and programs to regulate the development of culinary tourism in Bali, especially traditional Balinese food. The condition of the COVID 19 pandemic requires culinary providers to follow the new era health protocol order so that hygiene and health problems can be handled properly, including other indicators as findings in this study to be regulated so that their quality can be improved.

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Traditional Markets as Culinary Tourism Destinations, Case Study on Pasar Gang Baru Semarang

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Abstract

Culinary tourism has been a trend lately, while visiting market is the part of it. This research aim to find the significans factors on traditional or wet market which attractive to tourists. Pasar Gang Baru in Semarang is one of the old wet markets that is also the part of Chinatown. Pasar Gang Baru is long known as market that provide the best fresh product which usually used in big Chinese restaurant. The methodology of the research are field observation , depth interview with customers, seller, and also expert like historian, architects. Besides, questionnaire was also distributed to get among others the amount ratio about Pasar Gang Baru visitors, frequency of visit, levels of pleasure. The results are Pasar Gang Baru has a great potential as tourist destination, because of the history background, locations and its integration, good and interesting products, culture of surrounding society. But at same time, Pasar Gang Baru still has several weaknesses like infrastructure relates with sanitation and hygiene, that even poorer during and after heavy rain. Most of the visitors are keen to revisit Pasar Gang Baru because of the specific products and the atmosphere. Tour guide play a very important part since their stories, explanations, narations will make the tour interesting. They must tell about the history, the local culture, fresh products, and taste food This study aims to look at the potential of the Gang Baru Market in Semarang as part of the development of tourism destinations. The research method used was field observation, interviewees, desk study. The research produced findings that Pasar Baru Gang has the potential to be developed as a tourism destination because of its unique location, character and history.

Keywords: traditional market, culinary tourism destination, Pasar Gang Baru Semarang

1. Background and Goals

Semarang, like other big cities in Indonesia, is inhabited by residents with diverse cultures. History shows the existence of cultural acculturation with ethnic foreign nations, namely ethnic Chinese, Arabic and Dutch. Regarding the history of the development of the Chinese ethnic group, especially regarding Chinatown, it is recorded quite well. Included in the note is the existence of a traditional market in Gang Baru since the beginning of the XIX century until now.

The Chinatown area has been developed by the local government as a cultural tourism destination. Semawis Market is located at Jalan Gang Warung No. 50, Kauman, Central Semarang District, Kodya Semarang, Central Java Province. (Intaniar) At Semawis Market, visitors can enjoy various traditional Semarang culinary delights as well as various entertainment - especially on Chinese New Year. Semawis Market is held on Friday night and Saturday night. This certainly makes it difficult for tourists visiting Semarang outside of Friday and Saturday nights but want to enjoy the atmosphere of the Chinatown market.

So, it is necessary to do research on the potential of Pasar Gang Baru, as an alternative to cultural tourism destinations, not only in the concept of being a shopping market for local people. By knowing this potential, Gang Baru Market can continue to be preserved. Similar research with a different focus or locus has been carried out, including the Inter-Ethnic Social Interaction at Pasar Gang Baru Chinatown Semarang in a Multicultural Perspective, Identifying Characteristics of Traditional Markets in the South Jakarta Region (Case Study: Cipulir Market, Kebayoran Lama Market, White Brick Market, and Santa Market).

2. Methods

This study aims to describe the situation and potential of Pasar Gang Baru Semarang. This type of research is the Naturalistic Phenomenology methodology. The aim is to describe systematically, factually about facts in the field, the properties and relationships between the characters studied.

The type of research is descriptive with qualitative research methods. The data obtained are secondary data and primary data. Secondary data were obtained from the initial procedure, namely the desk study. Secondary data is very useful as an initial reference before going into the field to conduct observations and interviews. Desk studies also help to make research work efficiently and effectively.

Other research methods are field observations and in-depth interviews to obtain primary data. The next procedure is field observation. Field observations were carried out since the market opened at 04.30 WIB until closed at 12.00 WIB. In observation activities, observations are made by participating in various activities in the market, from the time traders open stalls or selling merchandise, activities in the market during trade until the end of trading activities at Gang Baru Market. In this observation, a number of informants can be obtained who are able to provide information related to research.

The selected speakers were staff of the Semarang Municipal Tourism Office and cultural observer Yongki Tio, while simple interviews were conducted with several informants, namely sellers at Pasar Gang Baru. Interviews took place for a short time on the sidelines of trading activities.

3. Result and Discussion

Several theories are used to elevate Pasar Gang Baru as a cultural tourism destination. Culture-based tourism is a tourism activity that uses culture as an object. According to Ritchie and Zins (1978) there are 12 cultural elements that can attract tourist arrivals, including food and eating habits.

Meanwhile, Hall and Sharpless (2003) argue that there are several forms / variants of food tourism. These variants are:

1. Urban or rural tourism, in the form of visits to restaurants / places to eat while traveling, local food festivals, because of the need for food and drink during a trip. This form of low interest in local food, because the main purpose of tourism is not enjoying local food.

2. Culinary tourism, in the form of visiting traditional markets, local restaurants, food festivals in tourist destinations. The level of interest in local food is moderate. The form of enjoying a local menu is part of a tour activity, which is known as a culinary tour.

3. Gastronomic tourism, is a visit with the special purpose of enjoying local food, food festivals, or studying local food seriously. This group has high interest.

From the opinion of Hall and Sharpless, it appears that tourist visits to traditional markets can be included in the culinary tourism group. As a tourist attraction, Pasar Gang Baru must be unique as stated in the Law of the Republic of Indonesia Number 10 of 200. The law says, a tourist attraction is anything that has uniqueness, convenience and value that is in the form of diversity, natural cultural wealth and results. man-made objects that are targeted or visited by tourists. Gang Baru Market is a man-made tourist attraction. According to Yoeti (2006), tourist attraction is anything that attracts tourists to visit a certain area. Basically, tourist attraction data can be categorized into two groups, namely natural tourist attraction and artificial attraction. Meanwhile, when referring to Basiya and Reza (2012) regarding the grouping of tourist destinations, Gang Baru Market can be included in the group of cultural tourist attractions, as historical legacies and social attractions in tourist destinations.

History and definition of traditional markets

According to historical records, during the 14th century the Majapahit Empire had a market in the city center (Santoso, 2008). In Banten City in 1646, there were several traditional markets, namely in Paseban, Chinatown, and Karangantu (Eerste in Adrisijanti, 2000). A Javanese historical record shows that in 1830, trade by land had developed well. At that time there was a wide network of permanent markets that played an important role in cross-trade (Wiryomartono, 2000). Wiryomartono said that the noun "pasar" was synonymous with the word "week" or "peken". Peken comes from the Javanese word "mapeken" which means gathering, or a gathering place for trading. Some of the Javanese traditional markets reflect the pattern of community life, which is closely related to the livelihood characteristics of the surrounding community. As an illustration, in traditional markets there are always activities of pande wesi (iron) which produce various agricultural tools, it shows that most of the markets initially grew in agricultural areas (Sunoko, 2002). In a larger scope, traditional markets are part of the basic structure of Java City. Some typical Javanese traditional cities identify traditional markets as an ever-present part of the spatial planning patterns of cities in Java. (Aliyah, 2017)

At that time the traditional market was in the form of a field without permanent buildings as a gathering place for trading (Graaf, 1989). It is easily accessible, both by sellers and buyers, near villages, between villages and safe from public disturbances (Rutz, 1987). Along with the development of the era, traditional markets began to take the form of buildings in the form of kiosks and booths, although some were still above open land. Traditional markets are starting to have a structure. There is a main part in the form of a permanent kiosk, as well as a booth, namely an emergency or semi-permanent building, and an 'oprokan' section or a section open to temporary traders that is narrower than the booth (Kusmawati, 1996).

According to the Big Indonesian Dictionary, the market is a place for buying and selling. Traditional markets do not only accommodate economic activities in the form of buying and selling, but also a forum for socio-cultural interaction, as well as a means of recreation (Pamardhi, 1997). Traditional markets also reflect people's lives, which is marked by the socio-economic domination of the local community as an environment where the market is formed (Hayami, 1987). Traditional markets in Asia are located in rural and urban areas (Bromley, 1987).

The 2007 Permendagri states that traditional markets are markets that are built and managed by the government, private sector, cooperatives or local community organizations with business places in the form of shops, kiosks, stalls and tents, or other similar names, owned / managed by small and medium traders, with small scale business and small capital, with a buying and selling process through bargaining. Bargaining at the traditional market is one of social capital in addition to norms and beliefs which determine the existence of traditional markets thanks to the loyalty of visitors (Andriani & Ali, 2013). This pattern of economic relations in traditional markets allows for close social interaction between traders-buyers, between traders, and traders-suppliers. When trading activities take place, there is not only an exchange of goods and services, but also information and knowledge (Ekomadyo in Alijah).

Geertz assumes the word 'market' is a local dialect of 'bazaaar'. Traditional markets are an economic institution and way of life, a general style of economic activity that covers various aspects of a society, to the complete socio-cultural aspects of life. Various products or merchandise are traded in traditional markets, food, clothing, most of which have a mobile character (Geertz, 1963). In Javanese society, the power of economic activity is centered on traditional market. Traditional markets have a social role to provide daily needs, other necessities and services to the local area. Apart from being a shopping facility, traditional markets are a place for social and recreational activities (Reardon, 2003).

Picture 3.1: Atractive traditional food, ingredients, bread

The market can be used to read the culture of the local community (Adhi Moersid 1995). By looking at traditional markets, it can be seen, among others, the daily food in the area, the produce from the interior of the area, the way people greet people, the way people dress from various circles, the level of community discipline, the level of language used. Semarang Chinatown area was built around the 17th century (Tio, 2019). This area is composed of a number of roads marked with the name "Gang" at the beginning. Among the names are Gang Pinggir, Gang Besen, Gang Warung, Gang Cilik, Gang Gambiran, Gang Lombok, Gang Warung, and Gang Baru. The Chinatown area is an area with a strong trading character. The rows of old buildings in the area are influenced by Chinese, colonial and local architecture

Gang Baru has special activities that differentiate it from other roads in the Chinatown of Semarang, namely traditional markets. The Gang Baru traditional market is thought to have started appearing in the 1920s. This market is often called the krempyeng market, which in Javanese means brief. Gang Baru Market as a krempyeng market is only open briefly, starting from 04.30 WIB to 12.00 WIB. Gang Baru has a shape that is not straight, even the southern part is wider than the southern part. The Gang Baru road is about 4.5m wide, although the width is uneven. (Choironi, 2004)

At 04.00 the traders began to prepare their wares. They sort, clean, and arrange their merchandise. At 05.00 the visitors arrived. The ones who usually come in the morning are buyers from restaurants or restaurants. Gang Baru Market is known as a market that provides quality cooking ingredients. However, Gang Baru Market also provides other daily necessities.

As a Chinatown market, Gang Baru displays its unique characteristics, namely the incense smell, songs and the sound of radio or TV in Mandarin. Mandarin identity is also represented by various merchandise. These specialties include prayer utensils, various spices and spices typical of Chinese dishes, pork, various special ingredients such as salted mustard greens, keris pig intestines, kekian, lap chiong or pork sausage, and various cakes for offerings, for example moho cake, traditional Chinese medicine.

Broadly speaking, Gang Baru Market trades halal and non-halal products. For halal products, there are sellers of various fruits, vegetables, presto milkfish, traditional snacks, smoked fish (tuna, pe / ray, catfish), fresh herbs or spices, and tofu. There are also ready-to-eat food vendors in the form of side dishes such as carrying pecel semanggi, warm, buntil, pepes, as well as soft foods / drinks such as traditional herbal medicine, ice gempol plered, getuk, cenil, gathot, and so

About kind and numbers of vendors present ini Table 3.1.

Table 3.1. Kinds and number

vendor	number
Praying stuffs	4
Chinese cakes & food	12
Chinese food stuff	12
Ingredients	14
Chinese ready to eat food	17
Vegetables and fruits	11
Clothes adn daily tools	18
Everyday stuffs	25
Chinese medicine	4

There are 3 types of traders in Pasar Gang Baru. These traders are formal traders who occupy houses that are used as shops, permanent or seasonal traders who spread their merchandise on tables or tented carts, as well as informal traders who rely on picks, sling, wheelbarrows or bicycles. The shape that is not straight makes Pasar Gang Baru have an erratic pattern. There is a section with sellers who are only on two opposite sides of the room due to the narrow space, but there are also traders in the middle of the room, forming 2 lanes of roads. Pasar Gang Baru also does not classify traders according to their selling items. The traders are free to choose a place which will then become a place to sell their products. You can see a fish trader next to a vegetable trader, or a spice trader alongside a cake and confectionary seller.

At Gang Baru Market, there is an interesting attraction, namely sellers who are willing to slice their merchandise according to the shape of the buyer's slices. The merchandise includes bamboo shoots, chilies, and tempeh. Bamboo shoot sellers, for example, can be asked to slice bamboo shoots into thin strips to cook lodeh vegetables or they can also be sliced into matches for the lunpia filling or stuffed tofu. Likewise red chilies, vendors can slice quickly. Sliced red chili is often used to cook sego ayam (chicken rice), a typical Semarang culinary similar to Nasi Liwet. Other thanthat. There is also another interesting attraction from several pork sellers, namely making fresh sausages. The butcher will grind the meat, season it and then wrap it in a shell of dry pork intestine quickly and deftly. All chopping, slicing and grinding activities are carried out while talking, even chatting with fellow traders or chatting with the buyer.

Picture 3.2: Practice of slicing chillies and Bamboo Shoot

As Adhie Moersid argues that the market can be a way to read the culture of a community group, so it is in Pasar Gang Baru. Not only sellers, even buyers or visitors from various ethnic groups. The culture in greeting does not only use Mandarin, but Indonesian, as well as Javanese. Often heard calls such as koh (koko), cik (tacik), nyah (mistress), ndoro putri, denmas, nik (nonik), nyo (sinyo), mas, the sellers say it very flexibly to the buyer who of course adjusts who he is dealing with. The call to seller is also very typical, for example mbok, yu

Likewise in communication, Indonesian is spoken mixed with Javanese. Javanese language, which recognizes three strata, is spoken in this communication. A buyer can speak Javanese ngoko, while the seller answers in Javanese krama madya.

For example:

Penjual: Monggo nyah, dipundhuti. (Silakan nyonya, dibeli.)

Pembeli: Iki piro, yu? (Ini berapa?)

Penjual: Menika sewu. (Ini seribu)

Pembeli: Wolung atus wae yo? (Delapan Ratus saja ya?)

Penjual: Dereng saged. (Belum bisa.)

This communication shows the merchant's efforts to seduce the buyer. Traders use tribal language or symbols. The use of the stratified Javanese language also shows the social familiarity in the market. Not only sellers, even buyers often do the same thing. Not infrequently, buyers apart from bidding still ask for "added" (additional) or the items they buy, or sometimes "timbangane sing anget" appears, which means weighing groceries so that they are exaggerated. The familiar greeting is intended to seduce traders to give a cheaper price. The special greetings that appear so spontaneously and warmly make Gang Baru Market a melting pot of ethnicity and ethnicity.

From this research, it is clear that the Gang Baru Market is unique in terms of its history, location, diversity of merchandise, and distinctive social situations. Hopefully, the atmosphere of the traditional market which is busy and boisterous will continue, hopefully there will be no *Ilang Kumandange* market.

4. Conclusion

Gang Baru Market has the potential to be developed as a cultural tourism destination because of its originality and uniqueness.

Gang Baru Market can be developed into a Chinatown Traditional Market not only because of its location in the Chinatown area of Semarang, but also merchandise that is unique to Chinatown.

Further research is needed for the development of Gang Baru Market to make it more comfortable for buyers and traders.

Gang Baru Market development should also provide benefits for traders.

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Is Cannabis Tourism an Option: The Case of South Africa?

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Abstract

The growth of tourism in South Africa has taken an upward trajectory after the end of apartheid and the 1994 democratic elections. Tourism has emerged as the economic messiah for South Africa, which has depended on extraction industries to sustain its economy for ages. The diversification of the economy towards services, has included tourism. Forms of special interest tourism have grown in leaps from sports tourism, to religious tourism and cultural tourism. Cannabis tourism has emerged as a form of special interest tourism that South Africa may consider owing to the deep cannabis production legacy of South Africa. Cannabis remains illegal in South Africa, but its production, consumption and export has remained robust. With the legalisation of cannabis, cannabis tourism has emerged as an opportunity to attracts a different class of tourists to diversify the tourism markets to South Africa.

Keywords: Special interest tourism, dark tourism, cannabis tourism, South Africa, Dagga couple, Dagga party, Constitutional Court, Jeremy Acton

1. Methodology

The methodology used was a meta-analysis, a synthesis of various sources of secondary data to form an academic argument. According to Callahan (2014) a literature review should be concise synthesis of a broad array of literature on a given topic. ''Secondary analysis is an empirical exercise that applies the same basic research principles as studies utilizing primary data ad has steps to be followed just as any research method'' Johnston (2014:619). ''Cannabis consumption is an issue that has generally received little attention in the tourism literature'' Belhassen, Santos & Uriely (2007: 315). This body of literature presents possible linkages between tourism and cannabis consumption which have been oblivious to academic gaze in South Africa.

Cannabis history in South Africa

''Dagga, a South African name for Cannabis Sativa, derives from the Khoikhoi word Dachab, Cannabis is not indigenous to southern Africa, having probably been introduced into the Mozambique area in pre-colonial times by Arab traders many centuries ago. It was adopted by the Khoikhoi as a valuable intoxicant and herbal remedy that was chewed or boiled, and was traded with the Xhosa communities living in the eastern parts of South Africa'' Perkel (2005: 25). ''It wasn't until 1928, when South Africa formulated the Medicinal, Dental and Pharmacy Act, No 13, that cannabis became illegal'' Perkel (2005: 25). Cannabis consumption had to be criminalised as part of the racist policies that sought to minimise contact between whites and non-whites. According to Paterson (2009) the cannabis trade in South Africa is much larger than authorities are willing to admit. ''In 1908, the first law prohibiting the sale of marijuana also known as weed, pot or dagga in South Africa was passed. Fast forward a century later to the present day, a networked group of ''green people'' have come together in the country to fight for the legalisation of dagga in the High Court of South Africa'' Oosthuizen (2016: 1-2). In the case America, Pacula & Lundberg (2014) noted that marijuana was included in the United States Pharmacopoeia in 1850 as a treatment for many ailments, when it remained until it was removed in 1941.

Dark tourism using Cannabis tourism

Tourism is an economic sector that has attracted the attention of government because it has uses ''free resources''. South Africa as a tourism destination, has primarily sold itself as a nature and bush destination, considering that it has ample wildlife which includes the big five. The big five has been expanded to include the whale, which means that South Africa has the big six, as whales frequent the oceans around South Africa. After the first decade of tourism post 1994, increasingly international tourists have demanded a cultural experience, leading to the growth of the township tourism economy. The consumption of tourism, is usually a selfish pursuit as tourists regard a holiday, as a form of payment for hard work, and a period of relaxation. Tourists when on holiday, would consume excessive amounts of alcohol, undertake adventure activities associated with high levels of risk to limb and life and even undertake activities which may be illegal in their own countries or in the destination country. The license to thrill on holiday, has been one of the hallmarks when tourists undertake a holiday. There is a global change in perception regarding cannabis usage and this has seen more countries legalising the recreational usage of cannabis.

''During the last few years there have been ever-expanding moves across the glove to legalise various use of dagga…various levels of decriminalisation have been more recently taken hold in countries such as Croatia, Mexico, the Czech Republic, Belgium, Argentina, Spain and Jamaica. Meanwhile, Portugal enters the second successful decade as the only country in the world to have decriminalised all classified drugs'' McKinley (2014:1). ''Bolivia, one of the world's major producers of cocaine, withdrew in 2011 from the Vienna Convention, which binds signatory nations to legal sanctions in pursuit of the war on drugs'' Powell (2014:1). Cannabis consumption is located within the drug tourism niche. According to Tarlow (2005) dark tourism is also defined as 'thanatourism' are visitations to places where tragedies or historically noteworthy death has occurred. The consumption of cannabis can be defined within the special interest tourism, such as dark tourism and drug tourism. ''Drug tourism can be defined as the phenomenon by which one's travel experience involves the consumption and use of drugs that are illegal or illegitimate both in visited countries or in a country of origin of tourism'' Pereira & De Paula (2016: 188). ''Drug tourism is the phenomenon by which persons become attracted to a particular location because of the accessibility of licit or illicit drugs and related services'' Uriely & Belhassen (2006: 341). ''Drug tourism, being described as ''deviant tourism''; ''tourists remaining in conflict with the law'', or ''controversial tourism''.

The costs of cannabis prohibition

What is the truth is that the war on drugs has failed, instead it has been a war against people, as millions of humans are involved in cannabis production, cultivation and consumption. According to Ludlum & Ford (2014) America is feeling the heavy weight financial and fiscal costs of marijuana policing, as marijuana consumption has not decreased, the 45% of drug arrests are related to marijuana, and over 45 000 marijuana prisoners cost $1 billion a year. ''Marijuana prohibition costs the State of Alaska well over $24 million annually in direct and indirect costs of enforcement, not offset significantly by grants, fines or forfeitures. Prohibition does not succeed at its stated purpose, and in fact contributes to additional crime, and to use of other, more dangerous substances. Marijuana prohibition, using the most favourable figures in a cost-benefit analysis is a cost failure'' Bates (2004: v). According to Powell (2014) that it costs the state R240 000 for each marijuana offender for arresting, prosecuting and applying correctional sanctions. Business Tech (2015b) noted that South Africa has the 11th highest prisoner population in the world according to the World Prison Brief. Business Tech (2015a) noted the total cost of keeping prisoners in South Africa costs R6,5 million in incarceration alone to the Department of Correctional Services. According to Issacs (2016) the criminalisation of cannabis is very expensive and has been effective as it has not prevented large-scale cannabis use around the glove and the ''war of drugs' has focused on the prosecution of drug users, and has benefited the criminal markets rather than preventing drug use.

Cannabis Taxation

According to Dart (2014) it is estimated that cannabis sales have brought Colorado $47m in tax revenues. The legal consumption of marijuana has been regarded as a taxation benefit for state coffers for many destination countries. The taxation of cannabis can be of immense fiscal benefit for a country, especially one such as South Africa which has recently increased Value Added Tax (VAT) from 14% to 15%. ''Taxes are usually seen as measures to raise revenue for government. But, for certain products perceived as having harmful social or health effects, taxation provides a way to influence consumer choice and reduce negative consequences. Depending on how taxes are levied, they affect a product a product's price. Higher prices tend to lower consumption, high tax rates that raise retail prices should deter recreational use and reduce negative consequences, such as abuse. However, this benefit may be lost if prices are set too high. Steep marijuana prices could fuel the illicit market, the opposite of what legalisation is intended to achieve'' Murphy & Carnevale (2016: 15).

'' States can tax users to deter consumption-though not so much as to make consumers turn first to the untaxed black market. The ''right'' level of tax will depend on a country's circumstances'' The Economist (2016:2). ''Marijuana markets like market for other goods, are characterised by a number of different types of consumers, all of whom contribute in varying amounts to the total amount consumed in the market'' Pacula & Lundberg (2014:2). Wolmarans (2014) noted the South African state must be taxing cannabis taxation and using it for education. South Africa has recently announced free higher education for economically deserving students. This will put considerable pressure on public finances, especially when the state has debt at record levels. Phillips (2015) noted that expanding state and local sales tax bases to include marijuana should be straightforward in most cases. The exercise of taxation of marijuana must be undertaken in a responsible manner to ensure that prices are acceptable to customers, to avert the emergence of a black market for cannabis after legalisation. South Africa which is experiencing

Drug Tourism Destinations

Tourists when at the destination area, away from home usually undertake risky activities, a license to thrill. According to Belhassen, Santos & Uriely (2007: 311) ''recreational motives are associated with tourists' perception of cannabis as a recreational product during a pleasure-oriented vacation. In other words, in this context, cannabis is perceived by tourists as a complementary product of fun-seeking while on vacation''. According to Pereira & De Paula (2016) numerous examples of drug tourism destinations include the mountainous region of Morocco using hashish for personal use, and Australia, we find the destination of Nimbin, where there is a tolerance for the commercial and usage of cannabis, whilst South America has ''Route 36'' includes La Paz in Bolivia, where it is possible to use cocaine and Bogota in Columbia, where cocaine is consumed in large quantities. **According to** Uriely & Belhassen (2006) the island of Ibiza hailed as the summer clubbing capital of the world, has gained opinion as a ''drug paradise''. According to European Monitoring Centre for Drugs and Drug Addiction. (2012), Prague is called ''little Amsterdam'' by people who travel there with the purpose of obtaining methamphetamine (Pervitin). According to Oosthuizen (2016) the following countries are all leading the push for the international marijuana legalisation: Czech Republic, Ecuador, Jamaica, Mexico, Canada, Spain, Uruguay, the Netherlands, Argentina and India. According to Pacula & Lundberg (2014) Oregon, Washington State, and Colorado have legalised cannabis. The United States has shown the greatest change in drug policy related to cannabis. ''The position of the US as the world's enforcer of drug prohibition has been undermined not only by cannabis legalisation in Colorado and Washington states, but also Uruguay in South America'' Boseley (2014: 1).

According to Whittles (2017) the Western High Court ruled that it was legal to possess, use and cultivate cannabis in a private place in line with section 14 (a) of the Constitution, which enshrined the right to privacy. The major vested interest against cannabis legalisation include the alcohol, tobacco and the and the pharmaceutical industry. The government is appealing this judgement, whilst the Dagga Party, which brought the case to court, is also appealing on the grounds that privacy cannot be limited to a home or private residence. According to Sboros (2015) noted that the Constitutional Court will possibly find that the criminalisation of cannabis is irrational. The court case is yet to reach the Constitutional Court of South Africa. ''In 2000, the South African Constitutional Court ruled that religious freedom, including the exercise of religious rituals, may not contradict the laws of a country.

This ruling came as a result of the Western Cape Law Society's refusal to admit a Rastafarian as a lawyer because of his habits of smoking marijuana. He appealed to the Constitutional Court and claimed that the ruling infringed upon his rights to religious freedom. The Constitutional Court upheld the decision that no exception may be made for one religion'' Pretorius (2006: 1012). The consumption of cannabis is part of the religious practices of the Rastafarian community. The Rastafarian community have approached a Chapter Nine institution, the Commission for the Promotion and Protection of the Rights of Cultural, Religious and Linguistic Communities (CRL), whose finds are binding, unless they are subjected to judicial review that would set them aside. According to Chawane (2014) Rastafarians is seen as a way of life by its adherents. ''The Dutch Tourist Information (2008) claims than in 2007, 26 percent of the 4.5 million tourists in the Netherlands visit a cannabis coffeeshop-about 1,125,000 people'' MacCoun (2010:27). The example of Netherlands can be replicated in South Africa at a much larger scale, to benefit locals and attract the lucrative cannabis tourism market.

The case for the legalisation of cannabis in South Africa

According to Howell (2014) in the case of Southern Africa, cannabis grows literally, like a weed, compared to the hydroponic methods used in states such as Colorado and Washington in the United States. Hartley (2009) South Africa is the dagga smoking capital of the world, as South Africans smoke twice the global average of four percent. The issue related to cannabis prohibition is noted by McKinley (2014), that alcohol and tobacco users are treated differentially to those that use cannabis. ''In 2000 almost a quarter of the cannabis seized worldwide, was seized in Africa, mainly in South Africa. Most of the cannabis seized in the UK and a third of that seized globally, is now of South African origin'' Perkel (2005: 25). According to The Economist (2016) cannabis accounts for nearly half of the $300 billion illegal narcotics market and is the drug of choice for most of the world's 250m illicit-drug users. According to United Nations Office of Drug and Crime (2015) Europe is the world's largest consumer of cannabis resin, where domestic production is not sufficient enough to satisfy demand, relying on imported products. The sophisticated transport system that South Africa has makes it a good destination, to export cannabis illegally to other destination countries in Europe. This means that there is an existing drug trade from South Africa's neighbouring countries, using the logistics system to export cannabis. The Eastern Cape must lobby for the legalisation of cannabis, as it is the province that stands to benefit the most from the legalisation of cannabis. 'Green gold' as cannabis is called, would unlock economic participation for thousands of cannabis growers within the Eastern Cape, providing entrepreneurial opportunities and creating jobs. This would also create backward and forward linkages in the local economy of the Eastern Cape.

The establishment of the Eastern Cape as the hub of cannabis production, should be used as a means to an end, to dominate the cannabis value chain. This means that it can follow the footsteps and establish a replica of the Annual Rastafarian Earth Festival hosted in Khayalethu, Knysna in the Wild Coast. According to News24 (2012) Judah Square is Knysna's own Rastafarian community which hosts the annual Rastafarian Earth Festival that kicks off on July 23 yearly. The medical value chain from cannabis, includes various toiletry options including cannabis oils. According to Romano & Hazekamp (2013) concentrated cannabis extracts, also as cannabis oils, are increasingly mentioned by self-medicating patients as a cure for cancer. According to Powell (2014) the high costs of cannabis laws in South Africa, the costs of each marijuana offender stood at R240 000 inclusive of arrest, prosecution and applying correctional sanctions. Fellingham et al. (2012) noted that South Africa's current drug policy is largely motivated by the concern that substance abuse is a danger to society and on many counts a 'social pathology'. This is associating drug use with public harm, but in the case of South Africa cannabis is not treated the same, when you compare alcohol and cigarettes. Steynvaart (2014) noted that cannabis presented an employment opportunity and that the decriminalisation of cannabis can stimulate employment in tourism, entertainment, textiles, material and bio-fuel markets. The legalisation of cannabis, would be serving the interests of a market that is currently existing. ''Therefore, traveling to cannabis-oriented destinations can be seen, from a socio-psychological perspective, as a manifestation of belonging to a cannabis culture'' Belhassen, Santos & Uriely (2007: 314). Acton (2011) noted that cannabis is easily grown with minimum of water, not susceptible to plant diseases and the seed of cannabis is highly nutritious food source.

2. Conclusion

The arrival of tourists at the destination area, is supposed to increase the Quality of Life and Standard-of-Living of the locals and the local businesses. The destination area must benefit from the expenditure of tourists, and the developmental benefits of tourism. ''Broadly, tourism can have an impact, both positive and negative for the country or region of destination. With regard to benefits, can boost local economies, improve existing services, to stimulate the emergence of new ones according to demand (e.g. internet, lodging, food, transportation, health services, etc.). But associated with these changes, negative points can also arise for local populations, such as the loss of their cultural traits and traditions, the increase in the cost of living, the removal of communities residing in areas with high potential and tourism appeal, the permanence of generated income only on the higher circuits of the economy (keeping the population in poverty) and etc. Specifically, in the context of drug tourism, in relation to the positive aspects, it is possible to occur an increase in the generation of foreign exchange and of positions in the labour market (in various sectors of the local economy), as well as an increased demand by visitors from different locations. As negative points, it could intensify crime rates (associated with the illegal commerce of illicit substances), lead to the introduction of new drugs (which would not exist before in these locations), stimulate an increased use of these substances by the ''locals'' Pereira & De Paula (2016:192).

The Constitutional Court in South Africa will be the final arbitrator on the legality of cannabis, and based on previous judgements, there is a high probability that cannabis production, and recreational consumption would be declared valid and constitutional. This would open up South Africa as a legal cannabis consumption destination. This would be very much beneficial to the rural cannabis growers who are located in the economically depressed areas of South Africa. In the case of South Africa, it is relatively easy to obtain cannabis, which actually means there is surplus supply, when compared to demand. Cannabis consumption by tourists is part of the experience of the Wild Coast, in the former Transkei area, which is one of the major cannabis producing areas in South Africa. The truth is that the continued illegality of cannabis continues to benefit organised crime and the criminal underworld. ‘’There is probably no illicit market that benefits Southern Africa’s poor more than the thriving market for cannabis (Cannabis sativa, commonly known as marijuana or dagga in South Africa). The peasant producers in Tanzania, Swaziland, South Africa or Lesotho only get a minute slice of what is earned by the sophisticated criminal groups who export the processed crop to Europe and elsewhere’’ Gastrow (2000: 1). The legalisation of cannabis will be very much opposed by vested interests within the economy that stand to lose out, with the legalisation of cannabis. According to Acton (2011) the vested interest against cannabis includes the pharmaceutical, fossil fuel, soya, alcohol, tobacco, logging and biotech industries, and the state itself, which levies duties and taxes on many of the toxic, inferior and environmentally destructive products performed by these industries. The Constitutional Court in South Africa accepted the representation of the Dagga Party and Jeremy Acton, and the apex court declared valid the use of cannabis in private areas. This created space for cannabis tourism to emerge and the state could unfortunately not tax cannabis. This paves a possibility for the state to be lobbied to approve the recreational use of cannabis as an avenue to tax cannabis to benefit the depressed tax coffers.

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Heritage Preservation for Tourism Consumption in The Global South: The Case of South Africa and St. Helena in The Atlantic Ocean

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Abstract

The growth of tourism has seen the emergence of several forms of special interest tourism growing such as medical tourism, adventure tourism, sports tourism and heritage tourism. Heritage preservation can create the opportunity for tourism consumption as the places of heritage attract tourists that immense themselves in local history, including the tragedies. Heritage tourism has gained prominence as an avenue for attractions creation, especially for areas with low amenity value for attractions. Heritage tourism has continued to grow in demand and volume and destinations seek to benefit from tourism. Heritage preservation is usually dominated by the state and the state must ensure that the preservation of history into heritage is done is such a way that it does not create conflict in society. Sites of heritage must adapt to embrace the path towards digitalization and robotics. Heritage centres must be supported by technology-induced interpretation centres that would improve the delivery of the experience when heritage is being consumed. The research reviews that heritage products must embrace marketing as a means of ensuring sustainable engagement with clients and sustaining the client base.

Keywords : South Africa, heritage tourism, Robben Island, St. Helena, Nelson Mandela, dark tourism, Sharpeville Massacre,

1. Introduction

Heritage is primary preserved by the state, and can be regarded as a reflection of state power at a particular time. Because political power does shift, it is imperative that heritage preservation is undertaken in such a way that it is inclusive. Inclusiveness would ensure that the preserved heritage is sustainable over-time. Heritage sites can be effective sites for tourism consumption as they become attractions, as tourists have increasingly embraced heritage consumption. . This is however, not the case as heritage preservation is undertaken for political ends that create exclusion, and a one sided view of the history. The curatorship of heritage and packaging for tourism consumption must be reflected upon all the time to ensure that it remains authentic. Africa with its rich heritage can use its heritage as a money making scheme, by linking it with tourism. ‘’Heritage tourism is an opportunity popular form of tourism across many destinations globally. Maximising the opportunities from heritage tourism is a critical policy issue in the global South’’ Rogerson & Van Der Merwe (2015: 1).

‘’A number of non-Western regions and states entered the heritage business in the second half of the twentieth century. The interest in heritage has been prompted in part by nation-building in the post-colonial period, as well as by other factors such as globalization and international tourism’’ Cameron (2010:207).

Saarinen et al. (2014) noted that culture can be seen as a potential tourist ‘’pull factor’’ to and in southern Africa. Almost anything cultural can manifest as heritage. Most commonly, we think of material culture in the form of monuments, tombs, sites of different kinds, artifacts, tools or crafts as heritage’’ Cameron (2010: 204). Consequently, many communities across the globe have realized the added value of placing their culture and historical endowment on show for adventure-seeking tourists who are keen to go beyond the sun, sea and sand traditional tourism offerings. Culture and heritage are strong attractions for tourists along with South Africa’s scenic landscapes, long coastlines, rivers, wildlife and sunny weather. Cultural heritage and especially heritage tourism can become an important addition and component of South African tourism. heritage is an inclusive concept that comprises of many diverse values such as cultural, natural, historical, archaeological, architectural, and even geological. Heritage reflects diverse ways of living, habits, cultures and eras of human societies. Where there is a well-preserved heritage site, this invariably enables the local community and tourists to learn about the cultural history of the area. Given that heritage is not a renewable resource, it should be conserved in a resourceful manner and be sustainable.

“Heritage is a public good, essential for national identity, national cohesion, employment generation, education and cultural and religious values’’ Chirikure (2013: 1). ‘’Each generation defines its own heritage values and trying to make the past live with the present should be a matter determined by social processes in the concerned communities’’ Katsamudanga (2003:1). Heritage tourism is a form of special interest tourism. Kidron (2013) noted that heritage tourism entails the search for cultural, familial and/or collective legacy. Ivanovic & Saayman (2013) noted that cultural tourists tend to consume a whole range of different classes of attractions available in a destination ranging from entertainment, nature-based activities, sightseeing, learning at cultural heritage sites, to participate in high cultural activities such as art and classical music. ‘’Cultural tourism involves visiting museums, artistic activities, galleries, cultural heritage zones; it also includes the lifestyles formed by beliefs, languages, religious activities’’ Saarinen et al. (2014:9). ‘’It is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional or psychological’’ Siwadi & Chaderopa (2012: 66). Strauss & Lord (2001) noted that history is a popular theme for recreational travel, as tourists are intrigued by their pasts and the pasts of others.

Some aspects of the heritage experience can be associated with slums, especially in the low income areas in developing countries. In the case of Africa, where there are high levels of poverty and underdevelopment, part of the heritage includes slum tours, where poverty is romanticized and packaged for tourism consumption. Slum tours are popular in major South African cities such as

Cape Town (Khayelisha) and Johannebsurg (Soweto), as poverty is romanticized to match the inquisitiveness of tourists to see how people like under conditions of poverty. Ever since the 1994 democratic elections that ended apartheid, the structural challenges that have remained stubborn are poverty, unemployment and inequality.

‘’Slum tourism are generally divided into two categories: cultural or entertainment tours. Cultural tours are far the most common of the two. Cultural tours have a strong educational element, by seeking to show how slum residents live their lives and how the slum community functions. Entertainment tours focus on excitement and thrill and involve a ‘’safari’’-like experience’’ Khumalo et al. (2014:4). ‘’The enormity of the economic impacts of heritage tourism cannot be overstated.

As one of the largest forms of tourism, visitors to historical places and spending that accompanies them in the areas of lodging, food, admission fees and shopping’’ Timothy & Boyd (2006:4). ‘’Heritage tourism can be viewed as an emotional experience which gives both domestic and international guests an opportunity to feel, experience and understand the unique customs of particular constituency’s heritage’’ Khumalo et al. (2014). ‘South Africa has a rich heritage which has been given World Heritage Site status, ranging from Vredefort Dome, Cape Floral region, St Lucia Wetland Park, Robben Island, and Mapungubwe. ‘’Heritage tourism has gained significant attention as a political and economic engine for local, state and national interests. Intricately involved in meaning making and identity formation, its potential for social good (and misuse) is immense’’ Jamal & Kim (2005: 77). Oxford Economics (2016) noted that in the United Kingdom, heritage tourism generated £17,5 billion and supports 386,000 jobs. As the number of tourists grows globally, in line with trends such as increasing global wealth, and the growth of millennials. Cameron (2010) noted that the history of the West, there has always been a heritage consciousness. This is not to say that Africa does not heritage consciousness, the major Western superpowers had participated in the Berlin Conference that led to the conquest of Africa. The colonialism conquest was economic, social and cultural in nature, as major African cities were destroyed, to create a narrative on Africa’s historical insignificance before colonialism.

The contestation of heritage is associated with the heritage preservation of royalty, nobility or other elites, usually at the expense of the ‘heritage of the ordinary’ as noted by Timothy & Boyd (2006). ‘’Preservation is very vital because of its capacity to promote the past ways of life that are useful to contemporary societies. Arguably, the past is essentially the key to the present and platform for the future’’ Onyiwa (2016: 278). ‘’New museums are themselves becoming sites of potential contestation over heritage’’ Rassool (2000: 17). Rassool (2000) noted that the Biko statue in East London created public controversy, as the Afrikaner Weerstandsbeweging moved quickly to deface the new sculpture with rightwing graffiti hours after its unveiling. In Pretoria, Church Square which is the cultural centre of the city, is surrounded by apartheid era heritage sandstone building such as the Palace of Justice has a statue of Paul Kruger, at the centre of Church Square. Paul Kruger was a Boer leader that led the

Boer republic of Transvaal. Cultural tourism can also help in the restoration, preservation and conservation of both natural and cultural heritage resources'' Saarinen et al. (2014:14). ''Culture and heritage tourists clearly make up a large share of the global tourist market. The following general observations about this segment are important:

- They tend to be more affluent and more educated than the average tourist and can therefore more positively impact the local environment and economy.
- They are generally older and most live in adult only households, where there no family members under the age of 18.
- They are generally more active consumers of destination activities than the average leisure tourist.
- The Internet is generally an important tool to plan and book trips and they are generally above average consumers of travel-related media'' City of Cape Town (2010: 57).

Today, culture and heritage embody one of the most significant resources for forging or maintaining national identity and a sense of belonging'' Henama at al. (2016: 10). ''Heritage tourism and cultural tourism ae notably one of the fastest emerging competitive niche tourism segments both locally and internationally'' Viljoen & Henama (2017: 1). The success of the heritage product depends on managing supply and demand. Mudzanani (2017) noted that some museum officials consider marketing as a concept alien to museums, and museum officials consider marketing associated with profit-making organisations. Heritage products must be find new ways to market to an increasingly younger market, who are millennials, who are digital natives. ''Social media platforms such as Facebook, Twitter, YouTube, Linkedln, Pinterest and various others may increasingly play a role in tourism and can be instrumental to reach the majority of people and particularly young people who has neither an awareness nor visited heritage sites'' Viljoen & Henama (2017: 10). Mudzanani (2017) noted that museums must also use social, recreational and celebratory events that are not related to the core business. This means that the heritage product must acquire multiple uses, use during the day and use-after dark. Van Der Merwe (2016) noted that the poor training of tourist guides had been identified as a problem. ''Cultural heritage tourism is growing in importance and it has potential to contribute significantly to the growth of the tourism industry and economy of Botswana.

Robben Island's contested heritage: from Muslim resistance, Robert Sobukwe and liberation heroes from ANC and SWAPO

Robben Island is an island located outside of Cape Town, the southernmost tip of Africa. The island is closely associated with the struggle of the independence against apartheid and the island was used as a prison for political prisoners. Robben Island is known and associated with bondage, and incarceration, was once used as a leprosy banishment site. ''Robben Island is situated about 7 kilometers offshore Cape Town and was turned into a banishment centre for Dutch settlers in the mid-1600s before it become a leper colony, a hospital for the mentally ill in the 1800s and a training and defense base during World War II. In 1961, the island was declared a maximum-security prison'' Munuhe (2013:3). The heritage of Robben Island is exclusively associated with Nelson Mandela, who later became the first democratic president of South Africa. Nelson Mandela was the face of the struggle against apartheid, and his incarceration in Robben Island with other freedom fighters who were sentenced to various prison sentences, placed the island at the centre of attention. For peaceful negotiations to be concluded in South Africa, political prisoners had to be released from Robben Island, and those who had been in exile, welcomed back to South Africa. Nelson Mandela is regarded as the father of the nation and the heritage preservation since the end of apartheid has been closely associated with Nelson Mandela. ''New museums are themselves becoming sites of potential contestations over heritage. The Robben Island Museum, the post-apartheid state's first and pre-eminent heritage site of the new nation, has been driven by the biographical narrative of Nelson Mandela's long walk to freedom'' Rassool (2000: 17). The major challenge facing the preservation of Robben Island's history is best described as ''Mandela Mania''. This has created a lot of conflict, as the Mandela hegemony in preservation has been funded by the state at all levels. Almost all localities in South Africa, have a Mandela commemoration site, be it a street renamed after Nelson Mandela to other heritage preservation programmes. Nelson Mandela's heritage has dominated during the post-apartheid era, to the detriment of many other anti-apartheid leaders. One such is Muslim heritage and resistance that is not highlighted and may receive less attention when compared to the Mandela mania associated with Robben Island. ''Muslims at Robben Island were instrumental in the history of oppression and liberation'' Henama & Sifolo (2018: 109).

Robben Island has a great Muslim resistance history that is not well packed and curated in the museum experience at Robben Island. ''In the whole saga of Muslim resistance to colonialism, the notorious Robben Island played no significant role'' Lubbe (1987: 50). The island was used as a place of banishment for Muslim royalty from countries in Asia, where the Dutch had colonized states and countries. Henama & Sifolo (2018) noted that the Dutch East Company has incarcerated Muslims such as Yusuf of Macassar, Achamat of Ternate, Daing Mangeman, Sheik Madura, Tuan Said Aloewie and Tuan Guru. Davids (2015) noted that a tour to Robben Island includes a visit to a shrine of Sayed Abdurahman Motura, a political prisoner who died on the island. The paucity of curating the Muslim experience at Robben Island is a matter that must be raised by Muslim representative bodies in South Africa. Cape Town is the centre of the Muslim experience in South Africa, with many mosques and the historical Bo-Kaap area. ''Most of the residents of the Bo-Kaap are still Muslim South Africans, descendants of slaves brought here from other African nations, India, Indonesia and Malaysia who become known over the centuries as Cape Malays or Cape Muslims'' Onishi (2016:1). ''The election of Donald Trump as the President of the United States means that the USA may be deemed to be less-Muslim friendly destination, this creates the opportunity for South Africa to exploit its Muslim friendliness to its own benefit. The lesson is to never allow a crisis to go to waste'' Henama & Sifolo

(2018: 111). Jafari & Scott (2014) noted that in 2010 there were 1.6 billion people, who self-identify as Muslims. Muslim are major tourism experience consumers, and this tourism niche is called Islamic tourism or halal tourism. ''Muslims needs a kind of traveling that centres around Islamic features of tourism destination in order to meet their various needs'' Namin (2013:1256). The primary requirements are associated with Muslim tourism include prayer rooms and halal food. Duminy (2016) noted that Cape Town noted that at the centre of the town is a vibrant Muslim community whose heritage is closely linked to the Cape. Cape Town is being promoted within the Gulf states as a Muslim friendly destination, and this will increase the tourism niche which is Muslim tourism.

Freedom fighter contested liberation at Robben Island

The African National Congress (ANC), which is the political party of former President Nelson Mandela has dominated the post-apartheid preservation project. New museums and heritage sites have created to contest apartheid heritage. Robben Island was used a maximum prison for liberation soldiers from South Africa and Namibia. The curatorship of the experience at Robben Island has done disservice to a set of prisoners from Namibia, who were freedom fighters. The majority of them where members of the South West African People's Organisation (SWAPO), which is a political ally to the ANC. The equivalent of Nelson Mandela from SWAPO was Herman Andimba Toivo ya Toivo, and he passed away in 2017 at the age of 93. Myakayaka-Manzini (2017) noted that Toivo ya Toivo was sentenced to 20 years to Robben Island, and was one of the 37 Namibians that were tried under the Terrorism Act in Pretoria from 1967 to 1968. Zuma (2012) noted that the ANC, SWAPO and the Pan-Africanist Congress formed the South African United Front in exile, exerting pressure which made South Africa to leave the Commonwealth in 1961. In 2009, the SWAPO Party instructed the Ministry of Youth, National Service, Sport and Culture dispatch a team to assess the situation of the recording of Namibian history at the Robben Island Museum and take appropriate remedial action as soon as possible. It is imperative that Robben Island properly presents and packages for tourism consumption, the entire historical experience of Robben Island, and not try not to engage in historical cleansing. Prominent members of the black consciousness movement such as Steve Biko and Robert Sobukwe, don't have their heritage prioritized by the post-apartheid state. Steve Biko who wrote the classical book ''I write what I like'' has his heritage far better preserved when compared to Robert Sobukwe, who was leader of the Pan Africanist Congress (PAC) which broke away the ANC.

The Eastern Cape Provincial Government created a Biko Memorial Centre in Ginsburg in Kind Williams Town as a multiple uses centre that has a museum tour, in addition to retail spaces such as restaurants and curio shops. In addition, there is a Biko statue outside the East London City Hall in the Eastern Cape, which had depended on private funding initiatives to be built. ''The R200 000 statue had been commissioned by the Biko family as well as former editor and Biko biographer, Donald Woods and was created by Johannesburg sculptor Naomi Jacobson. It was partly financed by movie director Richard Attenborough as well as actors Denzel Washington and Kevin Kline who had worked on the movie Cry Freedom'' Rassool (2000: 14). It is rather strange that the state did not exclusively fund the commemoration of the Biko Statue in front of East London City Lodge, considering that he was an anti-apartheid hero, who was not a member of the African National Congress (ANC) which has been the governing party since the end of apartheid in 1994. Robert Sobukwe is the only prisoner at Robben Island who was placed under permanent solitary at Robben Island from 1963 to 1969, and was not allowed to communicate with anyone, only allowed to use hand gestures. Robert Sobukwe was identified by the apartheid state as the most dangerous political prisoner. The apartheid parliament which operated under parliamentary supremacy, even created a ‘’Sobukwe Clause’’. House T159 where Robert Sobukwe was housed does not have a dedicated tour, as it is located outside the maximum prison. This injustice to the legacy of Robert Sobukwe and Robben Island continues to be practiced even today at Robben Island. The reason is linked to Mandela Mania, which has become the national government program, where apartheid liberation history must be dominated by Nelson Mandela. In the case of Robben Island the convenient lie that Nelson Mandela was the longest serving prisoner at Robben Island has remained unchallenged, whilst he spend less than 20 years on the island. In the case of political prominence, history cannot be changed, Robert Sobukwe was the most prominent political prisoner to be incarcerated at Robben Island. Tours in Robben Island do not give detailed recognition of the house where Robert Sobukwe stayed alone, under 24 hours guard from security dogs, basically under solitary confinement. The bus that takes tourists on a tour, make a short stop by, without entering the house where Robert Sobukwe was under solitary confinement, which is a great disservice to a great freedom fighter’s legacy.

St. Helena’s colonial history and links to South African’s heritage

St. Helena located in the middle of the Atlantic Ocean, which is administered by the United Kingdom has sought to develop tourism to diversity being financially dependent on remittances from British taxpayers to sustain the island economically. This began with the construction of the first airport on the island, in Jamestown and efforts to capitalize on the heritage of St. Helena, so that it becomes a tourism destination. The airport infrastructure was created to act as support infrastructure to provide aviation infrastructure that would improve connectivity and also promote tourism arrivals. ‘’St Helena is a remote, volcanic south Atlantic island of 122 square kilometres. It was uninhabited when discovered in 1502. The British East India Company annexed St Helena in 1659 and populated the island. It became a British crown colony in 1834 and remains a dependent territory’’ Royle (1998: 57). ‘’Named after St Helena of Constatinople. St Helena is an island of volcanic origin in the South Atlantic Ocean. It forms part of the British overseas territory of Saint Helena, Ascension and Tristan de Cunha. The island was uninhabited when discovered by the Portuguese in 1502. For centuries, it was an important stopover for ships sailing to Europe from Asia and South Africa. The British also used the island as a place of exile, most notably for Napoleon I, Dinuzulu kaCetshwayo and more than 5000 Boer prisoners’’ Basil Read (2016:1). Just like Robben Island in South Africa, St. Helena was used as a site for incacaration for prisoners due to its remote location. Just like Robben Island, the island of St. Helena has been used as a site for incarcerating prisoners-of-war from the South African War (formerly called the Anglo-Boer War), colonial tribal leader in the case of Dinuzulu kaCetshwayo and World War I prisoner, Napoleon I. According to Van Niekerk (2015) explain that King Dinuzulu kaCetshwayo in 1889, has been crowned king at the age of 16 by the Boers with the attempt to gain an ally of Zulu nation against the British. Unfortunately the king was found guilty of high treason and exiled to the British island St Helena and together with the small Boer commando of 300 men in victory against the forces of Chief Zibhebhu ka Maphitha and the British, thousands of kilometers from South Africa in the mid-south Atlantic Ocean (Van Niekerk 2015).

Dinizulu kaCetshwayo from Zulu nationality in colonial South Africa had participated in a rebellion against the British rule. ‘Ash (2017) noted that in 1890 Dinuzulu kaCetshwayo was captured by the British and banished to St Helena, he spent 10 years and fathered a child with his attendant, Maglan Noden or ‘’Princess Dinizulu’’. The wars waged between the Zulu Nation and the British, are now a major attraction in South Africa, under the title ‘’battlefield tourism’’. Also the famous enemy of the British, Napoleon Bonaparte, the emperor of France, was also exiled on the island of St Helena after he was defeat at the Battle of Waterloo (Van Niekerk 2015). Napoleon died on the island and was buried in St. Helena, and his body was later exhumed and taken back to France. Ash (2017) noted that Napoleon arrived on the island on 15 October 1815, four months after his bitter defeat at Waterloo, and he died six years later. ’Napoleon Bonaparte’s tomb-in the Alarm Forest district-and his final residence, Longwood House, offers tours, while the lack of light pollution allows for stunning views of the night sky’’ Weaver (2015:2). His remains were finally returned to France in 1840. Walters (2018) noted that St Helena was used as stopover area during World War II when it was used as a refueling stop for US transport aircraft ferrying troops and supplies to North Africa and India. The Anglo-Boer War (now called the South African War) was a civil war waged between the Boers and the British in South Africa. Hofmeyr (2012) noted that the war occurred between 1899-1902. The British which was the colonial master in many African countries, had more military might and experience when compared to the Boers. The British eventually won the Anglo-Boer War. Black South Africans participated in the Anglo-Boer War, fighting on both sides. During the Anglo Boer War, there were several concentration camps and POW. The island of St. Helena was also used a concentration camp for the Boers that were captured by the British. Hofmeyr (2012) noted that 9000 Boer POWs were held in India. Britain had colonized India, and use it as a site for POWs. Royle (1998) noted that a decision was taken to use British territories as locations for POW camps to reduce the possibility of escapees rejoining their forces. ‘’The island was also a temporary home to more than 6,000 Boer prisoners of war who were captured at the Battle of Paardeberg. For some 300 men-the youngest just 16-the island would be their last resting place’’ Ash (2017: 2).

Hofmeyr (2012) noted that St Helena received 5800 men, the first Boers arrived in August 1900 and by 1901, the island could accept no more prisoners of war. There is immense untapped potential to use heritage as a draw card for tourists to St. Helena. St. Helena which depends on financial support from Britain to survive has initiated tourism through the construction of the airport, as a means to use tourism as an economic panacea. ‘’Most islanders are excited at the opportunities the airport will bring: quicker access to medical care, and quicker transportation for overseas islanders who take holidays time from work to journey home'' Weaver (2015:1). Basil Read (2016) noted that at the beginning of the airport project, there was no harbor on the island, and Basil Read was contracted to build a permanent wharf, capable of accommodating 105m long vessels. Cruise ship tourism is another avenue for special interest tourism, only after a feasibility study is undertaken. In the past, the only means to travel to St. Helena was by ship, the RMS St. Helena. Walters (2018) noted that the RMS St Helena was made redundant by the £300 million airport. Slabbert (2016) noted that airport was built by Basil Read, a South African contractor. Walters (2018) noted that the RMS St Helena is currently docked at Cape Town's Duncan Dock. It is unfortunate that the RMS St Helena is not used as a heritage site that can be docked at St Helena's James Bay. Slabbert (2016) noted that the first Comair flight to St Helena departed from OR Tambo International Airport to Jamestown on 18 April 2016. The weekly Saturday service by Comair was operated using a Boeing 737-800 and was the beginning of promoting tourism to the island. In the past, the only means to reach the island was by ship from Cape Town, which is 2000 away. St. Helena must market itself as part of the African tourism experience and this means that it must attend major travel and tourism exhibitions such as the ITB in Berlin, the WTM in London and Africa's Travel Indaba held in Durban, South Africa. The shared history, and heritage between South Africa can be used to draw tourists from South Africa. South Africa is a major outbound tourism market for African destinations that offer tourism services. The geography of St Helena with mountains and sharp descends can be used for developing adventure tourism opportunities that range from 4X4 routes, hiking, and aviotourism. St. Helena in order to attract tourists, it must be able to identify several tourism niches that it will package its tourism offering, with heritage tourism being one of them. South Africa dominates outbound tourism within the region, and tourists from South Africa must be targeted. St. Helena is yet to capitalize on this potential to its own economic disadvantage.

Township Tourism in South Africa, The case of Soweto and Sharpeville

The black-only townships, located on the outskirts of each South African towns and cities, were part of the social engineering policy of apartheid. Townships became significant sites of protests and became epicenters of the anti-apartheid movement. Townships in pursuing the anti-apartheid struggle became sites of death and police brutality, creating opportunities to package townships as dark tourism sites after the first democratic elections in 1994. Townships were created for Black South Africans under the separate development policies of apartheid. ''The term 'township' is a legal terms that refers to a formally promulgated urban area. However, the term is used to define areas that were historically created (through central planning) to racially segrated South African cities and to create labour pools for the broader colonial and apartheid economies'' South African Cities Network (2015:10). ''Townships are largely dormitory residential areas, generally nearer the edges of cities and towns. Income levels are low, unemployment rates are high, and access to employment for residents is often problematic because of long distances to work'' Harrison et al. (1997: 44). Township tourism is regarded part of the cultural experience that has been packaged and sold especially for international tourists. ‘’’The emergence of the activity of township tourism is largely a phenomenon of the post-apartheid period after South Africa’s democratic transition in 1994’’ Rogerson (2004: 250).

The townships became the sites for mobilising and opposing the racist policies of the apartheid state. With the end of apartheid in 1994, the once only ‘no-go areas’ in the townships became sites for interest and tourism consumption. They were your non-traditional tourism destination because South Africa has sold itself from a tourism perspective as a ‘’whites-only’’ enclave based on the sand, sea, sun and bush experiences. The end of apartheid ushered an opportunity to consume dark tourism, poverty tourism, heritage tourism and cultural tourism in the townships. The most popular townships for tourism consumption, where Soweto outside Johannesburg and Khayelisha outside Cape Town. The emergence of township tourism became an opportunity to for pro-poor tourism in economically depressed areas, and most importably, allow the previously disadvantaged to become product owners and benefit directly from the tourism industry. Township tourism is closely associated with heritage tourism. ‘The biggest challenge facing the township tourism market is the fact that it has limited capacity to grow, as there is limited supply, which stifles demand. In addition, there tourism product offering in the townships is dominated almost exclusively with the heritage tourism product, which makes it impossible for extensive expenditure by tourists

Sharpeville, Vereeniging

The Sharpeville Massacre happened in the township of Sharpeville, outside Vereeniging, on the 21st March 1960, when apartheid police fired an unarmed black South Africa who were protesting against the unjust pass-laws applied on the black South Africans. There were 69 casualties, which included children and the vast majority were shot dead from the back. The international condemnation of the Sharpeville Massacre increased apartheid South Africa’s isolation and increased the number of countries that imposed sanctions on South Africa. The anti-pass campaign began in Soweto, where Robert Sobukwe had moved from Mofolo to Orlando police station, to hand himself over because he had not been in possession of his pass, which was legislated by apartheid South Africa. The breakaway of the Pan African Congress (PAC) from the ANC, had led to contestation for anti-apartheid protests between the two anti-apartheid movements. The PAC had led an anti-pass protest, 10 days earlier than the scheduled anti-pass protest by the ANC. Marshall (2010) noted that the public holiday, 21 March is to commemorate the Sharpeville Massacre to ‘’Human Rights Day’’ prompted the PAC to claim that the ANC was hijacking history, and the opening of the new Sharpeville memorial, the PAC boycotted the event. Nelson Mandela signed the new South African Constitution into law in Sharpeville on the 10th December 1996 according to South African History Online (1996). ‘’Two years after the first democratic elections (1994), the President of the Republic of South Africa, Nelson Mandela, signed the final draft of the constitution into law at Sharpeville, Vereeniging on 10 December 1996. The date on which the constitution was signed marked International Human Rights Day’’ South African History Online (1996: 1).

Ever since that signing, the 10 December has become a yearly event, when the signing of the constitution is commemorated in Sharpeville. The 21st of March had been declared a public holiday in South Africa, called Human Rights Day commemorating the Sharpeville Massacre. The post-apartheid state hosts a commemorative event in Sharpeville, which is supposed to be a national day of commemoration. Instead the commemoration events at Sharpeville have become a national day of embarrassment as protests by the Pan African Congress with claims that the history of the PAC's contribution to the anti-pass protests at Sharpeville are downplayed by the state. The Human Rights Day celebrations at Sharpeville were supposed to become the center of commemorating the unjust and racists policies of the apartheid state, but has become a national day of embarrassment. It is imperative that agencies tasked with the responsibility for heritage preservation, be engaged on how corrective steps can be undertaken to ensure that the Sharpeville memorial and the commemorative events can be accommodative of the PAC. This would be a corrective step to ensure that conflict is permanently averted around the Sharpeville Massacre to ensure that the commemorative event can become a major event attraction.

Soweto, Johannesburg

''Soweto, the largest township in South Africa, was established in the early 1900S as a product of segregation planning to accommodate labourers in mining and other industries around Johannesburg, while the inner city was reserved for white residents. Many sociocultural and socioeconomic problems are part of the Soweto landscape, such as overpopulation, a lack of resources, the uneven distribution of wealth and low socioeconomic development'' Booysens (2010: 277). Townships during apartheid were basically no-go zones, and become the sites of protest and opposition to the unjust apartheid laws. In the case of Soweto, it become the epicenter of opposition to apartheid, culminating in the 1976, June 16 Soweto massacre that took many lives of protesting students. According to Rogerson (2004) the international profile enjoyed by Soweto as a symbol of the political struggle against apartheid meant that the first real growth of township tourism. The township tourism experience in South Africa is dominated by township tourism in Soweto, located south-west of Johannesburg, the largest township in South Africa. This may be due to the fact that Johannesburg is the economic hub of the country, driven by mining capital. Butler (2010) noted that Vilakazi Street in Orlando West, Soweto houses the homes of two Nobel Peace Prize recipients: Nelson Mandela and Archbishop Desmond Tutu. In addition, Soweto was the site of the 1976 Soweto uprisings against apartheid, which after 1994 become a major site for justice tourism. The house of Robert Sobukwe in Mofolo in Soweto has not been declared a national heritage site. This is in stark contrast to the status given to the Vilakazi Street based houses in Soweto of former President Nelson Mandela and Archbishop Desmond Tutu. The heritage in Vilakazi Street has been used as tourism attraction which has led to Vilakazi Street being a hub of activity with tourists, and is a ''must-see'' attraction. The area has been upgraded with top infrastructure such as roads and also tourism signage to the tourism hub of Vilakazi Street. The Orlando Community Hall is where the Pan Africanist Congress (PAC) was formed and the hall is where the PAC holds its anniversary according to City of Johannesburg (2011).

There has been a tendency to downplay the contribution of other organizations by the governing ANC in the preservation of heritage by the post-apartheid state. ''In the public memorialization of iconic events such as the 1976 Soweto Uprising, narratives of nation tend to overlap and coincide with the narratives of the ANC. Members of opposition parties, most notably the PAC, have accused the ANC of abusing its power within the democratically elected government to enshrine its own preferred version of the historical past in the official memory landscape'' Marshall (2010:372). The township tourism product is dominated by the heritage product, which limits the growth of tourism in townships. There is a need to cater for various other niches, and Soweto with the Orland Cooling towers, is pioneering adventure tourism activities with success. As noted by Koens & Thomas (2015) 90% of the township tourism market is services by outside actors. This means that there are high levels of leakage from the township economy. In addition, the high rates of crimes lead to accommodation, shopping and fine dining occurring outside of the township economy, which limits the retention of tourism expenditure within the township economy. At a national level, the township tourism is only a success in Soweto (Johannesburg) and Langa plus Khayelitsha in Cape Town. Outside of these major cities, township tourism is non-existent compared to the scale at which it occurs in these towns, which makes township tourism an extension of urban tourism, in the case of South Africa. This is unfortunate, when you consider the fact that township tourism has the potential to be pro-poor if it is properly planned with the necessary supply-chain connections, that ensure that the majority of benefits, stay within the local community. South Africa seems to be unable to market and sell the country to heritage tourism. ''Despite marketing South Africa globally as a cultural tourism destination, neither South African Tourism (SAT) responsible for marketing the country internationally nor the National Department of Tourism (NDT) responsible for developing and implementing the National Culture and Heritage Tourism Strategy (NCHTS) are aware of how many of these sought after tourists are actually responding to SAT call. SAT is calling cultural tourists'' Ivanovic & Saayman (2013: 140).

2. Conclusion

''Tourism is often promoted as an economic panacea in such regions, its benefits including the generation of foreign currency, the creation of employment, and the diversification of markets'' Goudie et al. (1999: 22). Tourism has long been considered an effective catalyst for socio-economic development and regeneration as noted by Sharpley (2002). ''In South Africa, tourism is currently promoted as the panacea of all ills, associated with development, employment and income generation'' Marshall (2005: 103). ''Throughout the course of human history, heritage sites such as for example, battlefields, have serves as either places of wonder and stimulation, remembrance or celebration or simply as leisure and tourism destination options. The heritage product can follow the example of shopping malls, that are able to cater for the needs of patrons during the day and at night with cinemas, and fine-dining establishments. There is a need to ensure that players in the heritage tourism value chain also adapt to changes to meet the needs of new customers. Mudzanani (2017) noted that museums must offer lectures, classes, tours with musical, theatrical and film programmes. Successful events hosting at heritage sites is important to increase the financial benefit for heritage products, and lead to unconscious consumption of the heritage product. Successful event hosting can lead to positive word-of-mouth which can be electronic on social media platform such as Twitter, Facebook and Instagram.

Heritage centres must be supported by interpretation centres which provide a presentation of heritage using technology and use video, music and entertainment. In South Africa, the Sterkfontein Caves, which are a World Heritage Site, had Maropeng, which is an interpretation centre for the Cradle of Humankind. Heritage products must provide a variety of services that would increase the length of stay, and increase the financial expenditure at the heritage destination. This means that the heritage product which is a core of the experience, must be supported by other supporting products such as food and beverages. Chhabra (2009) noted that museums are pressurized to supplement public money with ancillary activities such as operating restaurants and shops. This provides an opportunity for heritage products to create commercial spaces as part and parcel of the heritage experience, to support the heritage experience. The relationships with the media are important to win the support of the Fourth Estate. This means relationships building between the heritage sector and various media platforms from radio, print and online-media companies. There is a growing population of micro-bloggers who are influential, and those following the bloggers being potential consumers. Mudzanani (2017) noted that strong media relations are important to build with journalists, news editors, photographers and cameramen working for the local media.

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Lontar's Nectar from Nusa Tenggara Timur as Sugar Replacement for Coffee-Based Beverages: Coffee Tourism Potential

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Abstract

Lontar's Nectar is a sweetener product resulted from the processing of Lontar tree sap (*Borassus flabellifera Lin)* in the form of liquid sugar. Lontar's Nectar is one of the main food sources for people in Nusa Tenggara Timur, East Indonesia. Coffee tourism in Indonesia has potential; the coffee consumption can elaborate history, traditions, products, and culture of a destination. Coffee experiences are a part of daily life; thus, the usage of Lontar's Nectar as a sugar replacement in coffee-based beverages is studied. This study reveals the descriptive sensory properties of Lontar's Nectar and its comparison between samples. Lontar's Nectar shows moderate to strong sensory properties on aroma (4.28), sourness (6.26), texture (8.65), and color (8.74); and shows low sensory properties on unpleasant taste (2.23), salty (3.43), and savory (3.65). In the differentiation test, namely the triangle test, the study found the color differences between Aren sugar and Lontar's Nectar are not significant. At the same time, texture and its taste are significantly different. Furthermore, in Hedonic Tests, the study found that the highest preferences of the panelist for both sugar sample and coffee-based beverages are Aren Sugar comparing to Lontar's Nectar, Cane sugar, and Coconut Sugar. The proximate analysis found Lontar Nectar's Nutrition Value contains 1.08% protein, 1.92% ash, a calorie from fat <0.02 Kcal/100g, 12% of moisture content, carbohydrate 85%, and the total calorie is 344.32 Kcal/100g. Lontar's Nectar is potential as coffee-tourism products since it gives the cultural connection. Lontar's Nectar is not yet widely known in the Indonesian market; the potential will broaden if proper information and knowledge are shared.

Keywords: *Lontar's Nectar, Nusa Tenggara Timur, Sensory Properties, Triangle Test, Hedonic Test, Proximate Test, Coffee-Tourism Potential*

1. Background and Goals

Coffee-based beverages are one of the most popular drinks enjoyed by many people. Drinking coffee, on the other hand, has become a trend that occurs in all circles of society in Indonesia (Litya, 2018), especially in Jakarta (the capital city of Indonesia), the home of 1,500 coffee shops outlets (Setyaningsih, 2018). Coffee is seen not only to eliminate fatigue but also has become a culture for various generations (Cahya, 2018). It has also become part of daily life, which attracts many entrepreneurs to open their own coffee shop business since it has a good prospect, and the average profit margin of a coffee shop can reach 35–40 percent from total sales (Gumiwang, 2018). It is also shown that the retail coffee market in Indonesia has increased to 268,000 tons per year and is predicted to have a growth rate of 11.4% between 2017 and 2021 (Normala, 2018).

Besides coffee, Indonesia's sugar consumption also rose in these decent years. This phenomenon could be found in the increasing number of beverage outlets in many big cities in Indonesia. One of the popular beverages is Tapioca Pearl Milk tea. It is a Taiwan originated beverages, popularly known as bubble tea or boba; and is currently trending in Indonesia, particularly in big cities, such as Jakarta. Popular global brands, such as Xing Fu Tang, Tiger Sugar, and OneZo, have opened outlets across the capital, creating a phenomenon of people lining up for hours to get a cup of boba and tighter competition in the lifestyle drinks market (Valentina, 2019).

Despite local businesses, the Boba Beverages market is led by foreign investors, mostly from China or Japan. Most of the sugar was used in a coffee shop in Indonesia mostly are white sugar and brown sugar, with special trends starts in 2019, is aren sugar; crystallize aren palm sap that enjoyed by many people because it has a sweet and smoky taste. Meanwhile, most of the international brands of Boba drink shop were using imported brown sugar from the originated country, for example, from Taiwan or Okinawa brown sugar.

Indonesia is one of the great sugar producers in the world. However, sugar crafted traditionally from the East of Indonesia are rarely heard. Lontar's Nectar is one of the main sources of food for people in Nusa Tenggara Timur, East Indonesia. Lontar's Nectar originated from Sabu island, which is more known to locals as "Gula Sabu." Sabunese people are used to consuming this Nectar for their daily activities since they lived on an island with such geographical conditions that is prone to drought. When they experience crop failure and the stock of food getting thin, they will use lontar's Nectar as one of the survival foods. The Nectar came from *tuak* or lontar's trees, a kind of palm tree, which has lots of them in the whole island. This Nectar had replaced corn and rice as their main source of carbohydrates, and it had become a tradition amongst them. This tradition made them strong enough to finish their daily physical activities without consuming any other type of carbohydrates (Muhamad, 2015).

Lontar's Nectar itself is known as it has many health benefits. It tasted really sweet but had a low glucose content, which is good for diabetic and cholesterol patients (Fikri, 2017). This is similar to Lewi's Organic Website claimed; one of lontar's nectar producers and distributors in Indonesia: lontar nectar is gluten-free, high in vitamin C, and has a low glycemic index. Furthermore, it has a faint citrus profile and mild, honey-like flavor, and also vegan alternatives.

It is known by local people as a medicine for various diseases and also found very good for gastric health. Lontar's Nectar can be consumed as it is or dissolved in water, tea, or coffee to be enjoyed as delicious drinks. Several spoonsful of lontar's Nectar can make people feel full since it has high-calorie content (Ayu, 2016). While it is full of good benefits, many Indonesian people do not know that lontar's Nectar has existed. When lontar's Nectar is easy to get in big cities and available in coffee shops, and people also have knowledge about its benefits and existence, Indonesia will have a healthier solution for sugar. Lontar's Nectar is also a great substitute for sweetness rather than using white sugar, which is harmful to our bodies if consumed excessively.

Indonesia is rich and full of tourism potential; Indonesia should be able to attract more international visitors (Asdhiana, 2010). There are a lot of authentic local foods and beverages, which potentially offer a strong focal point to portray Indonesia as a tourism destination. Indonesia has a very diverse traditional dishes, according to the Minister of Tourism and Creative Economy of Indonesia; it also poses a challenge for the government to choose which particular culinary product to be promoted to the international market (Pertiwi, 2011).

Food and beverage products are considered to be a cultural example that distinguishes one culture from another culture (Boniface, 2003). As a component of culture, food has an important role in shaping individuals as well as a cultural group's foodways. At a personal level, food can portray self-identity (Fischler, 1988) and self-expression (Kittler, Sucher, & Nelms, 2008), whereas, in a greater context, food echoes the identity that distinguishes one culture from another (Edelstein, 2011). Even more, it is suggested that to understand one culture; an individual must experience its food (Boniface, 2003).

Culinary tourism in Indonesia has enormous potential. Culinary, the diverse and unique archipelago, comes from various cultures and is an Indonesian asset whose development must continue. The diversity of ingredients, cooking techniques, flavors, and serving local specialties in Indonesia can become a tourist attraction. Traditional food and its ingredients are an identity region or country because traditional food depicts culture, history, and how people's lives in the area or country (Muliani, 2017).

Coffee tourism is defined as the consumption of coffee, history, traditions, products, and culture of a destination. Coffee experiences are a part of daily life; these make the activities are common or nothing out of the ordinary. When traveling, people tend to try a local café as an introduction to local culture and its tradition. Food products also act as a transportable system of place and identity; furthermore, enjoying a cup of coffee at home or when travel can be part of the culinary experience. (Jolliffe, 2010)

Few academic studies have been conducted to determine lontar's nectar sensory properties. The objectives of this research were to assess the descriptive sensory of lontar's Nectar, to compare the similarity between lontar's nectar and aren sugar, to measure the likeness and preferability of lontar's Nectar as sugar substitutes in coffee-based beverages, and also to find out the nutritional content of lontar's Nectar. The preferability of panelists for coffee-based drinks with lontar's Nectar will be used to examine its potential as a new product for coffee tourism in Indonesia.

2. Methods

This research uses a quantitative method of analysis with a descriptive approach. This research also uses sensory tests and proximate tests. For sensory testing, this study uses a differentiation test, descriptive test, and hedonic test to determine the sensory properties and the level of panelists' preference for lontar's Nectar. In contrast, the proximate analysis is done to find out the nutritional content contained in lontar's Nectar.

2.1 Samples

Three types of sugar samples that are commonly used in coffee shops and lontar's Nectar from Nusa Tenggara Timur were used in this study. Lontar's Nectar has different kinds and types depending on the regions. Locally home produce Lontar's Nectar from Waingapu, Sumba Timur was used for tests in this study. The other three samples are Aren Sugar, Coconut Sugar (Javanese Brown Sugar), and Cane Sugar (white sugar); all these three sugars are in liquid form of sugar when it tasted, that will be easier to compare with Lontar's Nectar, which has a liquid consistency.

Lontar's Nectar is known by a different name in a different region. For example, it is known as *gula Sabu* (Sumba region, Sabu Island, etc.), *gula air*, *gula Rote* (Rote island), or *gula siwalan* (Java island). The designation name of Lontar's Nectar in this research is based on Lewi's Organic, which is a local Lontar's Nectar producer in Indonesia.

Nectar or known as *Nira,* is a transparent liquid that came from coconut or palm tree's flower stems that are not opened yet (Dyanti, 2002) by means cutting the tip so that the wound out a clear liquid that has a sweet taste. Xia et al. (2011) found there is 14% sucrose inside fresh-cut *Nira*, while according to Barh & Mazumdar (2008), *Nira* has 9,3 grams' sugar content per 100 ml of fresh-cut *Nira*.

Lontar's Nectar came from Lontar's tree, which are common trees in Nusa Tenggara Timur and other regions in Indonesia, namely East Java, Madura island, Centre of Java, Bali, Nusa Tenggara Barat, and Sulawesi. Lontar's Nectar is one of farm produce which have great nutritional content such as protein, mineral, water, and carbohydrates. Based on the taxonomy, palm trees are classified as genera *Borassus* and from the palm tribe. This type of plant is one tribe with plants *salak* or snake fruit, coconut, and aren. Complete classification of Lontar plants as follows:

Table 1. Lontar Plants Classification

Classification	Name
Kingdom:	*Plantae*
Division:	*Magnoliophyta*
Class:	*Liliopsida*
Order:	*Arecales*
Family	*Arecaceae*
Genus:	*Borassus*
Species:	*Borassus flabellifer*

Source: (Nasri, Suryaningsih, & Kuniawan, 2017)

Lontar's Nectar then can be fermented from yeast that came from *Laru (Alstonia acuminata Miq.*). *Laru* is a type of root that will become local alcoholic beverages known as *Sopi*. These roots carry microbes that will describe sugar content (sucrose, fructose, and glucose) in Lontar's Nectar into ethanol, CO2, and some organic acids to transform into *Sopi*. Freshly tapped Nectar, also known as "*Tuak*," when got the Nectar in the morning or afternoon, the Nectar tastes sweet, but if it got in the middle of the day, the Nectar would feel a bit sour. *Tuak* then cooked in a pot in a fire pit until it has a sticky consistency and honey-colored (Dian, 2012).

This study used commonly found sugar ingredients in the coffee shop, namely aren sugar, coconut sugar, and cane sugar. Aren and coconut were chosen because they are from palm families, which are similar to Lontar's Nectar. Below are the plant species of the samples used.

Table 2. Plant species of samples used

Type of Sugar	Plant Species
Aren Sugar	*Arenga Pinnata*
Coconut Sugar	*Cocos Nucifera*
Lontar's Nectar	*Borassus flabellifer*
Cane Sugar	*Saccharum officinarum L.*

Source: (Lempang, 2012), (Sandoval & Rodríguez, 2014), (Nasri, Suryaningsih, & Kuniawan, 2017), (Artschwager & Brandes, 1958)

2.2 Panelist

Trained panelists were used for sensory descriptive analysis. Expert tasters for flavor evaluation and for quality control purposes are both commonly used by F&B industries. Training of food product tasting will enhance the ability to recognize, describe and measure the intensity of the product with reasonable sensory acuity and the ability to focus their attention on specific sensory stimuli (Lawless, 1989). This study will be using 65 trained panelists for blind testing.

2.3 Descriptive Sensory

In principle, there are three types of sensory analysis, namely the discriminative test, descriptive test, and affective test. Analysis Sensory Test is a test of a characteristic food product, namely texture, color, aroma, and taste. This test also determines acceptable whether or not a product is based on sensory nature. Testers do assessment in a sensory test of a food product is also called a panelist. Panelists used are representatives of the public or consumers (Lawless & Heymann, 2010). Sensory evaluation involves the development and the usage of methods and principles for measuring human responses to food (Sidel & Stone, 1993). Sensory evaluation relies on the preparation and serving of samples under controlled conditions so it can minimize the bias factors. This evaluation is a quantitative science in which numerical data are collected to finding a specific relationship between product characteristics and human perception (Lawless & Heymann, 2010).

The research was carried out in one coffee shop in Tangerang, Kieta Coffee. Kieta Coffee is often used as a meeting place for baristas from several local coffee shops. The descriptive sensory test was held in April 2020. There are four samples use for this research, namely Aren sugar, Coconut sugar (Javanese sugar), Lontar's Nectar, and Cane Sugar (white sugar).

Table 3. Code of Samples

Code	Type of Sugar
Code 123	Aren Sugar
Code 234	Coconut Sugar
Code 456	Lontar's Nectar
Code 678	Cane Sugar

(1) Descriptive Sensory Test

This assessment uses a scale consisting of lines from some of the sensory properties in detail, such as examples of sour taste, savory taste, color, aroma, and so on. Panelists were asked to mark the scale from 1 to 10 according to the value that best represents the sensory nature of the four samples. Sensory properties used in this study are sweet to taste, savory taste, salty taste, sour taste, unpleasant taste (*rasa langu*), color, texture, and aroma. Sweet, savory, salty, sour, and unpleasant are to represent the taste of sugar samples.

Fresh lontar's sap (*Nira*) tastes very sweet with a bit sourness, combine with the smell of the plant. This liquid only can stay for 3-4 hours; *Nira* contains high sugar levels, so that sap can undergo a fermentation process that is assisted by microbial activity to produce alcohol content then gradually turns to sour (Muchtadi & Sugiyono, 2010). Since it is the nature of Lontar's fresh sap to change its taste, therefore, the component of unpleasant taste is added to know more about the effect on Lontar's Nectar.

(2) Triangle Test

Paired comparison test where panelists are asked to state whether there are any differences between two or more samples are presented. This test is divided into tests duo-trio, triangle test, and ranking test. The purpose of this test is to determine the difference in sensory characteristics between two samples.

The triangle test is a method that aims to determine whether there are differences in sensory or organoleptic properties between two examples, where there are three samples in the triangle test, and two of the three samples are similar. Panelists were asked to choose one of the three examples that were different from the other two (Zuhdi, Ardini, & Zacharya, 2019). Aren Sugar and Lontar's Nectar were used as a sample for this study. Aren sugar is a recent trend in the Coffee industry; both samples are also coming from palm trees and creating producing in a similar nature. Triangle tests were done using the organoleptic parameter of the samples, which are color, texture, and taste.

In the triangle test, three samples are presented at once, and they are not known for their existence reference sample or raw sample. In this test, the sample is presented randomly to every panelist. Panelists were asked to identify which samples were different and provide value. The value given is 1 for the panelists' answers is right, and 0 for the wrong answers. If the correct answer is more than the wrong answers, then the conclusion will be obtained (Pramudya, 2014).

(3) Hedonic Test

To examine further the level panelist's preferences of four types of sample sugar and the combination of the sugar samples with coffee-based beverages; hedonic tests were carried out. The hedonic test was done blindly; the panelists were not told which are the specific sugar or coffee with sugar contents. It is all code-based, following the table 3 codes to separate between sugar. Each tasting, panelists were allowed to 'cleanse' their palate by drinking water. After the testing, the panelists have to fill the assessment form. The assessment criteria use a hedonic scale, where a score of 1 is 'Really dislike,' score 2 is 'dislike,' score 3 is 'somewhat like,' score 4 is 'likes,' and a score of 5 is 'really like.' The sugar was served at room temperature, while coffee-based beverages were served chilled (no-ice).

2.4 Proximate test

A proximate test is a test carried out to determine the content of nutrients contained in food or food. With proximate tests, it will see the content of protein, fat, carbohydrates, and fiber of food. The proximate analysis consists of analyzing water content, ash, fat, protein, and carbohydrates (Association of Official Analytical Chemist, 1990). This will be conducted to find the natural content of home-made lontar's Nectar from Waingapu, NTT since there is no similar study conducted before. The proximate testing is performed at Saraswanti Indo Genetech (SIG) in Bogor.

2.5 Data Analysis

To analyze data obtained from descriptive and hedonic test results through the form, SPSS version 22 is used with the ANOVA method (Analysis of Variance) at a 95% confidence level and also further testing, DMRT test (Duncan Multiple Range Test) to find out the real difference between samples.

3. Results and Discussion

In the form organoleptic test stage, the presentation of the sample was carried out carefully so that the sample is presented uniformly well from one differentiating sample or two samples the same one. In the sample testing process, panelists were guided to fill out a questionnaire. The sense of sight assessment section first, then smell (aroma) and followed by a sense of taste test.

3.1 Panelist

Table 4. Panelists Demographic Profile

Demographic Characteristics	Options	Frequency	(%)
Gender	Male	51	78.5
	Female	14	21.5
Age	15-25 years old	40	61.5
	26-35 years old	23	35.4
	36-45 years old	2	3.1
Area	Tangerang	52	80

	Jakarta	8	12
	Bogor	4	6.0
	Bandung	1	2.0
Occupation in the coffee shop	Local coffee shop/hotel/restaurant	50	77
	International chain coffee shop/hotel/restaurant	15	23
Education Level	Senior high school and less	0	0.0
	Associate Degree (undergraduate)/D1-D3	22	34
	Bachelor's degree (undergraduate)/S1	41	63
	Master's Degree/S2	2	3
	Doctoral degree/S3	0	0.0

3.2 Sensory Test

(1) Descriptive Test

The first sensory test conducted is a descriptive test to find out exactly the detailed characteristics or sensory properties of sugar samples. The panelist for this test is 65 trained panelists, or the ones mostly consume coffee-based beverages and have worked in the coffee shop establishment. These criteria were chosen in order to have professionals in the industry that know the specification of coffee-based beverages, the commodities, and the compatibility with several chosen sugar replacements. A descriptive test was conducted by preparing four types of samples of sugar. Sensory properties that were assessed of each sugar samples are the sweetness, savory taste, salty taste, sour taste, unpleasant taste (*rasa langu*), color, texture, and aroma.

Each panelist is given a descriptive test form containing a scale from 0-10, from weakest to strong, are then summarized and on average. The results of data processing for descriptive testing using the method ANOVA. At the same time, the data tabulation of processing results for the descriptive test used an advanced test, namely the Duncan test.

Table 5. Sensory Properties of sugar samples

Samples	Sweet	Savory	Salty	Sour	Unpleasant	Color	Texture	Aroma
Aren Sugar	8.31^{e}	3.63^{c}	2.32^{b}	3.12^{c}	1.46^{a}	8.89^{e}	8.48^{e}	5.62^{d}
Coconut Sugar	6.58^{e}	4.11^{c}	5.37^{d}	3.54^{c}	1.82^{a}	5.00^{d}	2.82^{b}	3.97^{c}
Lontar's Nectar	7.32^{d}	3.65^{bc}	3.43^{b}	6.26^{d}	2.23^{a}	8.74^{e}	8.65^{e}	4.28^{c}
White Sugar	7.91^{e}	2.14^{d}	1.00^{ab}	0.95^{ab}	0.77^{ab}	0.60^{a}	1.26^{bc}	1.71^{cd}

Notes: Parameter values followed by the same letter are not significantly different (Duncan, $p<0.05$).

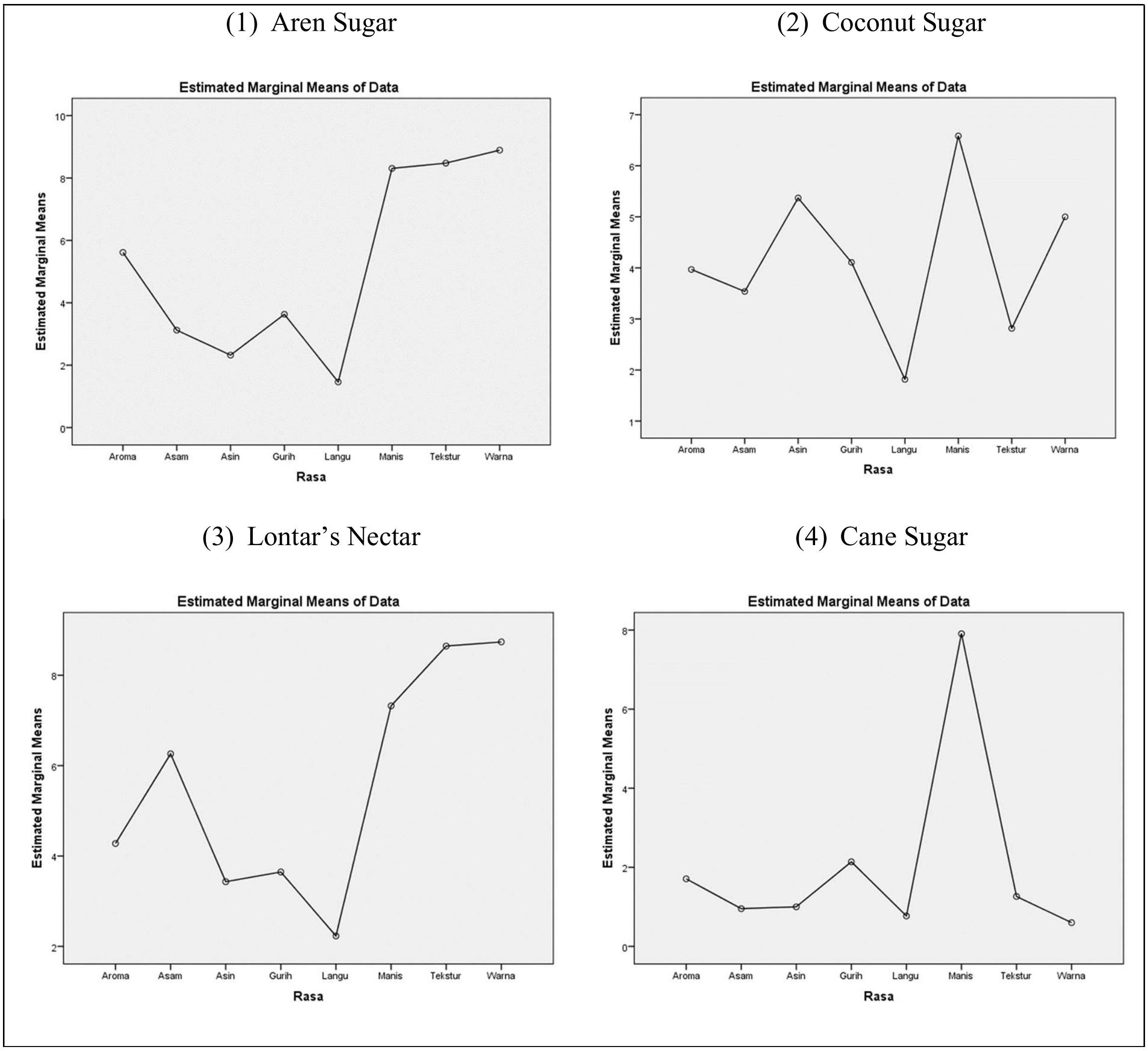

Figure 1. Estimated Marginal Means of four sugar samples

Duncan test results on the sensory properties of sugar samples can be seen in Table 3. Statistically, the samples show to have different values according to their taste, color, texture, and aroma. The range of sweetness between samples was not significantly different, with the highest value of sweetness is Aren Sugar and the lowest is coconut sugar. Meanwhile, for savory and salty, coconut sugar has the highest value. This might be stimulated by added salt as preserving properties inside the sugar. Figure 1 also showed the estimated marginal means of the four sugar samples, with sensory properties from left to right are Aroma, Sourness, Salty, Savory, Unpleasant, Sweet, Texture, and Color.

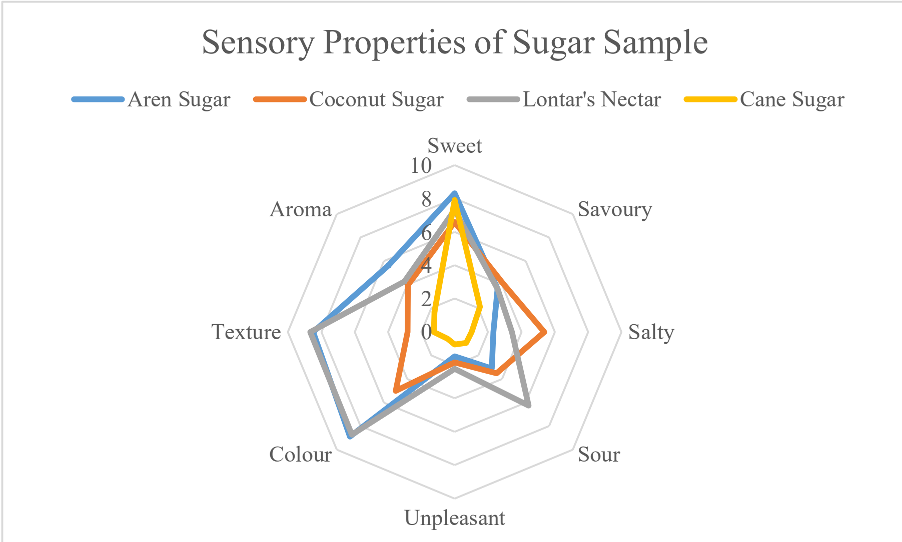

Figure 2. Spider web Sensory Properties of Sugar Sample

Figure 2 depicts the spider web sensory properties of the sugar sample. The scale range is 0-10; the longer the line, the stronger the flavor of the sugar samples. As seen in the sensory properties of the sour taste, Lontar’s Nectar has the highest sour taste, and on the contrary, white sugar has the lowest sour taste. White sugar has a clear color, so it shows the lowest value; meanwhile, the color of Aren Sugar and Lontar’s Nectar is a bit similar. As for texture, Lontar’s Nectar also has the highest value among all, since it is sticky and has a honey-like consistency. Aren Sugar also has the highest aroma attributes comparing to other samples.

(2) Triangle Test

The Triangle test was conducted by preparing three cups of coded samples, with two cups of Aren sugar and one cup of Lontar’s Nectar, as the comparison sample. Refer to the standard by Mc Williams (Widyaningrum, 2015); there are at least 60% of the total panelists answered whether or not there was a significant difference between the sample and the control. The total panelists are 65, so that it needs 39 right answers to be counted has a significant difference between the two samples.

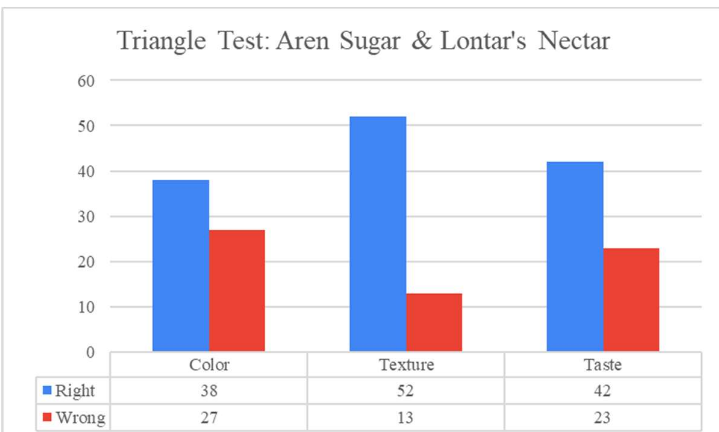

Figure 3. Triangle Test

Based on the results above, it is found that between Aren Sugar and Lontar's Nectar, the color differences between the two samples are not significant, while texture and its taste are significantly different. As stated in sensory properties, the color of Aren sugar and Lontar's Nectar is not significantly different, while the texture of Aren sugar is watery, Lontar's Nectar has a thick and honey texture. As stated in Lewi's Organic Website, the taste of Lontar's Nectar has slight hints of citrus profile.

(3) Hedonic Test

One of these research objectives is to preserve and introduce sugar replacement, lontar's Nectar from Nusa Tenggara Timur. Thus, it is necessary to do a hedonic test. The test was carried out for knowing the level of community preference of Lontar's Nectar. When the community loves the taste of Lontar's Nectar, so besides the NTT culture can be preserved, it can also be an opportunity for becoming one of the coffee-tourism products.

After the panelists tasted the six samples, the panelists filled out the form the hedonic test according to the level of their liking with 5 hedonic scales, namely 1 is 'Really dislike,' score 2 is 'dislike,' score 3 is 'somewhat like,' score 4 is 'likes,' and a score of 5 is 'really likes.' Panelists asked to rate the six samples based on sugar samples and by coffee-based beverages for each sample. Then the panelists' assessment was analyzed by the ANOVA method. The tabulation results using the advanced test, namely the Duncan test. Duncan's test results for the hedonic test can be seen in the table below.

Table 6. Hedonic Test Result

Sugar Samples	Sugar	Coffee-based Beverages
Aren Sugar	4.12^{c}	4.52^{c}
Coconut Sugar	3.00^{a}	3.45^{a}
Lontar's Nectar	3.22^{a}	3.74^{ab}
Cane Sugar	3.55^{b}	3.89^{b}

Notes: Parameter values followed by the same letter are not significantly different (Duncan, $p<0.05$).

Table 6 indicates the highest preferences of the panelist for the sugar sample is Aren Sugar, with a value 4.12. Meanwhile, the results of coffee-based beverages indicate significant differences in the preference level of coffee-based beverages in each sample, which means the level the preferences of the panelists were not different or the same. Aren sugar also has the highest value of panelists' preferences as sugar-based in coffee beverages. Lontar's Nectar value of panelists' preferences on sugar samples and coffee-based beverages samples are 3.22 and 3.74, between rather like to like the Lontar's Nectar.

3.3 Lontar's Nectar Nutrition Value

Proximate analysis was used to know the content of the Nectar, which consists of water content, ash content, protein, fat, and carbohydrates. The sample was brought to laboratory services, PT. Saraswanti Indo Genetech, Bogor, with the date of analysis, starts from 16 to 24 July 2020. Lontar's nectar samples from Waingapu, Sumba region, Nusa Tenggara Timur were used in this study. Products for the proximate test were obtained about four weeks before testing. Samples were stored in sealed plastic bottles and store in the fridge temperature before tests. Table 7 shows the laboratory results of lontar's nectar nutrition value.

Table 7. Lontar's Nectar Nutrition Value

Parameter	Unit	Result
Protein content	%	1.08
Ash content	%	1.92
Calorie from Fat	Kcal/100g	<0.02
Moisture content	%	12.00
Total calorie	Kcal/100g	344.32
Carbohydrate	%	85

From the table of the Lontar's Nectar Nutrition Value, it is shown that the total energy from Lontar's Nectar per 100 grams is 344.32. The moisture content is 12; it is because the Nectar has honey-like consistency, thick and having low moisture content. Meanwhile, the ash content is 1.92%, which is the mineral value of Lontar's Nectar.

Recommended Nutritional Adequacy Rate, hereinafter abbreviated as AKG (*Angka Kecukupan Gizi*), is a value which indicates the average requirement of a particular nutrient must be fulfilled on a daily basis for almost everyone with certain characteristics which include age, gender, level of physical activity, and physiological conditions, for a healthy life (Menteri Kesehatan Republik Indonesia, 2019). Recommended AKG for Male (19-29 years old) is 2650 kcal, while Female (19-29 years old) is 2250 kcal. Lontar's Nectar has 344.32 kcal per 100gram; it is high in calorie content; consume two tablespoons of Lontar's Nectar gives 96.4 kcal to the body, assuming it takes 28grams per two tablespoons. It will make the person who consumes Lontar's Nectar has full-feeling longer than usual, so it is best to consume when needed. This high-calorie content also best consume by pregnant and nursing mothers since they need extra >300 kcal to consume each day.

Knowledge of the glycemic index in food ingredients can help people in choosing healthier foods, especially for people with the condition to always controls their blood sugar level, such as diabetic patients. Low GI foods help people to have more control over hunger, appetite, and blood sugar level; in short, foods with low GI can help people to reduce excess weight body (Widowati, Astawan, Muchtadi, & Wresdiyati, 2006). Below is the table of the Glycemic Index of sugar samples.

Table 8. Glycemic Index of Sugar Samples per 100 gram

Sugar	IG
Aren Sugar	54
Coconut Sugar	54
Lontar's Nectar	48.93
White Sugar	68

Source: Nusa (2017); Putri (2017); Arnani (2019); Djie (2019)

According to the American Diabetes Association, the glycemic index can be broken down into three separate categories, namely "low," "medium," and "high." Foods with low Glycemic Index have a score of 55 or less; between 56 to 69 are considered medium-ranking foods; the glycemic index of 70 or higher is considered as high-ranking foods (McNight, 2020). Based on the table above, it is known that Lontar's Nectar has less Glycemic Index comparing to other samples, which is 48.93 (Putri, 2017). It is safe to say that Lontar's Nectar is considered as low-level Glycemic Index foods.

3.4 Lontar's Nectar as Coffee-tourism

The tourism sector is very important for many countries; this sector is proven to generate income or foreign exchange against these countries (Maha Rani, 2014). One of these countries is Indonesia. Indonesia is known for its diverse arts and culture, flora and fauna, natural beauty, and historical heritage, which makes Indonesia very potential in the tourism sector.

Lontar's Nectar was used by Nusa Tenggara Timur people almost daily and known for having health benefits. The culture of drinking coffee also has existed for a long time ago. In the hedonic test, researchers added several questions about Lontar's Nectar, so that the potential of Lontar's Nectar as potential coffee tourism can be known.

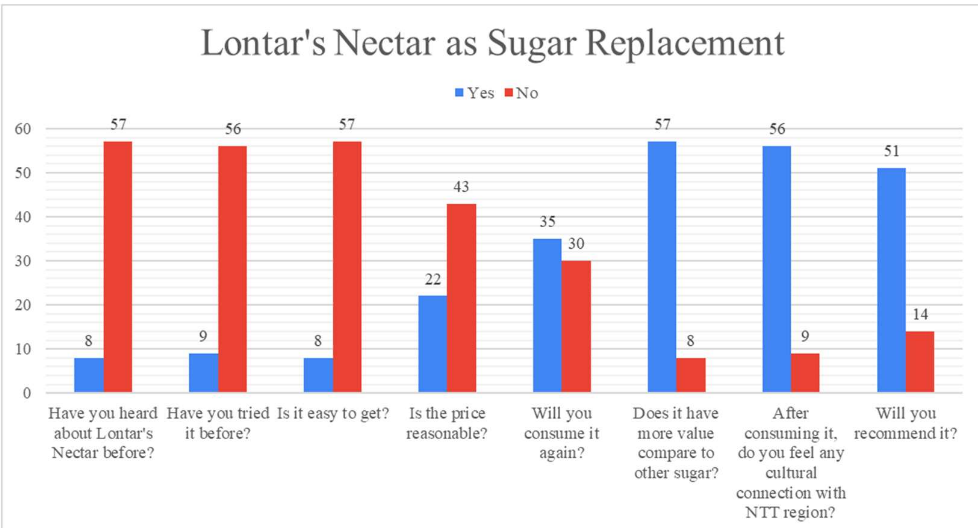

Figure 4. Lontar's Nectar Potential

Lontar's Nectar potential as a sugar replacement in coffee-based beverages and the potential as coffee-tourism are known by using questionnaires. The questions asked such as 'Have you heard about Lontar's Nectar before?'; 'Have you tried it before?'; 'Is it easy to get?'; 'Is the price reasonable?'; 'Will you consume it again?'; 'Does it have more value compare to other sugar?'; 'After consuming it, do you feel any cultural connection with NTT region?' and lastly 'Will you recommend it?'.

Based on results, only eight panelists from 65 have heard about Lontar's Nectar, and nine panelists have tried it before the tests. This shows that Lontar's Nectar from NTT is not widely known in the area. Since the knowledge of Lontar's Nectar is known by limited people, 57 panelists answered that the nectars are hard to get. Pricewise, 43 panelists answered that the price is not reasonable. The price used in these tests that announced to the panelists is came from Lewi's Organic Products, which is Rp

140.000/1200ml. Comparing to Aren Sugar, the price per 1200ml is Rp 48.000. It has a significant price difference between the two sugars, and Lontar's Nectar is considered expensive.

The panelists were showing a slight interest in consuming Lontar's Nectar; it takes 35 respondents who are eager to drink more Lontar's Nectar. After knowing the facts of Lontar's Nectar value, 57 panelists are aware that Lontar's Nectar has more value comparing to other sugar samples. Lontar's Nectar is potential as one of the coffee-tourism products since 56 of the panelists feel the cultural connection with the NTT region. This might be stimulated by the brief explanation showed in the questionnaire about Lontar's Nectar in the NTT region, as stated in chapter 1 and 2. Lastly, 51 panelists responded that the Lontar's Nectar is recommended to be consumed.

4. Conclusion

4.1 Conclusion

Lontar's Nectar, as one of the sugar replacement for coffee-based beverages, has historical value, philosophy, and culture behind it. Lontar's Nectar is potential as a sugar cane substitute is not only caused by the same function as a sweetener but also because of its nature, unique flavor, and aroma, as well as its nutritional content.

Sugar is also a commodity that can be used in many ways, from drinking tea, coffee, or milk, or as for ingredients and supplementary for cakes, soups, and other desserts. Brown sugar or Palm sugar is widely used in many Indonesian Traditional Cuisine recipes. But most of them used coconut sugar, sugar cane, or aren sugar. Lontar Tree's sugar is rarely used in most big cities in Indonesia because of its scarcity.

This study reveals the descriptive sensory properties of Lontar's Nectar and its comparison between samples. Lontar's Nectar was found to have sourness taste properties higher than other samples. This result is comparable with Lewi's Organic Brand that stated the Nectar has a faint citrus taste. Furthermore, it is also having the strongest value of texture comparing to other samples. This is similar to the results of the proximate test that mentions the moisture content of Lontar's Nectar is 12%, which means it is has a low moisture content. The study also shows that Lontar's Nectar has a slightly higher unpleasant taste comparing to other samples; this might be the result of the nature of Lontar's Nectar that can change the taste in time (Muchtadi & Sugiyono, 2010). Lontar's Nectar shows moderate to strong sensory properties on aroma (4.28), sourness (6.26), texture (8.65), and color (8.74); and shows low sensory properties on unpleasant taste (2.23), Salty (3.43), and savory (3.65). To view the complexity of flavors is having configurations of sapid, odorous, and textural properties of food and beverages that humans can track using a combination of the senses (Smith, 2012). This variety of sensory properties are the potential to make the taste of Lontar's Nectar is more complex since they have sweetness combined with faint sourness. If a taste property balances another taste properties, it means it counteracts or offsets that flavor to achieve an even more harmonious flavor. Sourness can balance sweet taste; sour and sweetness can also balancing the salty and savory flavors (Dang, 2014).

In the differentiation test, namely the triangle test, the study found the color differences between Aren sugar and Lontar's Nectar are not significant, while texture and its taste are significantly different. Aren sugar is the latest trend in the Coffee industry; there are a lot of coffee shops in Jakarta that sells "*Es Kopi Susu Gula Aren*" or ice milk-coffee with Aren sugar (Kangsaputra, 2019). Aren and Lontar are coming from the same palm tribes, the color of the sugar is also similar, but the textures and taste are significantly different. Lontar's Nectar is the potential to offer a new taste combination of coffee-based beverages that Aren sugar can not offer.

The study found that the highest preference of the panelist for sugar samples is Aren Sugar. Aren sugar also has the highest value of panelists' preferences as sugar-based in coffee beverages. Lontar's Nectar value of panelists' preferences on sugar samples and coffee-based beverages samples are 3.22 and 3.74, between rather like to like the Lontar's Nectar. The panelist prefers Aren sugar comparing to other samples, both as sugar on its own or as a sweetener in coffee-based beverages.

The proximate analysis consists of analyzing water content, ash, fat, protein, and carbohydrates. It is found the nutritional value of Lontar's Nectar from Waingapu, Sumba Region, NTT contains 1.08% protein, 1.92% ash, a calorie from fat <0.02 Kcal/100g, 12% of moisture content, carbohydrate 85%, and the total calorie is 344.32 Kcal/100g. It is found that Lontar's Nectar is considered to have high-calorie content; by means, it can give the feeling of a full stomach longer than usual. It is also best to consume by pregnant and nursing mothers since they need extra >300 kcal to consume each day. It is also found that Lontar's Nectar has a 48.93 Glycemic Index and rate as low-level Glycemic Index foods. Low GI foods help people to have more control over hunger, appetite, and blood sugar level; in short, foods with low GI can help people to reduce excess weight body (Widowati, Astawan, Muchtadi, & Wresdiyati, 2006).

Lontar's Nectar contains NTT cultural value that was used daily by its local and known for having health benefits. Lontar's Nectar potential as a sugar replacement in coffee-based beverages and the potential as coffee-tourism are known by using questionnaires. Most of the panelists are have not heard or tried the Lontar's Nectar before because it is hard to get and slightly expensive. The panelists showed positive responses on recommending Lontar's Nectar and feel the cultural connection when consuming it. However, there are slight differences that the panelists are eager to consume Lontar's Nectar in other chances. Lontar's Nectar is potential as coffee-tourism products since it gives the cultural connection. This connection has to be maintained by giving a proper explanation of its NTT Lontar's Nectar drinking culture, history, and its health benefits.

4.2 Limitations and Recommendations

Firstly, this study was conducted in the COVID-19 pandemic era, with 65 trained panelists from Jakarta, Tangerang, Bogor, and Bandung. Based on the Government regulation encouraged Indonesian people to minimized their outside house activites, known as PSBB (*Pembatasan Sosial Skala Besar*) or large-scale social distancing. Since it was very limited to expand the study to engage with a large potential market (untrained panelists), therefore it is difficult to generalize the study in predicting the preferences of Lontar's Nectar. Further research could expand by including untrained panelists or expanding based on the geographic area to reach out to a significant number of the potential market.

Secondly, this study is based on the sensitivity of the human sense and the sensory perception of 65 trained panelists. Even though the preparation and serving of samples under controlled conditions to minimized bias answers, there is a risk of bias judgment from the panelists that might affect the study results.

Thirdly, there are a lot of Lontar's Nectar types that vary on the texture, taste, and aroma depending on the region it is made. This study only uses Lontar's Nectar from Waingapu, Sumba region, NTT. It is recommended for the next study to classified Lontar's Nectar according to its region and has depth research about its sensory properties.

Lastly, this study only measures on quantitative aspects of coffee-tourism potential. There are opportunities in studying tourism potential on qualitative aspects, gathering data and information from authorities, government, and the market itself, so the data will be rich, and the knowledge of Lontar's Nectar can be widely known around Indonesia.

4.3 Acknowledgments and Legal Responsibility

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Organoleptic Quality Evaluation in The Making of Low Fat Mayonnaise Using Low Fat Milk as a Basic Ingredients

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Abstract

Vegetable oil mayonnaise has been developed in France from canola oil, sunflower seed oil and olive oil. However, it is possible to make mayonnaise made from other vegetable oils, such as soybean oil, corn oil, and peanut oil. The composition of mayonnaise contains at least 65% fat or oil, egg yolk, acids and other seasonings. The role of egg yolks in making mayonnaise is very important. Apart from maintaining the egg yolk emulsion system, it also gives the mayonnaise color, taste and creamy texture. Unfortunately, egg yolk has a high cholesterol content of 1000-1200mg / 100g, so it is avoided by certain consumers. The results of the study were in the form of organoleptic quality test data from mayonnaise in the form of texture, aroma, color and taste from several panelists whose data was taken based on the analysis of variance showing whether the mayonnaise which was originally made from eggs could be replaced with low-fat milk.

Keywords: Mayonnaise, organoleptic, Low fat ingredients

1. Background and Goals

Mayonnaise is a complement to foods that fall into the sauce category. This mayonnaise is literally made from the main ingredients of vegetable oil, chicken eggs and vinegar. However, there are those who add other ingredients such as lemon juice or mustard. In general, mayonnaise is used as a flavor enhancer in foods, such as burgers, fish and chips, sandwiches, or salads.

One of the most popular sauces is mayonnaise because it has a delicious taste and creamy texture. Mayonnaise is a product in the oil-in-water (o / w) emulsion category which requires three main components in its manufacture. The components in the mayonnaise are the dispersing medium, dispersed medium, and emulsifier. Evanuarini et al., (2016) said that in making mayonnaise, mix vegetable oil as a dispersed medium, vinegar or lime juice as a dispersing medium, egg yolk as an emulsifier, and spices such as sugar, salt and pepper.

Vegetable oil mayonnaise has been developed in France from canola oil, sunflower seed oil and olive oil. However, it is possible to make mayonnaise made from other vegetable oils, such as soybean oil, corn oil, and peanut oil.

The composition of mayonnaise contains at least 65% fat or oil, egg yolk, acids and other seasonings. The role of egg yolks in making mayonnaise is very important. Apart from maintaining the egg yolk emulsion system, it also gives the mayonnaise color, taste and creamy texture. Unfortunately, egg yolk has a high cholesterol content of 1000-1200mg / 100g, so it is avoided by certain consumers.

2. Literature Review

Mayonnaise

According to SNI 01-4473-1998, mayonnaise is a semi-solid emulsion product of oil in water (o / w) which is made by adding other ingredients / spices such as salt, vinegar, sugar, mustard, and others. Mayonnaise has a low pH value (3.7 - 4.2) and a water activity of around 0.93 - 0.95% (Karas et al., 2002). Vinegar and water act as an intermediate phase, and egg yolk is an emulsifying agent (O'Brien, 2004).

The use of soybean oil is due to the presence of omega 3 fatty acids (α-linolenic acid) and omega 6 (linolenic acid), which are essential fatty acids. Soybean oil contains 1-3% phospholipids with 35% phosphatidylcholine, 100% phosphatidyl ethanolamine, 50% phosphatidyl inositol, 5-10% phosphatidic acid. Phospholipids are commonly used as natural food emulsifiers. Phospholipids are included in polar lipids and play a role in cell membrane structure (Dixit et al., 2011).

Sugar is used in the mayonnaise to give it flavor, color and texture. While salt functions as a base flavor giver and preservative (O'Brien, 2004). Salt can function as a preservative because it can limit the growth of bacteria and yeast in food (Kendall, 2008). The addition of acid in mayonnaise aims to adjust the pH of the product. The use of acid (acetic acid) in the right amount can act as an antibacterial. This is because the acid can inhibit the growth of pathogenic bacteria Salmonella, which are contained in raw egg yolk.

During its storage mayonnaise may be damaged due to a number of factors, such as physical destabilization, chemical oxidation, hydrolysis, and microbiological damage. Mayonnaise stored at high temperature will experience emulsion instability. An unstable emulsion can be characterized by separating the phases in the fat and water. The percentage of separate parts is calculated as the emulsion stability value (Winarno, 2004)

Egg

Eggs are a storage place for nutrients such as water, protein, carbohydrates, fats, vitamins and minerals needed for embryo growth until hatching. In addition, eggs with their shells function as embryo protectors (Suprapti, 2002). Eggs consist of six important parts, namely the eggshell, shell membranes, egg white (albumin), egg yolk (yolk), yolk cord (chalazae), and germ cells (Sudaryani). , 2000).

Based on SNI 01-3926-2006, eggs consist of 3 main components, namely egg shell, egg white (albumin) and egg yolk. The color of the shell (egg shell) is divided into two, namely white and brown.

Egg weight grouped into 4 groups, namely extra-large (> 60 g), large (56-60 g), medium (51-55 g), small (46-50 g), and extra small (<46 g).

Composition of Chicken Eggs

Composition	Whole Egg	Egg White	Egg Yolk
Water (%)	73,70	88,57	48,50
Protein (%)	13,00	10,30	16,15
Fat (g)	11,50	0,03	34,65
Carbohydrate (g)	0,65	0,65	0,60
Abu (g)	0,90	0,55	1,10

Source : Winarno dan Koswara (2002)

Egg yolks are round, yellow to orange in color. Egg yolk is covered by a thin, very strong and elastic membrane called the vitellin membrane. Fresh eggs have egg yolks that are not defective, clean and have no blood vessels. In addition, there are no flesh spots or blood spots in the yolk which have good quality, are clean and there are no spots or blood stains that stick to the yolk (Elias, 1996). According to SNI 01-3926-2006 the shape of the position of the egg yolk in quality category I is a round egg yolk, the shape of the position of the second quality category egg yolk is slightly flattened and the shape of the position of the third quality egg yolk is a flat egg yolk, slightly widened and sometimes can break

The egg white is found between the egg membrane and the yolk. Egg white consists of thin egg white and thick egg white. The function of egg whites is as the main place to store food and water in eggs for perfect use during hatching (Anonymous, 2009). Egg white is covered by a membrane called membrane albumin. The white part of the egg consists of 4 layers, namely the outer layer, the middle layer, the inner layer and the kalazifera membrane layer (Sugitha, 1995). The egg white of the fresh egg is thick and firmly bound by kalaza. Eggs of quality I, have egg whites that are free from flesh spots or blood spots (SNI 01- 3926-2006).

Milk

Milk is the main source of nutrition for babies (ASI) before they can digest solid food. Animal milk (usually cow) is also processed into various products such as butter, yogurt, ice cream, cheese, sweetened condensed milk, milk powder and others for human consumption. Every individual needs milk to support life. Because the nutritional value contained in milk is very high, because it contains substances that are needed by the body such as protein, fat, carbohydrates, vitamins and mineral salts. In addition, milk is also easily digested and absorbed by the body, this makes milk a mainstay food in improving people's health and nutrition.

In addition to animal milk also known as vegetable milk such as milk from soybean raw materials produced in Yogyakarta under the name Saridele. Soybean was chosen as raw material for milk because it was considered to have a high nutritional content. Among the grains and beans. The protein content in soy milk is influenced by soybean varieties, the amount of water added, the duration and storage conditions, and heat treatment. The more amount of water used to thin the milk, the less protein content will be obtained. Protein levels in soy milk made with soybean ratio of 1: 8, 1:10, and 1:15 are 3.6%, 3.2%, and 2.4%, respectively.

Food Quality

Quality is not only found in goods or services, but also included in food products. Customers who come to look for food naturally want to buy quality food. According to Kotler and Armstrong (2012) product quality is a characteristic of a product or service that is in its ability to bear promises or inserts to satisfy customer needs. In this research what is sought is the quality of food products. According to Margareta and Edwin (2012), food quality is an important role in terminating consumer purchases, so it can be seen if food quality increases, then purchasing decisions will also increase.

According to Dita (2010) the quality of food products has an influence on customer satisfaction, so it would be better if it could improve and maintain the quality of food products as a basis for marketing strategies

Food Quality Dimensions

According to West, Wood and Harger, Gaman and Sherrington and Jones in Margaretha and Edwin (2012) in general, the factors that influence food quality are as follows:

a. Color

The colors of the ingredients must be combined in such a way that they don't look pale or the colors don't match. Color combinations are very helpful in consumer appetite.

b. Appearance

The phrase - looks good enough to eat‖ is not an exaggeration. Food must be well seen while on a plate, which is an important factor. The freshness and cleanliness of the food served is an important example that will affect the appearance of the food whether or not to be enjoyed

c. Portion

In each serving of food the standard portion has been determined which is called the standard portion size.

d. Form

The form of food plays an important role in eye attractiveness. An interesting form of food can be obtained by cutting various foodstuffs, for example carrots which are cut in the form of dice or commonly called diced pieces combined with chiffonier cut lettuce which is an irregular cut in vegetables.

e. Temperature

Consumers like variations in temperature obtained from one food to another. Temperature can also affect the taste, for example the sweet taste in a food will be more felt when the food is still warm, while the salty taste in the soup will be less pronounced when the soup is still hot.

f. Texture

There are many food textures including smooth or not, liquid or solid, hard or soft, dry or moist. The level of thin and smooth and shape of food can be felt through the pressure and movement of receptors in the mouth.

g. Aroma

The aroma is a reaction from food that will affect consumers before consumers enjoy food, consumers can smell the food.

h. Maturity Level

The level of food maturity will affect the texture of the food. For example carrots that are boiled enough will be soft than carrots that are boiled faster. For certain foods such as steak everyone has their own taste about the level of steak maturity

i. Taste

The taste point of the tongue is the ability to detect the basis of sweet, sour, salty, bitter. In certain foods, these four flavors are combined to make one unique and interesting taste to be enjoyed.

Research Design

Research designs are ways that are used to collect research data so that research results can be proven. The author uses analysis techniques to analyze data obtained from research results. It aims to obtain accurate data in accordance with research objectives and find out the difficulties faced by students in producing complex procedure texts using discovery learning models.

In experimental research, there are several forms of design including pre-experimental design, true experimental design, factorial design, and quasi experimental design. The design chosen by the researcher is quasi experimental design or quasi experiment. According to Sugiyono (2017), the quasi-experimental design has a control group, but it cannot fully control the outside variables that influence the implementation of the experiment

3. Methods

Types of research

The method used in this study uses quasi-experimental methods. Experimental research is one type of quantitative research that is very powerful for measuring causal relationships. This research was conducted to find out how much influence the entry strategy of double entry journals with the help of media wall charts on learning to produce short story texts.

According to Sugiyono (2017) the experimental research method can be interpreted as a research method used to look for the effect of certain treatments on others under controlled conditions. Through research on the results of this experimental trial, the author tries to find quantitative data related to students' ability to write short stories. The data used to analyze the quantitative approach is data in the form of numbers.

Variable

The design of the preparation of the variable addition of Green Spinach is used in the study compiled as follows, Yulianti & Ikhsan (2009):

Po = 0% added

P1 = added 50%

P2 = added 100%

The number of repetitions is determined based on the Federner formula, namely;

$$(t-1) (r-1) \geq 15$$

Where it's:

$(t-1)(r-1) \geq 15$	$5r \geq 15+4$
$(6-1)(r-1) \geq 15$	$5r \geq 19$
$5(r-1) \geq 15$	$r \geq 19/5$
$5r - 4 \geq 15$	$r \geq 3.8$ (rounded off = 4)

Information :

t = number of treatments

r = number of repetitions

Based on this formula, the number of replications is 4 times, thus the total number of research units is: 6 levels x 4 replications = 24 research units.

Population and Sample

According to Sugiyono (2015), population is a generalization area consisting of: objects / subjects that have certain qualities and characteristics that are determined by researchers to be studied and then draw conclusions. Based on this theory, the population of this study is mayonnaise with fat as the base ingredient.

According to Sugiyono (2015), the sample is part or the number and characteristics of the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example because of limited funds, energy and time, the researcher will take a sample from that population. What is learned from the sample, the conclusions will be applied to the population. For this reason, the sample taken from the population must be truly representative (representative). The sample taken for this study is mayonnaise with the basic ingredient of fat slices used in the experiment.

4. Results and Discussion

Parameter Quality Texture of Mayonnaise with low fat substitution ingredients.

Table 1.3 Value Data Quality of Texture Mayonnaise with low fat ingredients substitution

Treatment of many low fat material substitutions	Mean	Indicator (Texture)
P0 (0%)	4,33	Very Softer
P1 (50%)	4,42	Very Softer
P2 (100%)	3,88	Very soft
Total Mean	**4,21**	

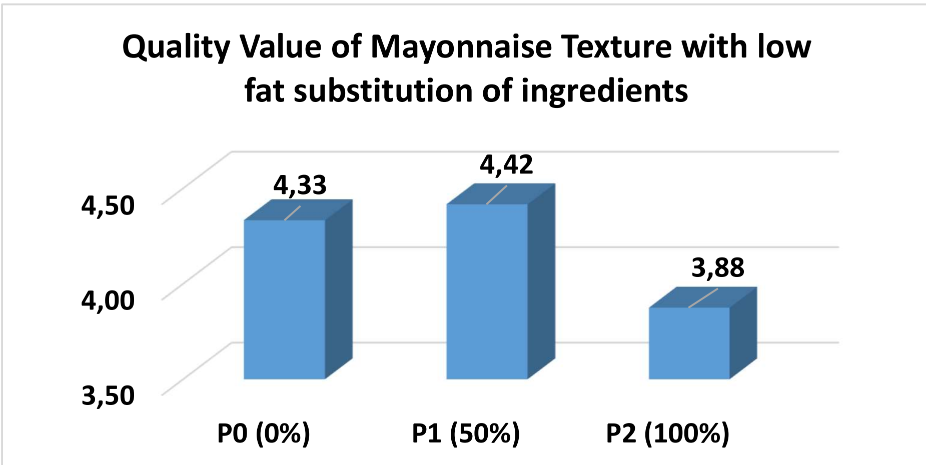

Figure 1.1 Organoleptic (Texture) Quality Mayonnaise with low fat ingredients substitution of 0%, 50% and 100%

Based on the data in Table 1.4, it can be seen that the average value of Mayonnaise with low fat ingredients texture quality for each treatment level indicates the variation of the data. This is evident in the average value of the quality of the texture of Mayonnaise with low fat ingredients substitution is at 0% treatment of green spinach extract which has an average value of 4.33 with a very gentle indicator. The average value of the quality texture of Mayonnaise with low fat ingredients substitution at 50% treatment at 4.42 with a very softer indicator and the lowest is at 100% green spinach vegetable extract treatment at 3.88 with a very soft indicator.

Parameters Quality Aroma of Mayonnaise with low fat substitution ingredients

Table 1.4 Data Value of Aroma Quality of Mayonnaise with low fat substitution ingredients

Treatment of many low fat material substitutions	Mean	Indicator (Aroma)
P0 (0%)	4,38	Very fond of it
P1 (50%)	4,04	Very fond of it
P2 (100%)	3,92	Love it
Total Mean	**4.11**	

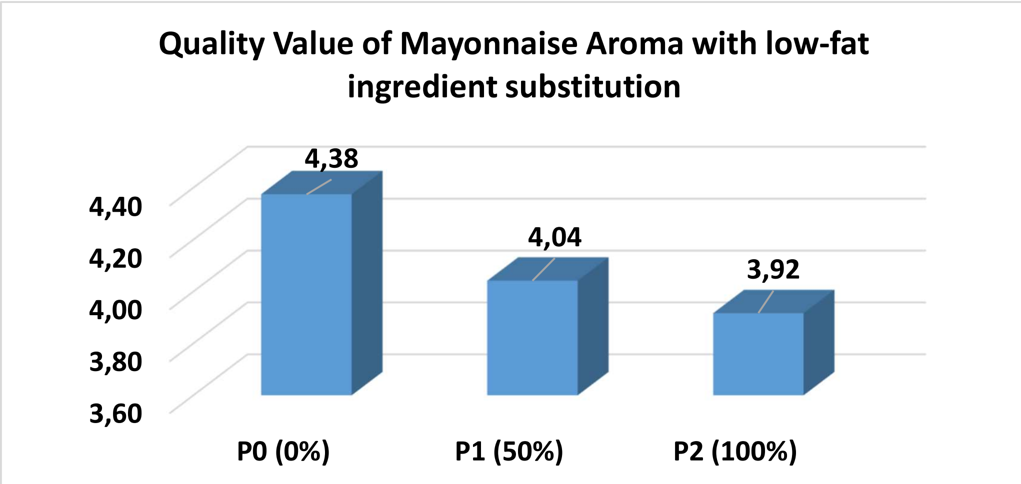

Figure 1.2 Graph of Organoleptic Quality Test (Aroma) of Mayonnaise with low fat substitution ingredients of 0%, 50% and 100%

Based on the data in Table 1.4 it can be seen that the average value of the aroma quality of Mayonnaise with low fat ingredients for each level of treatment indicates the variation of the data. This is evident in the average value of the quality of the aroma of Mayonnaise with low fat ingredients substitution is the highest in the treatment of 0% which has an average value of 4.38 with very fond indicators. The average value of the aroma quality of Mayonnaise with low fat ingredients substitution at 50% treatment by 4.04 with a very fond indicator and the lowest was the Mayonnaise with low fat ingredients substitution 100% at 3.92 with a very fond indicator.

Parameter of Color Quality of Mayonnaise with low fat substitution ingredients

Table 1.5 Color Value Data of Mayonnaise with low fat substitution ingredients

Treatment of many low fat material substitutions	Mean	Indicator (color)
P0 (0%)	4,50	irresistible
P1 (50%)	4,33	irresistible
P2 (100%)	4,04	irresistible
Total Mean	**3.96**	

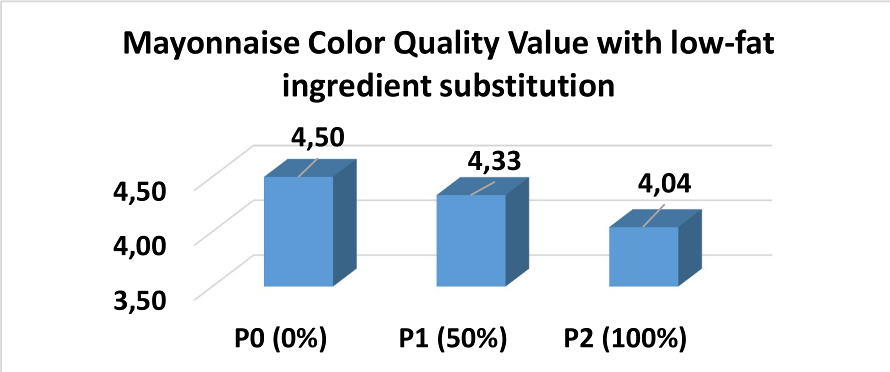

Figure 1.3 Organoleptic Quality Test Chart (Color) of Mayonnaise with low fat substitution ingredients 0%, 50% and 100%

Based on the data in Table 1.5, it can be seen that the average value of Mayonnaise with low fat ingredients color quality for each treatment level indicates the variation of the data. This is evident in the average value of the color quality of Mayonnaise with low fat ingredients which is highest in the treatment of 0% which has an average value of 4.33 with irresistible indicators. The average value of the color quality of Mayonnaise with low fat ingredients extract at 50% treatment by 4.33 with a irresistible indicator and the lowest is the treatment of Mayonnaise with low fat ingredients extract 100% by 4.04 with irresistible indicators.

Parameter of the Quality of Mayonnaise with low fat substitution ingredients

Table 1.6 Data Value of the Quality of Mayonnaise with low fat substitution ingredients

Treatment of many low fat material substitutions	Mean	Indicator (Taste)
P0 (0%)	4,5	Very fond of it
P1 (50%)	4,13	Very fond of it
P2 (100%)	3,88	Love it
Total Mean	**4,17**	

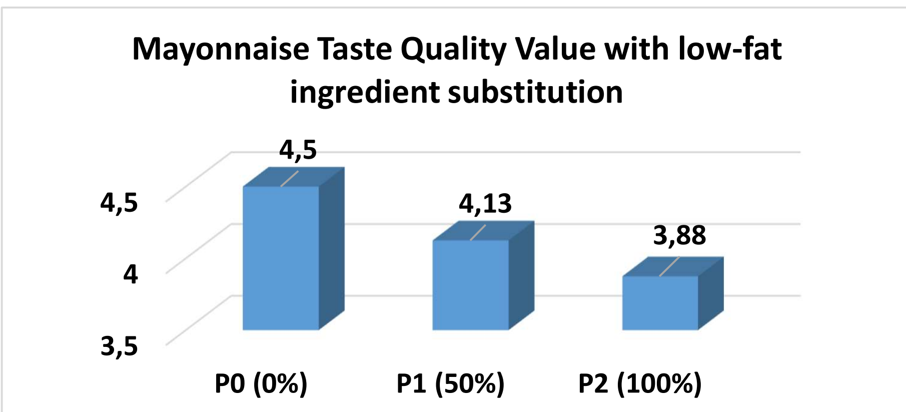

Figure 1.4 Organoleptic Quality Test Chart (Taste) of Mayonnaise with low fat substitution ingredients Extract 0%, 50% and 100%

Based on the data in Table 1.5, it can be seen that the average value of Mayonnaise with low fat ingredients taste quality for each treatment level indicates the variation of the data. This is evident in the average value of the taste quality of Mayonnaise with low fat ingredients which is highest in the treatment of 0% which has an average value of 4.5 with Very fond of it indicators. The average value of the color quality of Mayonnaise with low fat ingredients extract at 50% treatment by 4.13 with a Very fond of it indicator and the lowest is the treatment of Mayonnaise with low fat ingredients extract 100% by 3.88 with love it indicators

5. Conclusion

From the research above, it can be concluded that, 50% treatment is still acceptable to the twenty-four respondents. Where the second order was found by 100% treatment. With Texture being the most acceptable first dimension.

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SUB THEME

TECHNOLOGY

Technology for Enhancing Sustainable City Tourism Visitors

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1. Background and Goals

Many cultural heritage sites exist in the world, but not all of them known to everybody. For introducing them to people and attract more tourists, **responsible marketing** is needed and it is about building trust between the company and its users, and in the tourism industry is related to satisfaction, trust and loyalty between tourists and city tourism. The **cultural resources** is a key contributory of responsible marketing.

Cultural resources act as a factor in cultural tourism attraction. In other words, increasing the attractiveness of places through **cultural resources** is possible. **Cultural resources:** an old asset and a new tourism market are vital to **managing visitors** and **visitor experience** in cultural tourism. **Local wisdom** is used for creative cultural tourism activity. Also, the development of tourist-based practices on **local wisdom** could be practical, and this is a key factor of **participation**.

Comprehensive human resource management and planning in tourism and hospitality as well as **governance, partnerships, and public participation** in cultural tourism are an essential key to sustainable tourism. Community participation and empowerment is a vital part of tourism. Higher **hospitality education** especially can improve this participation and also can **enhance the quality of life** and wellbeing **among tourism host community**. Furthermore, **tourist behavior and markets** can also be affected by hosts.

2. Methods

Many methods for enhancing city tourism visitors can be used, but methods which are sustainable is preferred. Technology, as a preface of sustainable development is considered. **Technological innovations in tourism and hospitality** as a new topic has been noticed. Technology in tourism starts from information communication technologies to **eTourism** and smart tourism towards ambient intelligence tourism. **Various application of eTourism** are smart services, smart IoT, **smart tourism destination**, smart **developing eTourism ecosystem**, and other smart topics. **Tourist behavior**, like information search and destination choice **in the digital era,** is different from the traditional one. **Digital marketing in hospitality, travel, and event** is said to permit for the creation of quicker and easier for smart tourism destination marketing. A qualified information search has analyzed data, and **big data**, as well as a **tourism intelligence.** ICT stands on Information and Communication Technology and is emerging at the beginning of the twenty-first century as an important field to have the ability to search, locate, evaluate, manage, use, present, and communicate information and to engage in problem-solving, self-directed learning, autonomous-targeted learning, and research skills, which are all fundamental to reach sustainable development goals (SDGs). By adding the term development to ICT, a new term is appeared: Information and Communication for Development (ICT4D), and by combination with Tourism, a new concept is gained: electronic Tourism for Development (eT4D). eT4D as an example of using ICT4D by community-based tourism firms to develop their visibility, connectivity, and competitiveness, thereby creating local, social, cultural, and environmental development, which can lead to sustainable development.

3. Expected Results/ Conclusion/ Contribution

City tourism demand can be forecasted by artificial intelligence, ambient intelligence, machine learning, and deep learning models, as an emerging technologies, and different methods are used like models, approaches, algorithms, processes, trends, and systems. Framework, adoption, and economic fundamentals of the use of robots, artificial intelligence and service automation in travel, tourism, and hospitality also considered. By predicting the total tourists demand for the city with technologies, better **management of resources for the city tourism products**, also better **planning and designing tourism in cities** especially for participating tourists in **events and festival**, and for visiting **museums and galleries** can be reached. Better **risk and disaster management in city tourism** by **city tourism governance, and Public participation** can be planned **especially in pandemic** and specific cases, and finally planning for enhancing the tourists is accessible. Strategic positioning, symbiotic partnerships, and innovative management can present governance frameworks for an inclusive and sustainable future of tourism. As a result, **sustainable tourism** in cities as an accepted aspect of city tourism will be concluded through technology, and can use for enhancing city tourism visitors.

Keywords: Technology, ICT4D, Sustainable Tourism, Tourists, City Tourism

Towards a Conceptual Framework for the Intention to Adopt Robots in Hotels: City of Tshwane, South Africa

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1. Background and Goals

Travel and tourism is one of the world's biggest economic sectors, contributing 10.3% of the global GDP (WTTC, 2019). The global shutdown of borders and travel restrictions in response to the current Coronavirus disease (COVID-19) pandemic, has decreased international travel by 65% in 2020 and restaurants and accommodation establishments were among the hardest affected by this pandemic (UNTWO, 2020; Nhamo, Dube & Chikodzi, 2020).

The Hospitality Outlook for 2019-2023 has projected South Africa to be the slowest growing hospitality market (Price Waterhouse Coopers, 2018). The COVID-19 pandemic has changed the landscape of the tourism industry, highlighting the importance of technological dependency to sustain in the long term (WTTC, 2020). To grow the hospitality market, hotel managers will have to provide customised services, with a focus on new technology to be able to attract, retain and satisfy the needs of both local and international tourists (Tung & Law, 2017; Bowen & Morosan, 2018). One of the current trends and new technology in the hotel industry is the use of robots (Revfine, 2019). Some of the services that these robots can offer are luggage transportation, robot servers, mobile check-in and providing information to guests (Revfine, 2019; Southan, 2020). With the advancements of robotics and technology in hotels, the measurement of acceptance and adoption of the technology and robots by hotel employees has become important (Moradi, Moradi & Bayat, 2018). Robots have the potential to function non-stop (even during pandemics), deal with various languages and handle data (Alexis, 2017). The purpose of this research is therefore to develop a conceptual framework for the intention of hotel employees to adopt robots in 4 and 5-star hotels in the City of Tshwane, South Africa to ensure sustainability.

2. Methods

The research method applied for this study was conducted by doing secondary research (exploratory research), which comprised of a literature review and the development of a conceptual framework for the hospitality sector. Applicable secondary data sources were used consisting of accredited academic journals and other relevant publications. The mechanisms and approaches of various technology acceptance/adoption research was explored by means of desk top research.

The Technology Acceptance Model (TAM) was developed by Fred Davis in 1989, since there were limited measurement scales available that could predict the acceptance and usage of information technology by users (Davis, 1989). Davis (1989) developed a scale consisting of two variables namely, perceived usefulness and perceived ease of use, as the core elements relating to user acceptance. The TAM predicts the way in which people will behave on grounds of their attitudes and intentions (Fatima, Ghandforoush, Khan & Di Masico, 2017).

Building on the original TAM model, Moradi, Moradi and Bayat (2018) developed a model called the Concept-based Robot Acceptance Model (CRAM) with the aim to evaluate robot acceptance. CRAM was used to investigate Iranians attitudes and perceptions towards robots (Moradi *et al*, 2018). The constructs measured in CRAM included perception, acceptance, concerns, application domain and the type of robot (robot appearance). The results suggested that the media, robot knowledge and robot appearance affect the individuals' perceptions and acceptance of robots (Moradi *et al*, 2018).

In another study, Turja and Oksanen (2019) used TAM and the 'change readiness perspective' to explain the acceptance of robots through cultural and individual traits in 27 European countries. The constructs measured included robot acceptance at work (RAW), demographic details, country (cultural background) and ICT competence. The results highlighted 'individual traits' and 'prior experience with robots' as important for robot acceptance in the workplace.

Other researchers such as, Fatima, Ghandforoush, Khan and Di Masico (2017) also used TAM to investigate the role of innovativeness and self-efficacy on attitude and intention to adopt mobile learning of students in Bangladesh. The constructs measured included: self-efficacy, perceived usefulness, perceived ease of use, attitude towards mobile application, innovativeness and intention for adoption.

In Ivanov, Webster and Garenko (2018) study, explored the use of robots in hotels in Russia. The constructs measured included attitudes towards robots, hotel services to be delivered by robots, robot appearance, advantages and disadvantages of robots and the user experiences created in the human-robot interaction. The results reveal that the young Russian adults are willing to the use of robots in hotels and that gender and attitudes towards robots influenced their acceptance of robots in hotels.

From the above discussion, it is evident that TAM is fundamental in understanding robot acceptance through personal experiences and social norms. For employees' to be ready to accept change, it is important to understand factors such as age, gender, occupation and education level, as well as their ICT competence and innovativeness (Turja & Oksanen, 2019; Ivanov, *et al*, 2018; Fatima, *et al*, 2017). The literature indicated that the attitudes of individuals towards robots are relevant when it comes to robots being implemented for social and working environments. With the rise of automation and robots in the workplace, the opportunities that exist in a country for those businesses, who do not accept these technologies, will suffer under the digital age (Turja & Oksanen, 2019).

3. Expected Results/Conclusion/Contribution

Based on the literature review, this research proposes a conceptual framework that provides insights into the intention of hotel employees to adopt robots in the South African context. It will hypothesize that there is a relationship between the robots' appearance, their ICT competence, their innovativeness and their attitudes towards robots, which in turn will lead towards their intention to adopt the use of robots. This relationship is depicted in Figure 1 below.

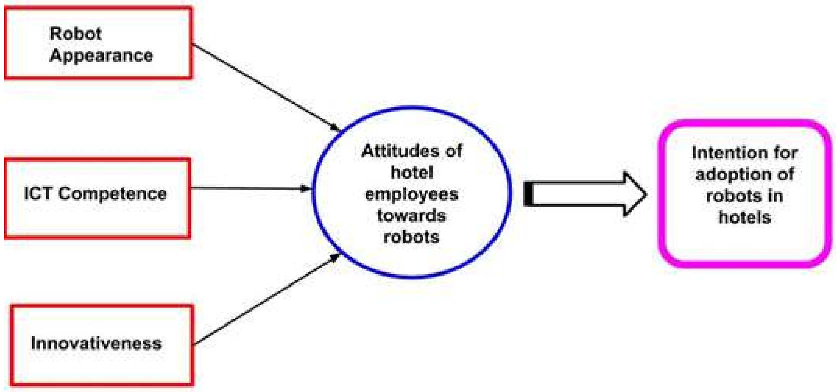

Figure 1: A conceptual framework for the intention to adopt robots in hotels

Figure 1 addresses the variables robot appearance, ICT competence and innovativeness as influencing the attitudes of employees towards robots. The attitudes of employees will determine whether they reject working with robots or whether they accept the robots and intend on adopting them. The constructs identified in this study and presented in the conceptual framework could be tested empirically in future research.

In conclusion, due to the COVID-19 pandemic, hospitality establishments had to close completely which led to a lot of staff losing their jobs as well as establishments suffering economically, either by closing down or run at half capacity (Nhamo, *et al* 2020). This pandemic has thus created a need for further research and the use of robots in establishments such as hotels. With the increase of robots in services sectors it is important for policymakers, organisations and employers in getting information and understanding robot acceptance (Turja & Oksanen, 2019). The future is moving towards a technologically centred approach in the hospitality sector (WTTC, 2020). To ensure the sustainability of the hotel industry, it is imperative for the adoption of robots in hotels for their continued operation during any pandemic which may possibly occur in the future.

Keywords: Hospitality, technology, robots, robot appearance, ICT competence, innovativeness, attitudes towards robots, acceptance intention for adoption of robots

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What Makes a Popular Museum Souvenir? Analysis of Customers Online Reviews towards Palace Museum Souvenirs

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1. Background and Goals

Museum souvenirs play a considerable role in contemporary museums, both for economic income and cultural transmission. In the digital era, museums not only sell their souvenirs on-site but also online. A recent report on museums' souvenirs indicated 24 museums opened stores in Tmall.com, a sub-brand of Taobao, China's largest online-shopping site. These museums include both domestic Chinese museums (e.g. the Palace Museum) and international museums (e.g. the British Museum). It is said that nine million Chinese purchased museums' souvenirs online (Cultural economics school of Tsinghua university & Tmall, 2019). Under this background, this study aims at understanding consumers' experiences with online souvenir shopping. China's Palace Museum, a pioneer in museum souvenir design and promotion, is taken as the research context.

2. Methods

In this study, the online reviews posted by individuals who purchased the Palace Museum's souvenirs through two online official stores (Taobao.com) form as the research data The user-generated data was collected in June 2019. The raw data was filtered and ended up with 106,929 valid reviews (totally 2,910,071 Chinese words). The unstructured data was then pre-processed through tokenization, stopping and removing words, and combining synonyms. The Latent Dirichlet Allocation (LDA)-based topic modelling approach was used to extract latent topics. For a further interpretation, this study visualized the association and distance among the topics with the LDAvis method.

3. Expected Results/Conclusion/Contribution

Topic modelling analysis (LDA) indicated that consumers of the Palace Museum souvenirs emphasize six features of their shopping experiences: *collective value*, *social value, aesthetic value, quality, brand image* and *ancillary service.* In terms of *collective value*, many consumers stated that they purchase the souvenirs mainly for collection, rather than daily use. The second topic, *social value*, is featured by the motivation of gift-giving, as many Chinese think souvenirs have the potential to strengthen their social networks (Kim & Littrell, 2011). *Aesthetic value* indicates that the good-looking design, high-quality of workmanship and aesthetic satisfaction are important aspects that consumers expect from the souvenirs. The *quality* of souvenirs undoubtedly matters, which is an intrinsic factor influencing customers' experience and satisfaction (Choi, Law & Heo, 2018). Further, consumers' emotional attachment to the Palace Museum, labelled as *brand image*, is also a crucial feature. Finally, *ancillary service*, mainly about the online sales and express service, plays a critical role in online souvenir shopping.

The importance of the themes was examined through considering the proportion of a topic's number of reviews to the total number of reviews (Taecharungroj & Mathayomchan, 2019). It is found that social value and aesthetic value are the most salient topics. Ancillary service and quality come as the second prominent topics, followed by collective value and the effects of Place Museum's brand.

LDAvis was further adopted to visualize the relationships among six topics. It shows that aesthetic value and social value closely cluster together, indicating that consumers are prone to purchase the souvenirs with higher aesthetic value as gifts. Besides, the distance between the brand image and collective value is relatively close, confirming that the brand effects of Palace Museum are evident.

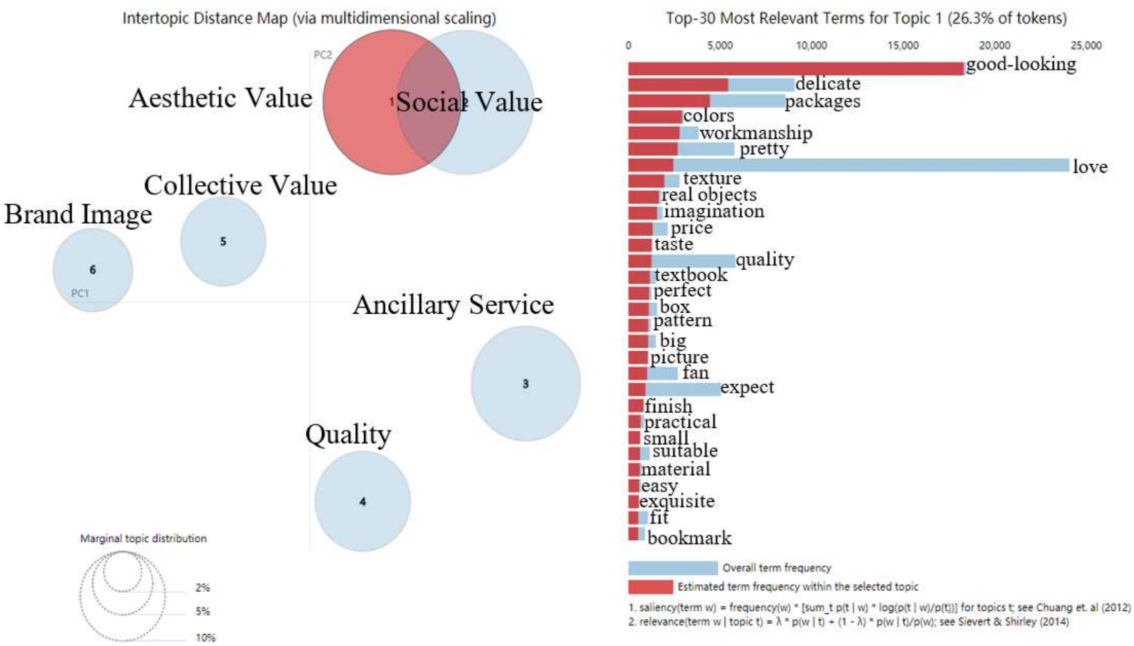

Fig.1. Inter-topic distance and top 30 salient keywords (within Aesthetic Value topic)

This is one of the first empirical studies assessing consumers' online shopping experiences of museum souvenirs. Initially, it enhances our understanding of consumers' perceptions towards museum souvenirs, which is essential for museum souvenirs design. Specifically, it highlights the importance of social and aesthetic value, as well as the brand image of museums. The findings also suggest the power of Chinese culture in influencing individuals' behavior. Thus, generalization of the results needs to be cautious. Similar studies can be conducted in a western context to enhance our understanding of museum souvenir consumption.

Keywords: Museum, souvenir, online reviews, Palace Museum

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Demographic Recommender System in Tourism to introduce Twin POIs using GIS Vector Data

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Abstract

A Recommender or Recommendation System is based on the same principles of transforming data into information to predict the future and can help people making better choices of interests. Demographic recommender system uses users profile and their personal attributes for providing recommendations. Modern concepts of twin towns or sister cities is intended to improve some purposes like tourism. This concept can also be used on a smaller scale like point of interests (POI s) of towns and can be compared to each other. Since, Geographic Information System (GIS) contains two types of data: Raster Data, and Vector Data, the POIs of the towns in GIS are classified into three groups as a vector data: Point, Polygon, and Line. Similarities between POI s around the world were investigated in this paper and in conclusion setting a knowledge graph with information gathered from a variety of sources was proposed for POI s database.

Keywords: Demographic Recommender System, Tourism, Vector Data, Knowledge Graph

1. Background and Goals

A Recommendation in Tourism, like other fields of study, is necessary. Making a decision for visiting next attractions in different countries, various towns of the country and multiple Point of Interests (POIs) of towns is an essential process. Recommender system transforms data into information and can foresight future, and also can assist people in making better choices. Demographic recommender system is a type of recommender system which uses profiles of the users and personal attributes and can be combined with knowledge-based recommender systems to increase its power. Demographic recommender system in Tourism is about POIs and comparing them and then recommend them to users. In other words, this recommender system uses profiles and attributes of POIs and consider features of them. In Geographic Information System (GIS), each POIs can be a type of vector data: Point, Polygon, and Line. The concept of twin towns can encourage tourism same wise with the concept of twin POIs of towns. Furthermore, an Information Box and a Knowledge Graph is needed for better recommendations.

2. Recommender System

A Recommender/Recommendation System (Platform/Engine) is similar to the Decision Support System, and these two kinds of systems transform data into information to predict the future. Recommender system can operate using a single or multiple inputs in various services like Netflix, YouTube, Spotify, Amazon, Facebook, and Twitter. The goal of recommender system which is a subset of Machine Learning is to utilize various sources of data to find out customer interests, and filter overwhelming information and to provide personalized results to people. In other words, it can help them make better choices of interests. Essential methods in recommender system includes: Content-based, Knowledge-based, Demographic, Collaborative Filtering, and Hybrid.

2.1. Demographic Recommender System

Demographic recommender systems use demographic profiles of the users for recommending, based on personal attributes like: age, gender, profession, and education, and can be combined with knowledge-based recommender systems to increase their power (see Fig. 3).

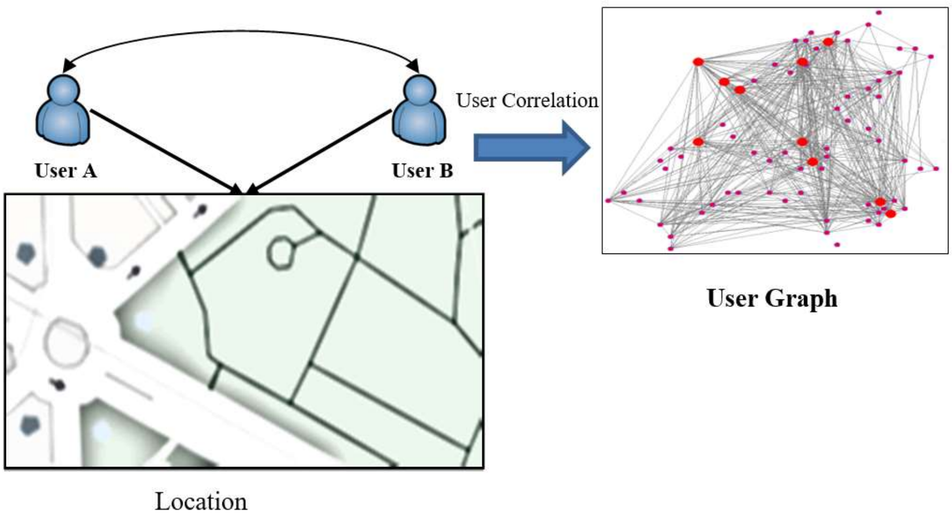

Fig. 1. Demographic Recommender System, User-based

2.2. Demographic Recommender System in Tourism

The modern concept of twin towns or sister cities conceived after the Second World War in 1947, It was intended to improve some purposes including tourism. This concept can also be used on a smaller scale like Point of Interests (POIs) of towns, and they can be compared to each other. The comparison is based on outstanding values, features, measures, specific qualities, and so on. In other words, some attributes of POIs considered, so twin POIs can be recommended to users (see Fig. 3). For better finding similarities between POIs, a complete database of POIs of towns all over the world and its attributes in an information system is needed.

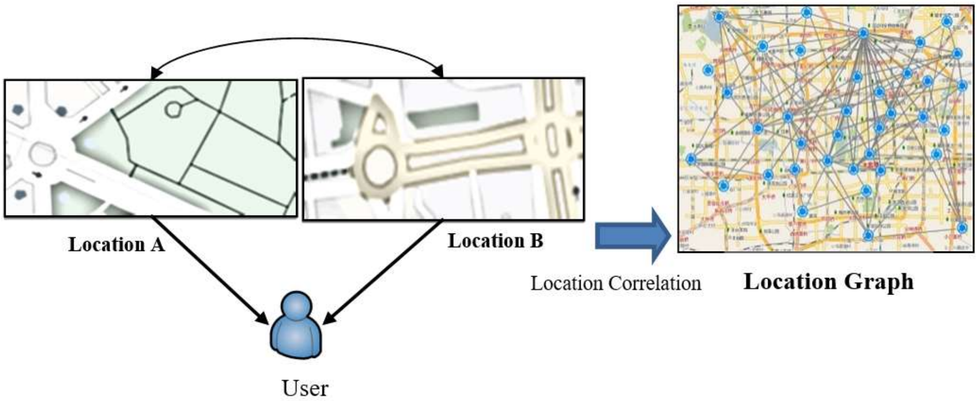

Fig. 2. Demographic Recommender System in Tourism, POIs-based

3. GIS Data in Tourism

The scientific study of geographic concepts, applications, and systems, is commonly initialized as Geographic Information System (GIS). This system contains two types of data: Raster Data, and Vector Data, and can be applied in tourism.

3.1. Raster Data

In its simplest form, a raster consists of a matrix of cells (or pixels) organized into rows and columns (or a grid) where each cell contains a value representing information.

3.2. Vector Data

It is a coordinate-based data model that represents geographic features such as POIs of the town as points, polygons, and lines.

3.2.1. Point. As one kind of vector data can be: Symbol, Center, and Source

Example of Point Data. Location of water sources (Table 1) for Qanat/Kariz, Aflaj/Falaj, and Aqueduct are similar to each other. Qanat was constructed is an ancient system of water supply from a deep well, that makes use of a series of vertical access shafts. Aflaj is the main source of irrigation water beside wells. An Aqueduct is a watercourse constructed to carry water from a source to a distribution point far away in various countries.

Table 1. Similar Sources of Water for Different Water Supply Systems

Asia		**Americas**		**Europe**			
Iran	**Oman**	**Mexico**	**Peru**	**Italy**	**Spain**	**France**	**UK**
Qanat/Kariz	Aflaj/Falaj	Aqueduct	Aqueduct	Aqueduct	Aqueduct	Aqueduct	Aqueduct
Gonabad, Baladeh, Zarch	Al-Katmeen, Al-Malki, Daris	Padre Tembleque	Nasca	Vanvitelli	Segovia	Pont du Gard (Roman Aqueduct)	Pontcysyllte

3.2.2. Polygon. As one kind of vector data can be: Park, Site, and Area

Example of Polygon Data. Archaeological Sites (Table 2) can be compared with measures like: the site's time, scale, layout, heritage types and features of the ruins, as well as the preservation condition of the site. A comparative site to the Bisyah & Salut Fort and Archaeological Ruins in Oman maybe another World Heritage site in Oman namely the Archaeological Sites of Bat, Al-Khutm and Al-Ayn listed in 1988. The protohistoric site of Bat lies near a palm grove in the interior of the Oman. Together with the neighboring sites, it forms the most complete collection of settlements and necropolises from the 3rd millennium B.C. in the world.

Table 2. Similar Archaeological Sites in Oman

Asia, Oman, Ad Dakhiliyah Governorate	Asia, Oman, Ad Dhahirah Governorate
Bisyah & Salut Fort & Archaeological Ruins	Archaeological Sites of Bat, Al-Khutm & Al-Ayn

3.2.3. Line. As one kind of vector data can be: Street, Avenue, and Boulevard

Example of line Data. Measures such as: Length, Direction, Function, Passageway/ Roadway, Planting and Paving pattern, Squares and venues, Historical, political and social events, Monuments, Sake of construction, Urban quarters, Social class, Urban destination and other values and significance are the major measures of street's comparing. Champs-Elysées can be compared to various street.

Table 3. Similar Street to Champs-Elysées Street in Paris, France

Europe		Americas	Africa	Asia					
France, Paris	Germany, Berlin	Mexico, Mexico City	Tunisia, Tunisia	China, Shanghai	India, Kolkata	Oman, Muscat	Iran		
							Tehran	Qazvin	Isfahan
Champs-Elysées Street	Kurfürstendamm Avenue	Paseo dela reforma Avenue	Habib Bourguiba Avenue	Nanjing Road	Chowringhee Street	Al Mouj Street	Vali-e Asr Street	Sepah Street	Charbagh Blvd

4. Knowledge Graph

A Knowledge graph is an illustration outcome of recommender system by which a POI in one country can be graphically linked to similar ones in other places (see Fig. 3).

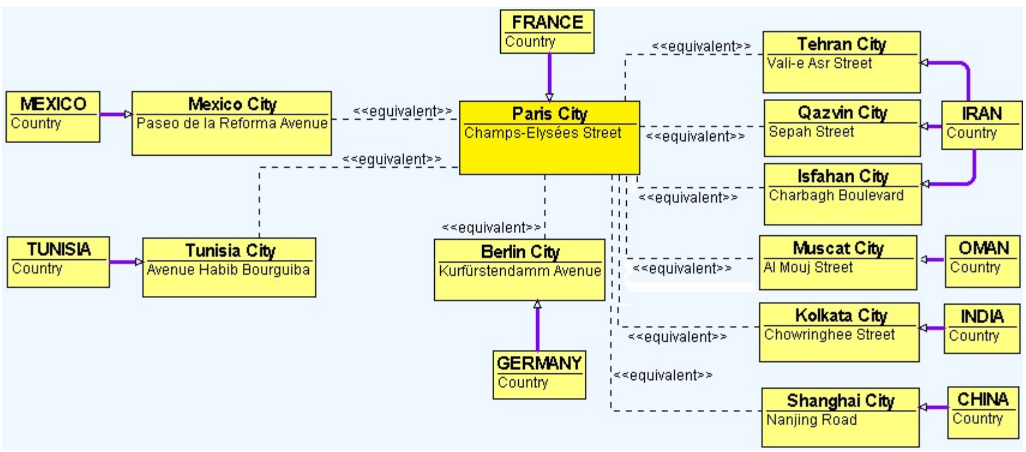

Fig. 3. Knowledge Graph of Similar Street to Champs-Elysées Street in Paris, France

5. Results and Discussion

Recommender system in Tourism can provide various recommendations. A complete list of similarities between POIs of all countries is needed in a global tourism database, so it can help better finding recommendations for next destinations. An “Information Inbox” & “Knowledge Graph” of world POIs network using GIS platform is proposed.

6. Acknowledgement

Thanks to Islamic Development Bank (IsDB), & Sultan Qaboos University-RS & GIS Research Center- for their support, & also the Reviewers for their useful recommendations, and introducing similar POIs all over the world to complete our Database.

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Technology in Tourism

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Abstract

Tourism is a business activity and divided into traditional tourism and modern tourism. Digital World describes how computer hardware, software, networks, and systems work. Data as a material of the digital world is gained through observation, and can be transformed into information. ICT stands on Information and Communication Technology and has an important field to have the ability to search, locate, evaluate, manage, use, present, and communicate of information. Development is a main dimension of personal life, social relations, politics, economics, and culture in the countries and regions. ICT4D stands on Information and Communication Technology, which will lead to development. Some information technologies which will lead to development are artificial intelligence & machine learning. In a brief, technology in tourism starts from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism, as the next step for artificial intelligence, and machine learning. Artificial intelligence is an intelligence demonstrated by machines. Some examples of artificial intelligence in tourism are: marketing decision support, forecasting short time-series tourism demand. Recommender system is an appearance of machine learning in tourism. Information technology solutions for better tourism includes: in general, and in specific situations like pandemic. Objective of this paper is discussing information technology solutions for better tourism, and method of this paper is content analysis of recent research findings.

Keywords: Tourism, Digital World, Electronic, Data, Information, Communication, Technology, Development, IT, ICT, ICT4D

1. Background and Goals

Living in a digital world may influence all topic. Tourism as a business activity has both traditional and modern type. The modern type of it is discussed in the digital world which includes data, information, communication, technology and so on. Actually, the DIKW pyramid starts from data and leads to wisdom. Information Technology (IT), Information and Communication Technology (ICT), also Information and Communication for Development (ICT4D), are examples of digital world which can connect to tourism. Furthermore, emerging technologies like artificial intelligence, machine learning, deep learning, and so on are examples of technology in nowadays world. Notice tourism especially in pandemic is vital and necessary. Crisis management response to a pandemic is helpful. Recovery and resilience in destination and business need normal and digital Strategies. Furthermore, analysis of tourism mobility is more needed in pandemic. In a brief, technology in tourism starts from information communication technologies to eTourism and smart tourism towards ambient intelligence tourism, as the next step for artificial intelligence, and machine learning. Qualified IT solutions can assist tourism in the digital world. Objective of this paper is discussing IT solutions for better tourism. Method of this paper is content analysis of recent research findings.

2. Tourism

Tourism is a business activity connected with providing accommodation, services and entertainment for people who are visiting a place for pleasure. Traditional tourism and modern tourism (in Digital World) are different.

3. Digital World in Tourism

Digital World describes how computer hardware, software, networks, and systems work. Destination in tourism has emerged as the fundamental unit of analysis in tourism. Destination marketing is concerned with selling places. Social selling is the process of developing relationships as part of the sales process and can be used in tourism for selling places/destination marketing in tour packages. Digital and social media marketing is said to permit for the creation of quicker and easier marketing, and faster and wider reach of a larger customer through the digital world. So, for creating a quicker and easier destination marketing and faster and wider reach of larger tourists through the digital world, social media-induced tourism, and influencer marketing for tourism destination can appear.

3.1 Digital World Materials

In the Digital World, some concepts considered like: Electronic, Data, Information, Communication, Technology, IT, ICT, ICT4D.

Data is gained through observation. Some expressions about data could be: Data Standards, Data Integration, Data Mining, Data Visualization, Data Management, Data Analytics, also Big Data Analysis, as well as Linked Open Data. Furthermore, Data can be transformed into Information, and then Knowledge, and finally Wisdom (see Fig. 31).

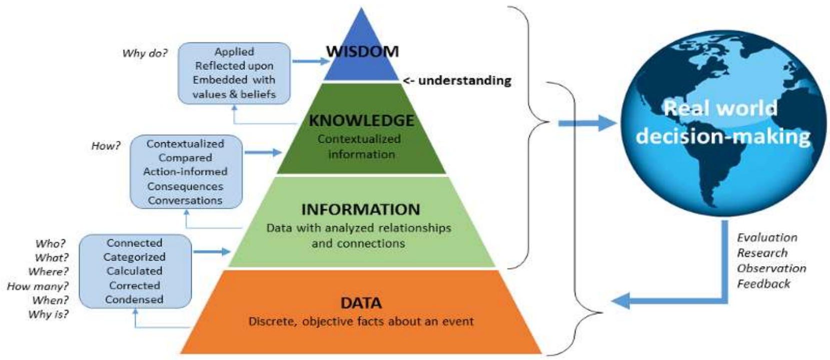

Fig. 1. The DIKW Pyramid (Data, Information, Knowledge, Wisdom)

Data standards use a standard that includes a fully defined data structure. Data integration is clear definitions of data elements provide the contextual understanding needed when deciding how to map one data system to another, or whether to subset, merge, stack, or transform data for specific use. Data mining is a process of discovering patterns in large data sets involving methods at the intersection of machine learning, statistics, and database systems. Data visualization is the graphic representation of data, and is both an art and a science. Data management concept arose in 1980s and comprises all disciplines related to managing data as a valuable resource. Data analytics enable analysts to understand overall system design and data flow, and to find where data interact with various processes or components. Big data analysis is a kind of big data challenges and two of its main goal are: develop effective methods that can accurately predict the future, and gain insight into the relationship between the features and response for scientific purposes. Some main characters of big data also should be considered: **Volume**, **Velocity**, **Validity**, **Variety**, **Variability**, **Veracity**, **Visualization**, **Value**, **Vying**, and so on. The semantic web is a web of data, and linked open data lies at the heart of it. To enable the encoding of semantics with the data, technologies such as ontology are used. Ontology is the philosophical study of being, stands on information, and used in various field of study like tourism.

Information is associated with data, and knowledge. Information search and travel planning is a stage in the customer decision process, and in tourism industry, tourist information search can help travelers to decide for planning for a travel and provide travel plan packages (see Fig. 32).

Fig. 2. Customer Decision Process

Blockchain was invented by a person (or group of people) using the name Satoshi Nakamoto in 2008 to serve as the public transaction ledger of the cryptocurrency Bitcoin (has inspired other applications). Blockchains are a foundational horizontal platform technology that could be used in any industrial sector including tourism. Just like a traditional database, a blockchain can in principle be used to represent transactions or information in any kind of application domain.

Knowledge can refer to a theoretical or practical understanding of a subject is equal to power, and leads to wisdom**.** Knowledge Graph is a knowledge base graph for enhancing search engine's results with information gathered from a variety of sources.

Wisdom: the Oxford English Dictionary defines wisdom as "Capacity of judging rightly in matters relating to life and conduct; soundness of judgement in the choice of means and ends; sometimes, less strictly, sound sense, esp. in practical affairs: opp. to folly;" also "Knowledge (esp. of a high or abstruse kind); enlightenment, learning, erudition. The wisdom of crowds emphasized on collective wisdom. Crowdsourcing was coined in 2006 by Jeff Howe, and is a distributed problem solving and production model that leverages the collective wisdom.

Technology is essential for sustainable development. Communication is a kind of technology and in a brief meaning to share. Emerging technologies are technologies whose development, and practical applications are still largely unrealized, such as: artificial intelligence, robotics, machine learning, deep learning, and so on. Sustainability is the ability to exist constantly, and nowadays considered in all topics. Development is a key dimension of personal life, social relations, politics, economics, and culture in the countries and regions, and it usually considered as economic growth. Socio-Economic development may change by digital divide. Sustainable Development Goals (SDGs) are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection (see Fig. 3).

Fig. 3. Sustainable Development Goals (SDGs)

Tourism economy and E-Commerce are an important topic, since tourism can bring money into the economy, and E-Commerce/electronic commerce as the activity of electronically buying or selling of products on online services or over the internet can accelerate tourism economy. Sharing economy, platform business and collaborative partnership is a way of purchasing goods and services that differs from the traditional business model and has different platforms which leads to collaborative partnership.

3.2 Information and Communication Technology (ICT)

ICT stands on Information and Communication Technology and is emerging at the beginning of the twenty-first century as an important field to have the ability to search, locate, evaluate, manage, use, present, and communicate information and to engage in problem-solving, self-directed learning, autonomous-targeted learning, and research skills, which are all fundamental to reach sustainable development goals (SDGs). ICT adoption is increasing globally and offers unique opportunities for an information system (IS). The distributive impact of ICTs innovations must have a vital influence on the wellbeing. As ICT has technology inside it, it can use for regional development and sustainability. ICT has an important role in partnership and collaboration. ICT is used in many aspects like: legal, ethical, and social. Tourism as a social aspect of ICT needs responsibility, and so, responsible ICT, and tourism experiences in ICT should be considered in ad hoc cases.

3.3 Information and Communication Technology for Development (ICT4D)

ICT4D stands on Information and Communication Technology which, will lead to development. ICT, Development, and Tourism conclude a new concept which is named: electronic Tourism for Development (eT4D) (see Fig. 34).

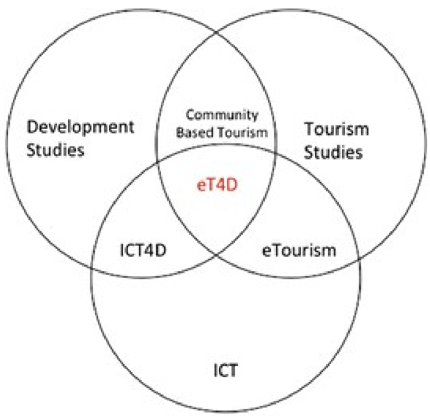

Fig. 4. eT4D

4. Artificial Intelligence, Robotics, Machine Learning, and Deep Learning in Tourism

Artificial Intelligence is an intelligence demonstrated by machines, unlike the natural intelligence displayed by humans and animals (see Fig. 35 & 6). How does Artificial Intelligence affect the Tourism Industry?. Conceptual framework, adoption, and economic fundamentals of the use of robots, artificial intelligence and service automation in travel, tourism, and hospitality companies was discussed in several papers. Some examples of it in tourism are: Marketing decision support using artificial intelligence and knowledge modeling, Forecasting short time-series tourism demand with artificial intelligence models. Furthermore, measuring readiness of artificial intelligence in the urban and traditional village could be considered.

Machine Learning in tourism, mainly uses data including statistics, photos, maps, and texts, and is also used in three stages pre, during, and after trip and provides the necessary interpretations using models, approaches, algorithms, processes, trends, systems, and so on.

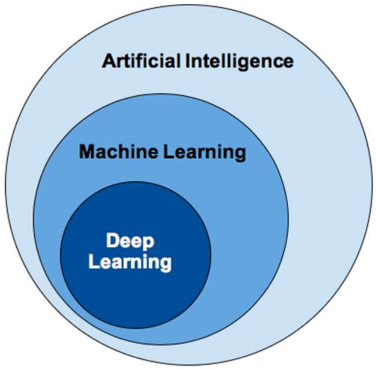

Fig. 5. Artificial Intelligence, Machine Learning, Deep Learning

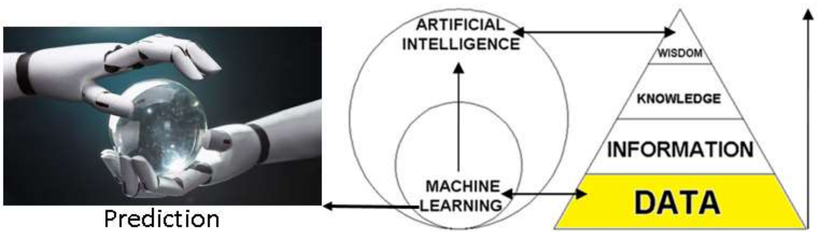

Fig. 6. The DIKW Pyramid, Artificial Intelligence, Machine Learning, and Prediction

4.1 Recommender system and personalization

A Recommender system is a branch of machine learning, and its similarity to the decision support system is transforming data into information to predict the future. By the aid of recommender system user modeling, and decision making, and also rational of group decision making will be discussed, and can help tourists to decide better, as an instance for selecting next-POI for the smart destination era.

4.2 Human-Computer interaction

Studies the design and use of computer technology, focused on the interfaces between people (users) and computers. Making website, and also design apps and evaluation of them is an emerge of Human–Computer interaction.

4.3 Mobile, location-based and context-aware

The advances in mobile communications have been unstoppable, an example of mobile communications are smartphone, tablets and so on. Furthermore, adding system augmented and virtual reality would be more helpful and encourage tourists to use the mobile app and can impact recommendation more than before. Context is a multifaceted concept that has been studied across different research disciplines, including computer science (primarily in artificial intelligence and ubiquitous computing), cognitive science, linguistics, philosophy, psychology, and organizational sciences. Knowledge of location is necessary as the user will request information and directions for each point of interest (POI) around their current location; also the three main location sensing techniques used outdoors are GPS, GSM and Wi-Fi. Relates to current location (travel locality), and by giving radius and count, nearby POI can be recommended. With the introduction of Internet-of-Things (IoT) technology, it became possible to establish cultural asset tourism services through the use of smartphones, radio frequency identification (RFID) and beacons in pertinent tourist spots. So, smart cities and destinations will appear more easily.

4.4 Sentiment analysis and personality-based systems

Analyzing user reviews in tourism is helpful. With the aid of text mining in social media and social network such as twitter, feedback of people by some analysis like sentiment can be gained and may increase corporate social responsibility. Sentiment analysis can be an efficient tool to detect text-based cues that elicit specific emotions used to promote a destination. Also, another goal of text analysis in social media refers to gain information about user experience, which can help tourism managers for crisis management, yield management, service design, and therefore more competitive destination in future will be emerged and this is tourism strategic competitiveness.

5. Results and Discussion

Information Technology (IT) Solutions for better tourism includes: in general, and in specific situations like Pandemic.

5.1 In General

Surely, in the future of travel, technology, and sustainability will be transited. Advanced IT plays an essential role in strengthening the competitiveness of the tourism industry, spreading business and creating new business. The public talk about ‘business models’ commenced in the early 1970s and rose to prominence halfway the 1990s, at the same time as the digital economy. Electronic business (E-Business) was coined by IBM’s marketing and Internet team in 1996, and refers to business on the Internet. E-Business models are various, like: Focused distributors, portals, producers, infrastructure distributors, infrastructure portals, infrastructure producers, and so on. Each E-Business model should be designed and evaluated. E-Business strategy, and also impact of it should also be considered. Managing customer relationships in the E-Business world can increase profitability. Make attention to E-Business horizons in the tourism industry in research and practice is necessary. Because of the needs and behaviors are different between B2B (business-to-business) and B2C (business-to-customer or business-to-consumer), the implementation of customer relationship management (CRM) should come from respective viewpoints. Electronic customer relationship management (E-CRM) coined by Oscar Gomes encompasses all standard CRM functions with the use of the net environment i.e., intranet, extranet and internet, and also concerns all forms of managing relationships with customers through the use of IT. E-CRM can be used as an element of success in tourism industry. Electronic government (E-Government) is the use of technological communications devices, such as computers and the internet to provide public services to citizens and other persons in a country or region with the aid of public policy. E-Government may lead to benefits in the tourism industry, like: promoting local tourism.

5.2 In Pandemic

Consider IT solutions especially in pandemic is necessary. Crisis management response to a pandemic in tourism industry is mandatory. Recovery and resilience in destination and business need normal and digital strategies. Furthermore, analysis of tourism mobility is more needed in pandemic. Analysis of contents of tourism in pandemic are:

5.2.1 Crisis management response

Strategic management in tourism emphasized that one key points of contemporary tourism management includes crucial environmental issues affecting international tourism management. Major crises and disasters including terrorism, outbreaks (e.g. SARS and Bird Flu), natural disasters (e.g. tsunamis, bushfires, flooding), and political crisis (e.g. protests and political instability). Tourism industry seems to be under an almost permanent threat with the certainty of yet another crisis already looming somewhere.

Crisis management in tourism has become an increasingly important area of tourism management. Crisis management in the tourism industry aims to illustrate the theories and actions that can be taken to better understand consumer, economic and environmental reaction, in order for the businesses involved to be more prepared for such events. Gilpin and Murphy propose a new, complexity-based approach to organizational learning that can allow organizations to adapt quickly to changing circumstances. Spatio-Temporal estimation of the daily cases of COVID-19 in worldwide using random forest machine learning algorithm as a research has been done and with cross-validation showed that the random forest machine learning algorithm has produced very successful results in predicting the number of cases for the near future in case of a sudden epidemic. Number of daily tests, the population of the country, number of quarantined people, number of people recovering, meteorological data, and measures taken by countries has been advised for future studies.

5.2.2 Recovery and resilience in destination and business

Resilience of the tourism industry from a socioecological system perspective is necessary. Tourism response, recovery and resilience to the COVID-19 Crisis may lead to rebuilding tourism competitiveness. Prayag, 2020 offers ways to explore how COVID-19 could affect different aspects of tourism resilience, adopting a three-level approach (macro, meso, and micro).

Decision-making process should be based not only on accurate but also historical information which outlines the vulnerabilities of the tourist destination. Hence the information sharing is vital to proffer a sustainable plan of contingency and mitigation.

5.2.3 Analysis of tourism mobility

Some approaches for investigating tourism mobility has been done like: Network analysis approach to map tourism mobility. With the help of Geographic Information System (GIS), a qualified and quantified analysis could be done for each part of the world like spatial distribution and trend analysis of current status of COVID-19, Changes in the spatial distribution of COVID-19 incidence, GIS-based spatial modeling of COVID-19 incidence rate. Also some methods used tourism mobility after COVID-19 has been analyzed by Moslem, 2020.

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UNESCO Sites Sustainability in Sharing Economy Issues: Sharing Coronavirus (Covid-19) in the World

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Abstract

Sharing Economy is different from the traditional business model, and is significantly a pathway to sustainable development and drives it in societies. In tourism, it is a way for attracting tourists and has some advantages, and also disadvantages as spreading diseases like Coronavirus (Covid-19) Pandemic, since the movement of people and travel internationally could be a dominant driver of its outbreak. **A theoretical or practical problem** of the study is addressing the impact of Sharing Economy on tourism and taking attention about the policies of Sharing Economy, especially in city tourism. **Hypothesis** of this study stated that a direct link exist between Sharing Economy index and coronavirus cases and deaths in worldwide, especially in countries which have higher registered UNESCO sites. **Importance** of this paper is attracting attention to the importance of investigating the issue of the Sharing Economy in tourism, especially in countries with high registered UNESCO sites. **The goal** of this study is studying on complexity of a Sharing Economy for tourism and hospitality and proposing a solution for financing costs of protecting UNESCO sites as a worldwide heritage toward sustainability in cases of decreasing tourism like a pandemic. This paper **proposes** a stock market for all UNESCO Sites and similar to the foreign exchange (Forex) market. In this stock market, shares related to UNESCO sites are selling and buying, and in conclusion, in the time that tourists decrease, these shares can be beneficial.

Keywords: Sharing Economy, Sustainability, Travel and Tourism, Sharing Virus, Coronavirus (Covid-19), Pandemic, UNESCO Sites, Share, Stock Market, foreign exchange (Forex) Market

1. Background and Goals

Scenic impacts and rapid growth of Sharing Economy on various aspects of today's social-economic system have stimulated growing public interest in the last decades. Sharing Economy is different from the traditional business model. In the Sharing Economy, individuals are said to hire out things like their cars, homes and personal time to others. It is sometimes understood exclusively as a peer-to-peer phenomenon while at times, it has been named as a business-to-customer. Sharing Economy is a way for attracting tourists and has some advantages, and also disadvantages as spreading diseases like

Coronavirus (Covid-19) Pandemic, since the movement of people and travel internationally could be a dominant driver of its outbreak. Shareable tourism or tourism marketing in the Sharing Economy has been studied in various sources.

A theoretical or practical problem of the study is addressing the impact of Sharing Economy on tourism and taking attention about the policies of Sharing Economy, especially in city tourism. Generally, countries with a mature tourism-fueled economy have large sharing economies. **Hypothesis** of this study stated that a direct link exist between Sharing Economy index and coronavirus cases and deaths in worldwide, especially in countries which have higher registered UNESCO sites. In other words, countries with higher tourism index, have higher Sharing Economy and are exposed more to Coronavirus (Covid-19) outbreak. A research has been done recently stated a positive and significant association between the past records of international tourism and the current cumulated numbers of confirmed cases and deaths resulting from Coronavirus (Covid-19), especially for main tourism destination such as France, Italy, and Spain as well as China and United Stats. **Importance** of this paper is attracting attention to the importance of investigating the issue of the Sharing Economy in tourism, especially in countries with high registered UNESCO sites, since there is a direct link between international tourism and outbreak of coronavirus and this greatly jeopardize the tourism industry given its reliance on human mobility. The challenge is now to collectively learn from this global tragedy to increase the speed of the transformation of sustainable tourism. **The goal** of this study is studying on complexity of a Sharing Economy for tourism and hospitality and proposing a solution for financing costs of protecting UNESCO sites as a worldwide heritage toward sustainability in cases of decreasing tourism like a pandemic.

2. Sharing Economy

Sharing Economy emerged as a result of economic decline after the financial crisis at the beginning of the 21st century. Open-source software, online collaboration, file sharing, and peer-to-peer financing, are considered as different examples of the Sharing Economy. Sharing Economy is a market model that provides and simplifies the sharing of access to goods and services, for example, a car, extra rooms with renters, the benefit of discounted goods and services, and so on. The development of technology may draw upon many fields of knowledge, and has beneficial effects for the society and human. Sharing Economy emerges from several technological developments, and technological development is a preface of sustainable development.

2.1 Sustainable Development in the Sharing Economy

The three-sphere framework of sustainable development are: Social/Sociocultural, Economic, and Environment (Figure 1). Sharing Economy significantly is a pathway to sustainable development and drives it in societies.

Figure 1: Sustainable Development

2.1.1. Economic Impact of the Sharing Economy: Sharing Economy has some related economic topics from different facets. Can discuss the impact of the Sharing Economy on the labor market. Also, business models in the Sharing Economy has been considered in different researches. Furthermore, in Sharing Economy, supply is crowdsourced with demand and can be modulated by a platform and requires novel perspectives and tools to address challenges and identify opportunities. Competition to traditional business is another part of the economic impacts of the Sharing Economy and includes innovation, and entrepreneurship.

2.1.2. Sociocultural Impacts of the Sharing Economy: Sharing Economy has some social and cultural related subjects from different aspects like regulations, ethical issues, satisfaction, trust and loyalty, and user-generated content.

2.1.3. Environmental Impacts of the Sharing Economy: Sharing Economy has some environmental topics from different aspects like environmental impacts and potentials and promises of the Sharing Economy.

2.2. Sharing Economy in Travel and Tourism

The Sharing Economy has started to transform our current tourism system, and may lead to a more sustainable form of tourism consumption leading to the sustainable economy. Themes and theories in Sharing Economy in travel and tourism include various topics like accommodation instead of hotels, camping and apartments, and it will affect the tourism industry in the future. Sharing Economy benefits the entire tourism industry by creating new job positions as more tourists would come due to the lower accommodation cost, development of residential neighborhood, trust and reputation, enhance transportation accessibility, facilitated authentic encounters between tourists and locals, and also some dark sides of Sharing Economy like making mistakes from an off-duty driver like killing a pedestrian, compromising other industries like hotel industry, and transportation industry, and spreading diseases like Coronavirus (Covid-19), should be considered. Accommodation sharing or home-sharing is a disruptive innovation, and accommodation sharing companies connect individuals. Airbnb is the best-known examples of P2P accommodation sharing in the accommodation marketplace. Airbnb has listings in more than 220 countries and regions in over 100,000 cities, and People stay an average of 2.4 times longer in it than at hotel stay. On the one hand, accommodation platforms such as Airbnb assumed to increase the profitability of tourism more sustainably, and has been performed successfully due to greater focus on investments in information technology. On the other hand, since they are introduced and registered by people, some of them are informal and illegal and may cause to some problems, so they need more attention. In Table 1 some of the advantages and disadvantages of Sharing Economy in travel and tourism can be seen.

Table 1: Advantages and Disadvantages of Sharing Economy in Travel and Tourism

	Example	Reference
Advantages	Trust and reputation	[15]
	Creating new job positions	[16]
	Development of residential neighborhoods	[23]
	Facilitated authentic encounters between tourists and locals	[45; 61]
	Enhance transportation accessibility like bicycle sharing	[11]
Disadvantages	Compromising some industries like hotel & transportation industry	[31; 66]
	Mistakes from an off-duty driver	[44]
	Informal Cases	[26]
	Illegal Cases	[37]
	Spreading Virus faster	Coronavirus (Covid-19) Pandemic

3. Approach and Methodology

Approach of this paper has been summarized in Figure 2.

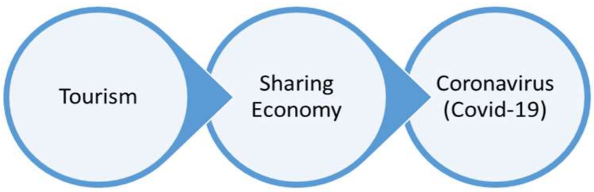

Figure 2: Approach of the Study

Methodology: Some data related to tourism, Sharing Economy and Coronavirus (Covid-19) has been collected for 11 countries in Table 2. In the part of tourism, two kind of data include total UNESCO sites and international tourist arrivals has been collected. In Sharing Economy part, Airbnb destinations for inbound guests, Airbnb destinations of outbound guests, and Airbnb listings has been considered, and in part Coronavirus (Covid-19) cumulative cases and deaths has been collected.

Hypothesis: there is a direct link exist between Sharing Economy index and coronavirus cases and deaths worldwide, especially in countries which have higher registered UNESCO sites. In other words, countries with higher tourism index, have higher Sharing Economy and are exposed more to Coronavirus (Covid-19) outbreak.

For examining the hypothesis of this paper, first countries which has a complete data from database has been chosen (Italy, Spain, France, UK, USA), and then, a correlation test has been applied between total UNESCO sites and international tourist arrivals. After ensuring about existing a correlation between these two, international tourist arrivals has been chosen for making a multiple linear regression between tourism (International tourists arrival) and Sharing Economy (Airbnb listings) and Coronavirus (Covid-19) (Cumulative cases total) index (formula 1).

$$y=\beta_0+\beta_1 x_1+\cdots+\beta_p x_p+\varepsilon \qquad [1]$$

Table 2: Database Related to Tourism, Sharing Economy, and Coronavirus (Covid-19)

Data (Rank)	**Tourism [34; 63]**		**Sharing Economy [36; 37]**			**Coronavirus (Covid-19) [33]**	
Country	**UNESCO sites**	**International tourist arrivals**	**Airbnb destinations for inbound guests**	**Airbnb destinations of outbound guests**	**Airbnb listings**	**Cumulative cases**	**Cumulative deaths**
China	1	4	+10	7	?	59	35
Italy	2	5	3	9	3	10	6
Spain	3	2	4	8	4	6	8
Germany	4	9	9	4	?	14	19
France	5	1	2	2	2	5	7
India	6	23	+10	+10	?	2	3
Mexico	7	7	+10	+10	?	11	4
UK	8	10	5	3	5	8	5
Russia	9	16	+10	+10	?	4	13
Iran	10	47	+10	+10	?	15	9
USA	11	3	1	1	1	1	1

4. Results and Discussion

Airbnb can be a significant force in the economy of some locales, and some of them have seen the most significant economic impact from Airbnb. Examining the statistics of countries infected with the Coronavirus (Covid-19), showed that there is a correlation between the number of UNESCO sites and the number of international tourists arrivals (Table 3); and for predicting the future a multiple linear regression has been done in selective countries (Italy, Spain, France, UK, USA) in which all data has been provided (Table 4, 5, 6 , & Figure 3).

Table 3: Correlation (UNESCO sites and the number of international Tourists Arrivals)

Correlations

		UNESCO_sites	International_tourists_arrival
UNESCO_sites	Pearson Correlation	1	.231
	Sig. (2-tailed)		.708
	N	5	5
International_tourists_arrival	Pearson Correlation	.231	1
	Sig. (2-tailed)	.708	
	N	5	5

Table 4: Selective Countries

Country	**UNESCO sites**	**International tourist arrivals**	**Airbnb destinations for inbound guests**	**Airbnb destinations of outbound guests**	**Airbnb listings**	**Cumulative cases**	**Cumulative deaths**

Italy	2	5	3	9	3	6	10
Spain	3	2	4	8	4	8	6
France	5	1	2	2	2	7	5
UK	8	10	5	3	5	5	8
USA	11	3	1	1	1	1	1

Table 5: Multiple Linear Regression

Country	International tourist arrivals	Airbnb listings	Cumulative cases
Italy	5	3	6
Spain	2	4	8
France	1	2	7
UK	10	5	5
USA	3	1	1

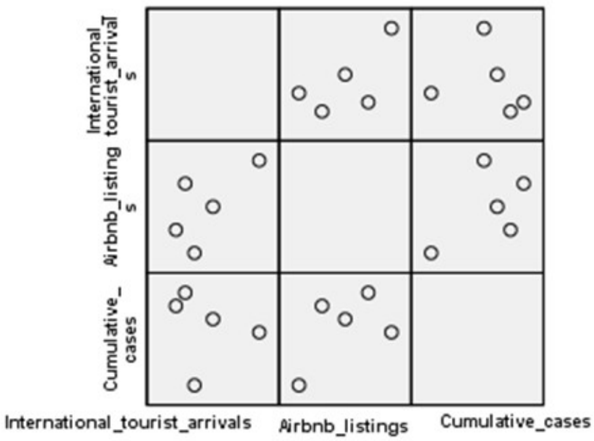

Figure 3: Scatter/Dot Graph

Table 6: Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.922[a]	.850	.701	1.949	2.817

a. Predictors: (Constant), Cumulative_cases, Airbnb_listings

b. Dependent Variable: International_tourist_arrivals

R, R square and adjusted R Square are very close to 1, so inferred that there is an approved regression model.

5. Solutions and Suggestions

Sharing Economy is indeed a popular economy among people, but it should be responsible for sustainable development. Sustainability of the Sharing Economy, its development and standardization, ontologies, and the Coronavirus (Covid-19) pandemic should be considered by decision-makers and planners in the cities, especially city tourism. In cases like pandemic, Sharing Economy in tourism in cases like accommodation, sharing cars, and so on is not a possible way, since it helps to spread the epidemic especially in informal and in illegal forms of cases in Sharing Economy. If Sharing Economy considered to survive, so many policies and solutions should be considered to avoid failure of the economy in the other side. Also, more controls in health and safety standards are needed on the health aspects of tourism for avoiding big challenge to public health around the world. In other words, International tourism and its global public health consequences should be monitored, and tourism recovery strategy, as well as best practice against the pandemic, should be taken account. A group of studies have discussed that the global pandemic has exposed the extreme vulnerability of cities and called for reconsidering the way urban tourism, are developed and governed. This crisis can be considered as an opportunity to reflect on the current tourism industry policies to make them consistent with development goals and research in tourism development.

The countries with higher UNESCO Sites, since they are a worldwide heritage, should be more cautious in receiving tourists and, health protocols should be considered more toughly in them. Also, due to the fact that high visits to UNESCO Sites in countries lead to more wear and tear for them, and also protecting their infrastructure is inevitable, so it is essential to consider a solution for financing them toward sustainability to help the economy of the country. This paper **proposes** a stock market for all UNESCO Sites and similar to the foreign exchange (Forex) market. In this stock market, shares related to UNESCO sites are selling and buying, and in conclusion, in the time that tourists decrease, these shares can be beneficial. **For further researches**, studies about the strategies for issuing, selling, buying, increasing the price of these shares, and other related topics regarding to sustainable economy is suggested.

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8. Appendix

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
International_tourist_arrivals	5	1	10	4.20	3.564
Airbnb_listings	5	1	5	3.00	1.581
Cumulative_cases	5	1	8	5.40	2.702
Valid N (listwise)	5				

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	Cumulative_cases, Airbnb_listings[b]	.	Enter

a. Dependent Variable: International_tourist_arrivals
b. All requested variables entered.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.202	2	21.601	5.686	.150[b]
	Residual	7.598	2	3.799		
	Total	50.800	4			

a. Dependent Variable: International_tourist_arrivals
b. Predictors: (Constant), Cumulative_cases, Airbnb_listings

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.374	2.343		1.013	.418		
	Airbnb_listings	2.391	.725	1.061	3.298	.081	.723	1.384
	Cumulative_cases	-.991	.424	-.751	-2.334	.145	.723	1.384

a. Dependent Variable: International_tourist_arrivals

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	Airbnb_listings	Cumulative_cases
1	1	2.823	1.000	.02	.02	.01

2	.096	5.424	.85	.53	.03
3	.081	5.906	.13	.46	.96

a. Dependent Variable: International_tourist_arrivals

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.22	9.38	4.20	3.286	5
Residual	-2.016	1.394	.000	1.378	5
Std. Predicted Value	-1.210	1.576	.000	1.000	5
Std. Residual	-1.034	.715	.000	.707	5

a. Dependent Variable: International_tourist_arrivals

Researching the Professional Development using LinkedIn: An Exploratory Analysis of South African Executive Chefs

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Abstract

New developments have changed the roles of Executive Chefs, to becoming professional managers who oversee large kitchen brigades. Executive Chefs are now on a quest to find a balance between two worlds—their function of being a manager on the one hand and their professional job of cooking on the other (Pizam, 2016:117). Executive Chefs now have a mixed occupational identity—that of manager and professional which might motivate them to acquire an academic education or partake in relevant company courses to better prepare them for that executive position (Traud, 2017:14). Surveys on the professional development of executive chefs typically suffer from low response rates and therefore this study sought to develop a new methodology for tracking professional development using LinkedIn. Research of the current role of executive chefs has also been limited, and thus this study, focusing on executive hotel chefs brings new insights to a debate usually characterised by untested assumptions. The study sought to obtain the biographic profiles and professional development of 148 Executive Chefs and Executive Sous Chefs in 4- and 5-star South African hotels using curriculum vitae (CV) data found on or requested through LinkedIn. This data collectively provided a synopsis of the professional development trajectory of these executive chefs in a South African context. An analysis of these findings showed the length of time it took to achieve these positions and the types of professional development undertaken to achieve the position of Executive Chefs and Executive Sous Chefs. The biographical data was also able to provide an overview of the age, gender and ethnicity of these chefs, thus creating a relevant current profile of chefs in these positions. Together these two sets of data showed a profession in transition with a large segment of chefs trapped in positions with little potential for progression due to historic educational imbalances. The study sought to inform professional development initiatives by hotel management to address the current imbalances.

Keywords: professional development, Executive Chefs, LinkedIn

1. Background and Goals

Since 1994, tourism and hospitality in South Africa has experienced significant growth throughout the country (Telfer & Sharpley, 2007:214), which has resulted in a shortage of skilled Executive Chefs and cooks in the culinary element of the hospitality industry. This phenomenon does not only affect

South Africa but also many countries around the world. According to Maumbe and van Wyk (2011:366), “South Africa, like many other countries, suffers a skills shortage of catering employees such as Executive Chefs and cooks”.

There is a large skills shortage in the kitchen brigade, which is a worldwide phenomenon that affects the whole industry, even though the tourism sector in South Africa was identified as the fundamental sector that should drive economic growth (Pratten & O’Leary, 2007:70; Robinson & Beesley, 2010:765). However, this sector is hampered by the critical skills shortage within the culinary industry, as well as by its history where it suffered from a skewed and imbalanced demographic of chefs. Maumbe and van Wyk (2011:366) point out that the skills shortage in professional chefs has lead to the recruitment of overseas chefs. Goldsmith and Zahari (1994:28) argue that even though cooking skills vary from basic to advanced, the necessity for high end skills calls for greater education and training at all levels of the culinary industry (Lashley, 2009:345).

According to Balkaran and Giampiccoli (2013:2012), universities and further education and training (FET) colleges all offer various qualifications and programmes to people with or without Matric. There is a diverse and varied culinary training structure with an appropriate National Qualification path into the industry. However, there is a need for a more coordinated and structured framework and strategies to address a chef’s development. Pizam, (2016:116) reports that today chefs’ jobs have become so complex that they can no longer be traditionally trained on the job in an apprentice model. They have become professional managers, which is a specialised function that requires a combination of vocational learning, academic education, company training and real world experience (Hadges, 2016:1). It is safe to claim that the professional development of Executive Chefs has been ignored by industry for a long time, with many publications, reports and articles discussing problems faced by Executive Chefs, the changing environment and demands within industry (Birdir and Canakci, 2014:207).

PROFESSIONAL DEVELOPMENT

Historically, in the course of the development of occupations there has always been a distinction between vocational and professional professions (Roosipõld & Loogma, 2014:3). The vocational sector of occupations applies to students or apprentices who work for many years under the guidance of a master craftsman, learning skills that enable them to conduct their own trade in the future. This was manual work, where practical on-the-job training was the essence of learning skills, sometimes under an apprenticeship scheme but mostly on one’s own under the guise of on-the-job training or “learn as you go” (Grubb & Lazerson, 2005:29; Roche, 2012:93). This arrangement of master and apprentice has existed for hundreds of years and still exists today (Gonzalez, 2019:75).

THE CHEF PROFESSION

To discuss the professional development of chefs, one needs to consider how the kitchen environment and occupation relates to the chef's development. As confirmed by numerous authors, the kitchen is a tough environment with long, unsociable and irregular working hours all days of the week. Professional cooking is highly stressful and very demanding. Most kitchens are assertive, aggressive and boisterous environments with an authoritarian style of management. "Such work discipline is essential to advance in this profession" (Pratten, 2003b:237).

This requires high levels of dedication and commitment from chefs who in return are poorly paid, as highlighted by numerous authors (Fine, 1996:90; Pratten, 2003b:237-238; Murray-Gibbons & Gibbons, 2007:32; Robinson & Barron, 2007:913; Jonsson, Ekström & Nygren, 2008:53; Mac Con Iomaire, 2008:43; Wang, Horng, Cheng & Killman, 2011:999; Haddaji, 2018:121). The chefs who endure these conditions are individuals that have an intense desire to cook, are very competitive by nature, strive for continuous improvement, are committed to learn and take on challenges (Lu & Ramsey, 2013:52). "Drive, focus, determination, vocation, passion, dedication, sacrifice, volatility, creativity, psychological mindset and patience are what builds a chef" (Palmer, Cooper & Burns, 2010:311).

These chefs, to develop professionally, need to plan their career, improve and attain mastery in a job that requires acquisition, attention and refinement of skills and knowledge (Krause, 2013:68). This can only happen if learning activities and resources are provided accordingly.

GENDER

Numerous authors have found that in the higher culinary positions, males hold the majority of positions over females, for example 95% in Cyprus, 85% in Spain, 83% in the American culinary federation and 59% in Taiwan. South Africa is no different, with the majority of all senior positions being held by white males due to the lack of transformation in the hospitality sector (Balkaran & Giampiccoli, 2013:209; Alberta Government, 2017: online).

However, it was also found that females within the hospitality sector in the United Kingdom made up 50% of the food and beverage department (Pratten & O'Leary, 2007:68), 46% of the Taiwanese hospitality sector (Wang *et al.*, 2011:997), and 59% of the Irish catering workforce (Allen & Mac Con Iomaire, 2017:18). Although these statistics show employment equity regarding gender in the hospitality sector, it reveals it is still more likely for a male to reach a top culinary managerial position than it is for a female. Boone, Veller, Nikolaeva, Keith, Kefgen and Houran (2013:230) report that research shows that females are in the minority of top culinary managerial positions, which they believe is due to females prioritising their families. Its low attractiveness to females was also blamed on male bias in higher positions within the industry (Baum, 2002:343).

On the extreme side of the culinary profession and due to male-dominated kitchens, there are frequent instances of sexual, physical and emotional abuse, verbal rebuke and humiliation, as well as physical violence, which affects all members of staff, especially the lower ranking cooks and females who are starting in the culinary industry (Meloury & Signal, 2014:97; Haddaji, 2018:94).

AGE

There is a paucity of data dealing specifically with the ages of Executive Chefs, other than the studies done in America and Cyprus, which found that American chefs were on average between 45–54 years old and in Cyprus they were between 20–50 years of age (Kang, Twigg & Hertzman, 2010:171; Zopiatis, 2010:460). However, Allen and Mac Con Iomaire (2016:13) found in Ireland that 48.8% of Executive Chefs were in the 30–40 year age group. There is no existing data on the ages of Executive Chefs in South Africa.

RACE

Since 1994, specific attention has focused on African chefs and cooks in relation to social-economic transformation of the culinary industry due to the historical fact that it was a white male-dominated industry, especially in top management. Until recently, transformation of this industry has been slow. It has been noted as one of the weak implementers of Black Economic Empowerment policies (Maumbe & van Wyk, 2011:366). “There is a scarcity of chefs but more specifically black chefs in the tourism sector” (Tangri & Southall, 2008:711).

Although today the transformation of the chefs in the hospitality industry within South Africa means it is made up mostly of black employees, few African chefs hold junior management positions within the culinary industry, which suggests more improvement is required (CATHSSETA, 2010:54). “74% of chefs are African employees, which is extremely positive to note and is indicative of the transformation of this occupation” (CATHSSETA, 2010:54).

Kaplan (2004:217) mentions that although skills development can lead to transformation of management in the culinary industry, its professional skills development process is fragmented and will jeopardise development and transformation of potential culinary managers.

WORKPLACE EXPERIENCE

Numerous authors agree that gaining workplace experience is an essential part of a chef’s learning, normally referred to as informal learning. It is achieved in various ways in the workplace—by learning from others, obtaining experience, receiving corrective feedback from supervisors or managers, participating in work activities and competitions, learning by trial and error, and learning from mentors that guide and advise one in the working environment. This includes working in different types of companies and positions within the culinary industry, making sure chefs work in a wide range of work environments (Mac Con Iomaire, 2008:48; Haddaji et al, 2018:286).

According to James (2006:1), the process of knowledge and skill construction was as much aided by the indirect guidance of the production environment of the kitchens as by the direct guidance of the chefs.

INTERNATIONAL EXPERIENCE

A large number of culinary professionals in South Africa are leaving the country to seek international experience and recognition, thus increasing their status and value if they were ever to return. This creates a vacuum, increasing the industry's demand for qualified chefs, which leads to over-compensation of underqualified and undertrained chefs, resulting in gaps in the latter's professional development. This situation needs to be resolved by continuous training and interventions by company or training institutions. These areas of growth and development need to be developed to encourage the continued professional development of chefs (Jooste, 2007:192). According to Joost (2007:146), these avenues of growth do not yet exist and professional development still needs to be pioneered.

2. Methods

The aim of the study was to investigate the profile of Executive and Executive Sous Chefs in South Africa. To achieve this goal, the best method was to collect 150 CVs nationally from 4- and 5-star hotels within South Africa (Birdir & Canakci, 2014:207). No specific hotel group was targeted for this initial phase. This was merely to obtain a profile, as done in Allen and Mac Con Iomaire's study (2016:116). The quantitative orientation of the research design was to establish the demographics of the larger national cohort of the Executive and Executive Sous Chefs, to seek to ascertain a picture of the South African culinary workforce of Executive and Executive Sous Chefs within 4- and 5-star hotels. The basic categories were applied, with particular focus on gender, race, age, career data, type and level of education, job progression, career progression and chef brigade movements in relation the kitchen brigade

Sample Population, Size and Procedure

The sample for this study is a purposeful, criterion-based sample (McMillan & Schumacher, 2010:320). The phenomenological approach meant that each Executive and Executive Sous Chef must be in the culinary profession, have a connection to the current culinary industry workforce, and a culinary education or equivalent (Cullen, 2010:96). The overall criteria were exposure to culinary education and a senior position such as an Executive or Executive Sous Chef within a 4- or 5-star hotel which has a full kitchen brigade structure.

Sample selection and size

The purposeful sampling was to collect and analyse the 148 CVs collected nationally from Executive and Executive Sous Chefs from different hotel groups within South African 4- and 5-star hotels.

Curriculum vitae data analysis

The purposeful sampling from the CVs was categorised by a predetermined set of variables, which were transcribed into an Excel spreadsheet. Microsoft Excel is widely used by scientists for data collection, calculation and sophisticated and highly customizable macros which can be formulated using Excel Visual Basic spread sheets (Zhang, Huo, Zhou & Xie, 2010:306).

The data were grouped and compared, giving a clear understanding of the data obtained from the CVs, which in turn informed the qualitative part of the study.

The following information was extracted from the CVs and transcribed into Microsoft Excel for further analysis:

Name
Age
Gender
Race
Current position Executive Chef or Executive Sous Chef
Matric or grade passed
Qualification
Years of study
Year obtained
Type of certificate
Level of NQF Qualification
Name of institution qualification obtained
Number of hotels worked
Grade of hotel worked
Types of catering establishments worked

- Lodge or guest house, country club
- Corporate catering worked
- Cruise liners
- Multiple food outlet complex
- Restaurants worked

Total years of experience
International experience
International experience years
Registered professional body
Years of experience as a:

- Commis Chef/apprenticeship
- Demi chef

- Chef de Partie
- Sous Chef
- Executive Sous Chef or head chef
- Executive chef
- Complex or group Executive Chef

LinkedIn

The CVs were verified using LinkedIn. “LinkedIn suggests a professionally-oriented performance, providing templates for self-presentation that follow resume formats” (Papacharissi, 2009:200).

The main purpose of LinkedIn is to provide professional information, in the form of a concise CV, with the intention to establish connections, as well as to view the connections of their connections via search queries on an inexpensive professional web page (Skeels & Grudin, 2009).

Only LinkedIn profiles are publicly available, with less chance of not being truthful in one’s online resume and thereby gives a reason to check the correctness of information from two different sources (Guillory & Hancock, 2012:135).

Using curriculum vitae data

The utilisation of CV data is striking because of its tremendous richness (Dietz, Chompalov, Bozeman, Lane & Park, 2000:420).The CV is an important tool for providing a potential employer with a clear-cut indicator of employment movement from one work environment to the next, as well to represent a person’s knowledge, experience, record of accomplishment, a brief history of a professional life’s journey, an obligation of professional accuracy, as well as a job resource (Cañibano & Bozeman, 2009:88). It lists an individual’s entire career—from scholar to career professional—and serves as a historical record that evolves over time, capturing changes in an individual’s interests, jobs, movements and collaborations. It is a valuable data source for people interested in career trajectories, research evaluation or educational studies, whilst at the same time containing useful, concrete information on the timing, sequence, and duration of jobs, work products (articles and papers written), collaborative patterns and scholarly lineage.

A CV represents a record of accomplishment, a brief history of a professional’s life journey, a personal services advertisement, as well as a job search resource (Cañibano & Bozeman, 2009:86). For this reason, it is important that one’s CV contains accurate data that is constantly updated to ensure that it is readily available to those requiring it. In the 1990s, a few researchers used CVs but mainly as a supporting source of information. Only recently has this changed to the CV now being seen as a character of self-conscious and reflective methodology as opposed to one of many data sources (Long & McGinnis, 1985:225; Bonzi, 1992:111; Gomez-Mejia & Balkin, 1992:921; Long, Allison & McGinnis, 1993:703; Long & Fox, 1995:45).

3. Results and Discussion

Gender profile

The results show that 90% of the Executive and Executive Sous Chefs in their current positions were mainly male, this being very similar to studies in most countries, where females are in the minority (Raybould & Wilkins, 2005:203; Kang *et al.*, 2010:171; Zopiatis, 2010:461; Wang *et al.*, 2011:998; Hertzman & Maas, 2012:53; Haddaji 2018:2; Gonzalez, 2019:9).

Age profile

The average age of current female Executive and Executive Sous Chefs is 37.33 years and the average age of male Executive and Executive Sous Chefs is 40.16 years. This is in contrast to other studies, which show a wider range of ages for female and male chefs in the hospitality industry. Similar studies found that on average, Executive Chefs are 40 years old (Kang *et al.*, 2010:174; Zopiatis, 2010:459; Allen & Mac Con Iomaire, 2016:110; Haddaji, 2018:8).

Racial profile

The data showed that white male Executive and Executive Sous Chefs dominate the 4- and 5-star hotels that were surveyed, followed distantly by Indian, Black and Coloured Executive and Executive Sous Chefs. This status was also observed in studies done in Ireland and America, where white males dominate the industry (Allen & Mac Con Iomaire, 2017:17; Makumbirofa & Saayman, 2018:2; Gonzalez, 2019:10). It has been suggested by Kriel and Perumal (2015:4840) that the reason for the low percentage of black chefs may not only have been because of the political situation in South Africa but that the hospitality industry, which is essentially a service industry, could have associations with being a servant, rather than being a service (Kriel & Perumal, 2015:4840).

Table 1: Ethnicity of the respondents

Ethnicity of the respondents (n=148, in %)	
Race	**%**
White	68.9
Indian or Asian	16.2
Black	11.4
Coloured	4.5

Respondent grade level passed

The results show that 94.5% of the Executive and Executive Sous Chefs passed Matric (Grade 12), giving them access to further learning. This, however, is dependent on their Grade 12 pass marks. A good Grade 12 pass allows students access to higher education in culinary training institutions, TVET colleges, technical schools or universities (Moolman & Wilkinson, 2015:80).

Table 2: Grade level passed of the respondents

Grade of the respondents (n=148, in %)	
Grade	**%**
Grade 12	94.5
Grade 11	3.3
Grade 10	2.7

Respondents' National Qualifications Framework level of education

The NQF was an effort by the educational authority to map qualifications into a single framework for the entire education system. The system comprises three bands with eight levels. All qualifications, from short courses to doctorates, are placed on the framework (SAQA, 2016:online; Wedekind & Watson, 2016:62). The data show that the majority of Executive Chefs and Executive Sous Chefs have a NQFlevel of 4 and 5 and only 9.4% of them have a NQF level of 6, which is equivalent to a diploma with no degree. Bolton, Meally, Blair, McDowell & Cowan (2008:291) found that a mere 5% of the chefs they surveyed held a degree.

Table 3: National Qualifications Framework level of respondents

NQF level of the respondents (*n*=148, in %)		
NQF level		**%**
Certificate	NOF 4	49.3
Diploma	NQF 5	36.4
Diploma	NQF 6	9.4
Degree	NQF 7	0

Years of study in higher education

The majority of the Executive and Executive Sous Chefs surveyed have entered HEIs, doing courses of one to two-year duration. Zopiatis (2010:460) found that the majority of chefs in the Cypriot study had a two-year diploma, which shows that they do believe there is value and benefit in having formal culinary education. Roche (2012:56) and Gonzalez (2016:39) believe that any level of formal culinary education is an entry level requirement that chefs should have, even if it is a certificate or diploma in culinary education. However, there is a difference that needs to be acknowledged between a two-year diploma and a three- to four-year degree (Harrington, Mandabach, VanLeeuwen, & Thibodeaux., 2005:196). The four years of study indicates that the student chef did an apprenticeship or an in-service block release programme.

Table 4: Years of study of respondents

Years of study of the respondents (*n*=148, in %)	
Years	**%**
One	26.3
Two	44.5
Three	16.8
Four	(Apprenticeship) 7.4

Type of culinary establishments worked

The Executive and Executive Sous Chefs surveyed worked in a variety of culinary establishments, with the majority working in hotels and restaurants throughout their careers. Initially, chefs change establishments to grow their careers, gaining knowledge, experience and stature, continuously seeking the next best position (Mac Con Iomaire, 2008:44; Allen & Mac Con Iomaire, 2016:111). However, Borkenhagen and Martin (2018:5) believe that chefs churn through jobs, from one status to another, even when at the peak of their careers.

Table 5: Variety of establishments and years worked by respondents

Variety and years of establishments worked by respondents (*n*=148, in %)		
	Average number of years worked in culinary establishments	**Average number of chefs worked in culinary establishments %**
Establishment	**Years**	**%**
Lodge or guest house, country club	1	41.2
Corporate catering	1	46.6
Cruise liners	1	7.4
Restaurants	2	62.8
Hotels	3	100
Multiple food outlet complex	1	0.67

Average number of years of experience

The study found that the average experience of the Executive and Executive Sous Chefs was 20 years, similar to the studies done in Cyprus with an average of 20 years and America with an average of 24 years (Kang et al., 2010:170; Zopiatis, 2010:459).

Haddaji (2018:3) emphasises the vital importance of patiently working and learning within the industry to achieve success in the culinary field. The Executive Chef is a specialized function requiring a combination of vocational training, academic education, and real world experience, which is only achieved over a number of years (Hadges, 2016:1).

Average number of years of international experience

It was found that 55.4% of the respondents had worked internationally at some point in their career development, for an average of three years. Jooste (2007:146) found this to be important in the South African context, which the chefs believed was an important part of their career development.

Average number of years in different positions in the kitchen brigade structure

It is evident that all the chefs surveyed began at the bottom of the culinary ladder, starting as an apprentice or in a Commis Chef position. They all had to start at the bottom and progress through the culinary brigade structure, gaining skills and knowledge, working towards promotion and higher levels of increased responsibility, leading and ultimately reaching the status of Executive or Executive Sous Chefs, as is the practice in the profession. All the Executive or Executive Sous Chefs surveyed had spent time working in all the different positions within the kitchen ranks, which is known as the *Partie* system and has been compared to a military structure. The average time spent in each position is similar to results of other studies (Pratten, 2003a:455; Hadges, 2016:1; Borkenhagen & Martin, 2018:2; Gonzalez, 2019:1).

Table 6: Average years spent in different positions within the kitchen structure

Average number of years spent in different positions within the kitchen structure **(n=148, in %)**		
	Average number of years spent working in that position	**Average number of chefs with experience in that position**
Position	**Years**	**%**
Comis Chef	2.5	83.8
Demi Chef	2.1	6.7
Chef de Partie	2.7	69.5
Sous Chef	3.5	83.7
Executive Sous Chef/Chef de Cuisine	4.1	68.9
Executive Chef	10.2	79.7
Group Chef or Complex Chef	3.6	4.0

4. Conclusion

The data collected from the CVs of the South African Executive and Executive Sous Chefs gave a clear and interesting picture of the education, development and progression of these chefs in the 4- and 5-star hotel environment in South Africa.

The study met this objective in that the CVs were initially obtained through LinkedIn and then those that could be were verified by employment agencies to match physical to electronic data and to verify the authenticity of the information from two different sources. The aim was to biographically profile the professional development of Executive and Executive Sous Chefs in 4- and 5-star South African hotels, similar to the study of Allen and Mac Con Iomaire (2016:109).

Of the collected and verified data, 86% of the chefs had worked in 4-star hotels and 84% had also worked in 5-star hotels within their culinary careers. This is relevant to the increased working demands made on chefs working in 4- and 5-star hotels (Birdir & Canakci, (2014:207).

The data revealed that the sample of 126 Executive Chefs and 22 Executive Sous Chefs had an average of 20 years' experience, which aligns with the findings of Kang *et al.* (2010:174) and Zopiatis (2010:461). *Furthermore,* 55.4% of the South African chefs had international experience.

The data further showed that it is a predominantly male-dominated industry, with females making up only 10%. This corroborates the findings of Birdir and Canakci (2014:208) and Haddaji *et al.* (2018:270).

The findings were similar to those of Allen and Mac Con Iomaire (2016:108), that the average age of the South African male Executive and Executive Sous Chefs was 40 years and for females the average age was 37 years. The data also showed that the culinary industry in South Africa is dominated by white males holding Executive Chef positions in South African hotels, followed distantly by Indian, Black, Coloured and Asian chefs. This is corroborated by the findings of Tangri and Southall (2008:699).

Although 140 of the Executive and Executive Sous Chefs had a Grade 12 qualification and managed to go on and do a one or two year certificate or diploma in culinary studies, the findings show that the majority of chefs held a NQF Level 4 and 5, and that only 14 of the Executive and Executive Sous Chefs had NQF Level 6, which is equivalent to a diploma, while nobody had a degree. This is corroborated by the findings of Parker and Walters (2008:70).

The data from the CV's also revealed that the Executive and Executive Sous Chefs had worked in a variety of culinary establishments throughout their careers, which they believed gave them more experience and knowledge, while the majority had worked in hotels and restaurants. The data further showed that the chefs moved establishments to fast-track their career path, gaining knowledge, experience and stature. However, once they had achieved the position of Executive Chef, chefs move laterally from one executive position to another. This is corroborated by the findings of Rahmawati et al. (2015:65).

It was also evident that all the chefs began at the bottom of the culinary ladder, starting as an apprentice or Commis Chef. They all had to progress through the sub-chef ranks of Commis Chef, Demi Chef, Chef de Partie, Sous Chef and Chef de Cuisine—each level carrying increased responsibility, leadership and ultimately, reaching the status of Executive or Executive Sous Chef. This is corroborated by the findings of Gonzales (2019:7).

5. Recommendations

As shown in the literature and research data, the chef's profession is forever changing and evolving, with the formal learning sector trying to keep pace by increasing its educational offerings, from certificates all the way to degrees. This is together with industry trying to create accreditations to legitimise qualified and unqualified chefs, linking them to the formal learning sector and companies needing to take development responsibility to upskill chefs to professionally develop the Executive Chefs needed today.

As Hadges (2016:1) points out:

> Unlike a general degree, the Executive Chef is a specialised function requiring a combination of vocational training, academic education, Company Training and real-world experience that the industry will recognise as such.

It is recommended that the hotel management companies (using their Human Resources and Training Departments where available) need to identify and categorise all their current chefs according to their NQF levels. By so doing, according to their educational qualifications stated on their CVs, the hotel's Human Resources Department and Training Department could identify the qualifications that the chefs have obtained prior to entering the culinary industry and classify them according to their general level of education. In this way, hotel management could identify the training requirements of each group of upcoming Executive Chefs. The higher the NQF level, the less training, time and cost should be required, making those chefs the first priority for development. In this way, hotel management has the potential of retaining and motivating the next generation of potential Executive Chefs.

The data also highlighted through the prolonged trajectory of some chef that did not receive post school management qualifications that Hotel Management also needs to be aware that generic 'in-house' courses for the whole company are not specific enough or adequate to address the growing skills requirements for the next generation of Executive Chefs. Hotel Training and Development departments should develop courses to be chef-specific, with a training timetable or employee training passport, that states certain training that needs to be completed at certain positions within the kitchen hierarchy before being able to be promoted to the next position.

Hotel management companies also need to design relevant mentoring and leadership courses that will capture all the different levels found within the kitchen brigade. This would replace the old kitchen brigade system that relied on delegation as the method of instruction rather than mentoring and learning. The function of a mentor in nurturing culinary talent within the existing workforce of Executive Chefs within the company could become an effective tool in developing a future pool of Executive Chefs, with the purpose of eliminating the authoritarian style of management, which literature has shown to be an ineffective tool (Pratten, 2003b:242). Successful mentoring does take time and effort, requiring the right training and mentorship, which needs long term vision and commitment but, in turn, makes the industry more professional (Mac Con Iomaire, 2008:48).

It is important to note that in South Africa there is a large segment of chefs that are stuck in positions with little potential for progression due to the historic educational imbalances to which they were subjected. This has in effect created a glass ceiling for them. Instilling a strong mentoring culture within South African kitchens could help with company interventions to break this glass ceiling for such chefs.

6. Concluding remarks

This study attempted to highlight and give some insight into the educational status and professional development challenges faced by the Executive Chefs in South Africa, within a hotel group in South Africa. A shortage and concomitant lack of retention of skilled Executive Chefs in the hospitality sector is dominant in much of the world and South Africa is not immune to this trend, as the industry changes and demands Executive Chefs with improved skills.

A chef typically begins his or her career in the industry as a cook but could end up being a responsible manager. Due to the demand from industry for better educated and skilled Executive Chefs, there is a responsibility from educational institutions to hospitality companies to upskill the Executive Chefs to cope with these new requirements. This study aimed to help inform educators, employers and industry bodies that there needs to be a new educational and training structure for the development of future Executive Chefs from the onset of tertiary education, to more relevant courses from companies or external training sources throughout the chefs' careers to upskill them continuously, and in so doing, developing a more competent and knowledgeable Executive Chef.

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The Image of Sleman - Yogyakarta as a Tourism Destination: Implementation of e-Tourism

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Abstract

E-Tourism is a concept of utilizing ICT in the tourism sector, which can be useful to form a destination image. Destination images formed through e-tourism according to tourist's perceptions can assist the government in planning the formation of destination images in their region. Sleman Regency is one of the regions in Indonesia that uses an e-tourism platform to form a destination image. This research can help the Sleman Regency Government in assessing the destination image according to the perception of tourists which formed through the e-tourism platform of the Wisata Sleman Website and the Amazing Sleman Application. So that later the government can improve its services and get the destination image perception by their plans.

Data collection was carried out by distributing online questionnaires to Sleman Regency tourists, where 260 respondents have participated. Respondents were asked to select one of the 7 Likert scales on the cognitive, affective, and conative destination image statements on the questionnaire. The results of the questionnaire were processed using descriptive statistical quantitative analysis, where the destination image with a high average was the image formed in the Sleman Regency destination.

The results of this research show that the internet, especially tourist websites and applications, can influence tourists in the formation of the Sleman Regency destination image. The main cognitive image formed is Sleman Regency which has a beautiful mountain view, the affective image formed is relaxing; friendly; and exciting, and the conative image formed is a destination that can encourage tourists to revisit and recommend the destinations to others. The formation of these destination images is expected to be a guideline or evaluation material for local governments to develop their tourism by enhancing the image of the destination.

Keywords: e-tourism, destination image, smart app, tourists' perception, websites

1. Background and Goals

The development of tourist destinations will run optimally if the destinations can be sustainable so that they have a positive impact on the economy, environment, and socio-culture (Florek, 2012). A sustainable destination is a destination that is competitive and familiar to tourists, can attract tourists to come back, and can describe the reasons tourists choose the destination (Pike, 2009). These characteristics can be shown with the image of a destination, where the image of a destination is a mixture of several elements that build a positive image so that it can be used to differentiate between one destination and another (Cai, 2002).

Destination image is an interactive system of thoughts, opinions, feelings, visualizations, and individual intentions on the characteristics of a destination that can be influenced by promotional information, mass media, and other factors (Tasci, 2007; Tasci & Kozak, 2006). Tourist can easily distinguish a destination with a strong image from their competitors, and a destination with a positive image are more preferred and selected as tourist destinations (Dominique & Lopes, 2011). Therefore, the image of the destination is a very influential part of the choice of tourist decisions (Choi, Lehto, & Morrison, 2007) so that the image of the destination can affect the sustainability of the destination and tourism development.

Destination images are divided into cognitive, affective, and conative images (Gartner, 1994). Cognitive image is an individual's belief and knowledge about a destination that focuses on tangible physical attributes (Pike & Ryan, 2004; Chew & Jahari, 2014). The cognitive destination image in Basaran's (2016) research has 29 attributes which are divided into six dimensions, namely natural wealth; cultural attractions; social environment; infrastructure and facilities; accessibility; and price and value. According to research Michael et al. (2018), the cognitive destination image includes 15 attributes that fall into eight dimensions, namely natural wealth; public infrastructure; tourism infrastructure; entertainment and recreational tourism; culture, history and art; political and economic factors; natural environment; and social environment. Affective image is the feeling or emotion of tourists that arise towards a destination based on their motivation (Basaran, 2016; Martín & Bosque, 2008). Affective destination image formed according to research Michael et al. (2018) is fun, joyful, busy, fun, different, unique, friendly, scary, casual, stress-free, lifestyle, relaxation, comfortable, calm, beautiful, and well-being. Conative image is the effect of cognitive and affective images in predicting and influencing tourist behaviour based on the information and what they feel (Gartner, 1994; Basaran, 2016). A conative destination image can be in the form of a desire to revisit, recommending destinations to others, saying positive things about destinations to others, and feeling satisfied with the services available (Michael et al., 2018; Basaran, 2016; Hernández et al., 2006).

Knowing the destination image formed in tourist's perception is important for effective marketing of tourist destinations, identifying the advantages and disadvantages of destinations (Chen & Uysal, 2002; Dominique & Lopes, 2011) so that the destination image can be used as an evaluation material for the government and tourism organizer in developing their destinations. Various factors can influence the formation of a destination image according to tourist's perceptions; one of them is the availability of information (Marino, 2008). The concept of tourism development that focuses on providing the information is called e-tourism.

E-Tourism is a process of digitizing tourism activities to increase the efficiency and effectiveness of tourism activities (Detyna, 2018). This concept is the basic form of the use of ICT (Information and Communication Technology) in the tourism sector which can help disseminate information widely at a relatively low cost (Hojeghan & Esfangareh, 2011). Besides, the concept of e-tourism can be a medium of communication for tourism providers, intermediaries, and tourists (Mohamed & Moradi, 2011). The formation of destination images through e-tourism can be formed through information content such as text, images, and videos as well as platform display designs such as colours, writing, layout, and other things (Gretzel & Mendonça, 2019; Koller, Day, & Skidmore, 2002; Roig & Clavé, 2016; O'Leary & Deegan, 2005).

One of Indonesia's regions that applies e-tourism as a tool to form a destination image in tourist perception is Sleman Regency. Sleman Regency itself has the tourism branding "Sleman The Living Culture" with a logo depicting the Mount Merapi peak with Prambanan Temple inside. The official e-tourism platform managed by the Sleman Regency Government is Wisata Sleman Website, Amazing Sleman App, and social media such as Instagram, Twitter, and Facebook. The existence of this research is expected to help Sleman Regency Government to determine the destination image formed in tourist perception so that they can develop their destinations and e-tourism. According to research Dominique & Lopes (2011), the destination image which was formed in tourist's perception can be useful for identifying the strengths and weaknesses of a destination. Most of the previous studies on destination images according to tourists perception (Aksoy & Kiyci, 2011; Lepp, Gibson, & Lane, 2011; San Martín & Rodríguez del Bosque, 2008) focuses on the cognitive and affective image only. Therefore, the discussion in this study is focused on cognitive, affective, and conative destination images (Kladou & Mavragani, 2015) which were formed in tourist's perception through the official website and tourist app of Sleman Regency.

2. Methods

The data collection on tourist's perception of the destinations image formed through e-tourism was conducted with the dissemination of questionnaires (Blazquez-Resino, Muro-Rodriguez, & Perez-Jimenez, 2016; Lepp et al., 2011). Before data collection, literature, and observation studies have been conducted to determine the e-tourism platform to be researched as well as the questions to be asked. The e-tourism platforms that became the research object are the Wisata Sleman Website and Amazing Sleman App. The platform selection is based on the definition of e-tourism according to Pan (2015) e-tourism as a platform used by tourists to search for information, plan their trips, make purchases, share experiences, distribution, and commerce tools by mediating between tourists and businesses.

The questionnaire consisted of 3 groups of questions, general questions regarding tourist information in Sleman (3 items), main questions regarding the destination image formed through the website and app (69 items), and respondent characteristics (6 items). The main question is a Likert scale question 7 (1=strongly disagree, 2=disagree, 3=somewhat disagree, 4=neutral, 5=somewhat agree, 6=agree, and

7=strongly agree). The questionnaire was tested on 33 people before being distributed to tourists who had visited Sleman Regency. The main questions (69 items) were tested for reliability using Cronbach's Alpha and showed results worth 0.953 which according to Hair et al. (2010) Cronbach's Alpha value which is more than 0.8 means that it has a very reliable level of reliability.

The questionnaire was taken online for one month from 15 May 2020 to 15 June 2020 using Google Form and received 260 respondents. Previous research that took online data regarding the impact of online images on travel decision making by Lian & Yu (2019) taking a sample of 256 respondents, where the number of samples is not much different from the number of respondents in this study.

3. Result and Discussion

3.1. Respondents

The characteristics of the respondents consisted of women (68.46%) and men (31.54%) who were dominated by 21-30 years (72.3%). Most of the respondents have status as a student (65%) and not married (83.07%). All respondents have a fairly high education with the lowest education that has been taken in high school, and it is dominated by respondents who have taken a Bachelor's degree (64.61%).

Most of the respondents visited Sleman for vacation (79.6%), and the rest visited to attend general events, do study tours, and other activities. Prambanan Temple is the most visited tourist destination by respondents, around 85% of respondents have visited Prambanan Temple, then followed by Mount Merapi National Park (58%) and other destinations. Most respondents have got information about Sleman destinations from people's recommendations (80.4% of respondents) and the internet or social media (83.8% of respondents). Although quite many respondents get information through the internet, 73.5% of respondents still do not know about the official tourism website of Sleman Regency "Wisata Sleman" (https://www.wisatasleman.com/id/wisata/). 83.1% of respondents also still do not know the official tourism smart app of Sleman Regency "Amazing Sleman".

3.2. Image of Sleman Regency Destinations

The destination image of Sleman which formed through e-tourism according to tourist's perception is determined by 27 items, namely 19 cognitive image attributes, 6 affective image attributes, and 2 conative image attributes. The analysis was carried out using descriptive statistical analysis where the destination image attribute that has an average of 'agree' ($\overline{X} \geq 6$) is the destination images that are formed through e-tourism to tourists because it indicates respondents have agreed that the image has been attached to the Sleman Regency destination.

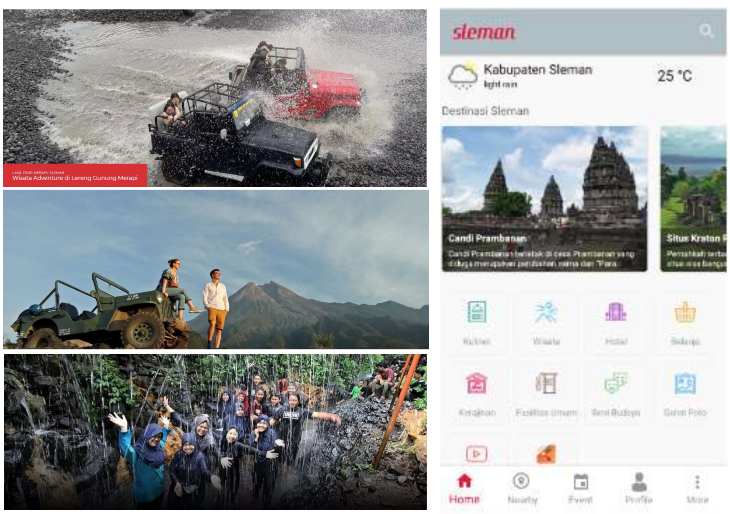
Cognitive Image

Cognitive images or tourist knowledge about Sleman's destination that formed through the website and app do not show a significant difference between the two.

Table 1. Cognitive Image Formed Through Sleman e-Tourism

Cognitive Destination Image	Website $\overline{X}$	App $\overline{X}$
Natural Attractions		
Beautiful mountain view	6,49	6,40
Various selection of interesting destination	6,18	6,22
Pleasant weather	6,02	6,09
Cultural Attractions		
Interesting mix of cultures and history	6,32	6,28
Interesting historical sites and museums	6,22	6,23
Unique and appealing local food cuisine	6,24	6,20
Strong ambience of traditions and cultures	6,09	6,12
Variety of local products	6,03	6,12
Active art and cultural groups	6,01	6,05
Social Environment		
Hospitable and friendly people	6,17	6,13
Tranquil and restful atmosphere	6,02	6,08
Socio-economic and Political Implications		
Reasonable price for food and accomodation	6,01	5,99
Cleanliness of encironment	5,93	6,02
Reasonable price for attractions	5,93	5,98
Reasonable price for local products	5,88	5,95
Personal safety and security	5,78	5,85
Infrastructures and Facilities		
Quality and variety of restaurants	5,91	5,99
Variety of shopping facilities	5,89	5,93
Easy access to destination	5,77	5,80

Image attributes in the 'natural wealth' dimensions are superior images to other images in other groups. Where the ‘beautiful mountain view’ is the most widely agreed image by respondents with an average of 6.49 on the website and 6.40 on the application. Regarding this matter, Sleman does have Mount Merapi as their main tourist attraction in the northern part of Sleman. Because some tourism objects such as the Merapi Volcano Tour, Merapi Volcano Museum, Sisa Hartaku Merapi Museum, and Bhumi Merapi Agro Tourism have Mount Merapi as its focus. Sleman that has highland areas has comfortable weather for tourism because the air is quite cool, especially for tourist attractions in mountainous areas such as Kaliurang Park and Pentingsari Tourism Village.



Source: Wisata Sleman Website, 2020; Amazing Sleman App, 2020

Fig 1. Photos of Destinations on the Website and App Homepage

The group of 'cultural attractions' destination image also have an average of more than six ($\bar{X} \geq 6$) where Sleman Regency do have many historical and cultural heritage that is used as a tourist destination such as 9 temple sites and also 25 tourist villages (Dinas Pariwisata DIY, 2019) where these two things are closely related to Javanese history and culture. Javanese culture that is still preserved in Sleman is also related to the hospitality of the local community and the tranquil atmosphere.

On average, almost all destination images in the 'political and economic factors' and 'infrastructure and facilities' dimensions have an average below six ($\bar{X} \leq 6$). This indicates that tourists still disagreed with the image in that dimensions are attached to the Sleman destination. The formation of cognitive image in Table 1 can also be influenced by the homepage sentence on the website, which reads as follows.

> *"Welcome to Sleman, a special district in the Yogyakarta Province. You can enjoy the natural beauty, delicious culinary specialities, various kinds of cultural and artistic attractions of Sleman as well as the friendliness of its people. Hopefully, you have a comfortable vacation in Sleman Regency!* –Wisata Sleman Website Homepage

In that sentence, it is written that the highlight of Sleman tourism is the beauty of nature, the diversity of art and culture, delicious food, and their public hospitality where this image has a high average value (Table 1).

The cognitive image formed on the website and application is not much different from the Sleman tourism branding, 'Sleman The Living Culture'. According to Gamble et al. (2015), living culture includes the traditional life of a nation, community, or group within a nation which in Sleman Regency is represented in the form of Javanese cultural life and history as well as its natural conditions.

Affective Image

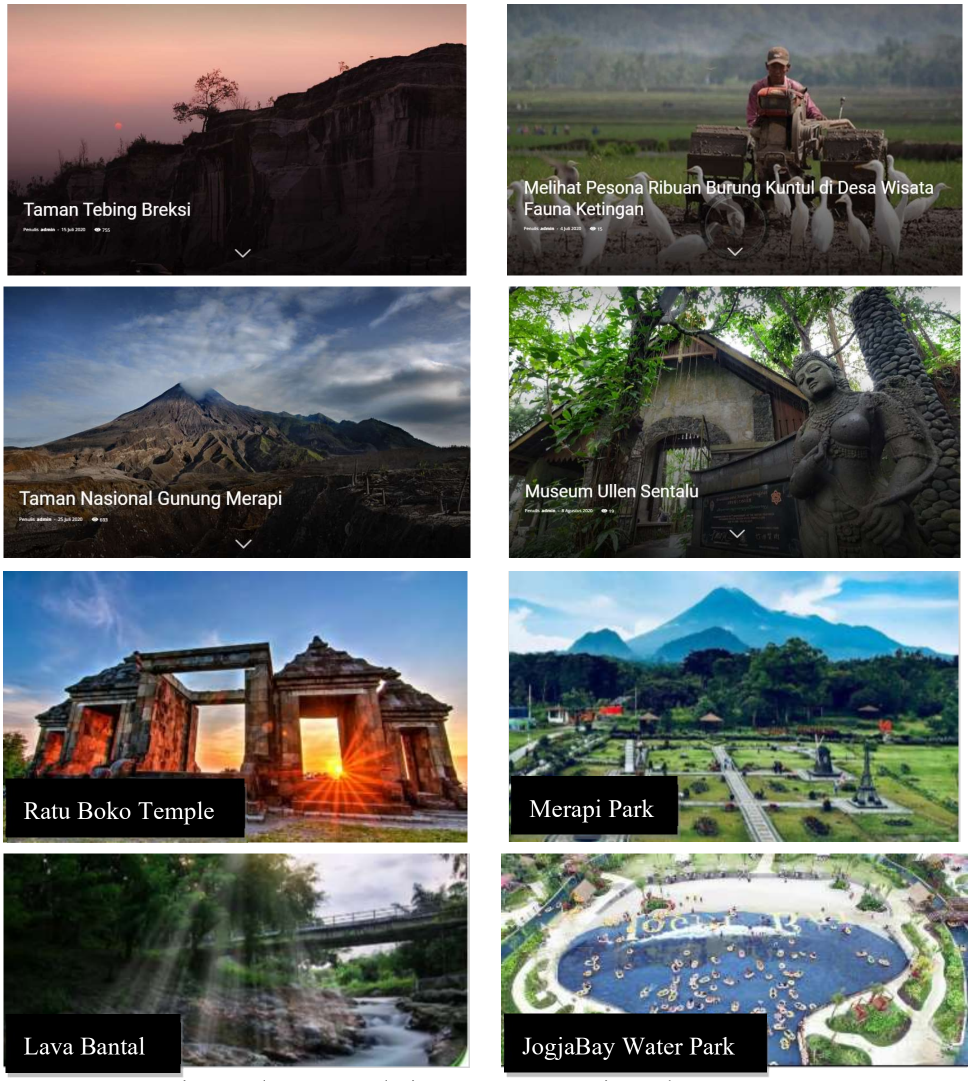
Information content that describes the atmosphere at a destination is also quite widely found on websites and apps so that it can affect the formation of affective images. Some examples of this are as follows,

> *"…Upon arriving at the location, visitors will be greeted with a stretch of salak plantation with neat trees lined up along the village road. Stone fences arranged in such a way add to the simple impression of a calm and comfortable country."* – Vacation ala Kembangarum Tourism Village, Wisata Sleman Website

> *"… If the palaces are generally established in relatively sloping areas, the Ratu Boko site is located on a fairly high hill. The awe-filled question that usually arises is, how is it possible to*

build a palace of that size on the height of a hill? In terms of labour preparation and building material procurement, doesn't it feel almost impossible?" – Kraton Ratu Boko Site, Amazing Sleman App

Besides to informational text, images are also influential in forming the destination image (Marine & Clavé, 2016). Here are some pictures that describe the destination atmosphere of Sleman.



Sources: Wisata Sleman Website, 2020; Amazing Sleman App, 2020

Fig 2. Destination Atmosphere Displayed on the Website and App

The affective image of the Sleman destination which formed through the website and application information shows no difference between them. Where the affective image formed is the Sleman destination which is relaxing, friendly, and exciting. More than half of the respondents disagreed with the boring, stressful, and scary affective image attached to Sleman destinations, this indicates that only a positive affective image was formed in Sleman's destination.

Table 2. Affective Image Formed Through Sleman e-Tourism

Cognitive Destination Image	Website	App
	$\bar{X}$	$\bar{X}$
Relaxing	6,29	6,35
Friendly	6,07	6,13
Exciting	6,04	6,10
Boring	3,05	2,91
Stressful	2,83	2,85
Scary	2,78	2,77

The affective image of Sleman Regency such as relaxing, friendly, and exciting can be formed because Sleman does have various destinations such as nature tourism, cultural tourism, and human-made attractions (Dinas Pariwisata DIY, 2019) so that it is understandable if there is not only one affective image that is formed. This is because affective image depends on the feeling that tourists feel when viewing or visiting a destination (Martín & Bosque, 2008). The formation of these three affective images is also because they have an average of $\bar{X} \geq 6$, such as the destination image of the natural wealth attractions, cultural attractions, and the social environment. Where in general, the natural atmosphere is related to tranquillity and peace, the rural environment is related to the friendliness of its people, and history and culture are related to a sense of impression and admiration.

Conative Image

Almost all of the respondents agreed on conative images of Sleman Regency destinations that could lead the intention to revisit and recommend the destination to others. Also, the absence of respondents who chose the options "strongly disagree", "disagree", and "somewhat disagree" on the two conative images, indicating that these image has been attached to the destination of Sleman Regency. This is also indicated by the average choice of respondents who "agree" ($\bar{X} \geq 6$) on the two cognitive images of Sleman destination.

Table 3. Conative Image Formed Through Sleman e-Tourism

Cognitive Destination Image	Website	App
	$\bar{X}$	$\bar{X}$
Intention to revisit	6,35	6,27
Recommend the destination	6,30	6,14

Although cognitive image dimensions such 'socio-economic and political implications ‘and 'infrastructures and facilities' are still not formed in Sleman Regency ($\bar{X} \leq 6$) according to respondents, this does not affect the decision of tourists to revisit and recommend the destinations to others. According to Gartner’s (1994) statement that the conative image is formed from cognitive and affective images, this can occur because affective images and other cognitive images can cover the shortcomings of the 'political and economic factors' and 'infrastructure and facilities' dimensions which according to tourists are still lacking in Sleman destinations.

4. Conclusions

This research was conducted to determine the destination image of the Sleman Regency formed through regional government e-tourism, so it can provide evaluation or recommendations for destination development by forming an appropriate destination image. The research analysis was carried out with descriptive statistics showing results of the cognitive, affective, and conative destinations images formed in Sleman Regency through e-tourism. The cognitive image that is formed in Sleman Regency's destination is the image in 'natural wealth', 'cultural attractions', 'social environment' dimensions with the cognitive image that is most attached to Sleman is a 'beautiful mountain view'. The affective image that is formed is a destination for Sleman Regency, which is relaxing, friendly, and exciting. This cognitive and affective image can be formed because of the text and images information on the Sleman Tourism website and the Amazing Sleman app. This is following the statements of Roig & Clavé (2016) dan O'Leary & Deegan (2005) regarding text and images that can impact the formation of destination images. The impact of those cognitive and affective images generates a conative image of Sleman destinations that could take the lead intention to revisit and recommend the destination to others.

5. Limitation

This study used a closed question questionnaire in collecting data about the destination image which formed according to the tourist's perception. The data collection process would be better if it was done by using a semi-open or open questionnaire because respondents could answer the destination image according to their personal point of view. Hence it really represented what they thought about the destination. The discussion in this study can also be complemented by other research on the Sleman Regency destination image which formed through the social media e-tourism platform. Although social media has not met all the criteria for e-tourism, according to Pan (2015) social media is an e-tourism platform that provides more space between tourists, tourism organizers, and the government to communicate. Besides, nowadays, social media is also a popular platform so that more information exchange will be found on social media.

6. Acknowledgments and Legal Responsibility

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Restaurants' Partnering Behavior with Third-Party Online Food Delivery Services

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Abstract

The purpose of this study was to identify and examine the process that bonds and strengthens restaurants' relationship to third-party food delivery services (3P-FDS). Using a qualitative approach, a depiction of restaurants' owner/managers' knowledge on the different types of 3P-FDS is provided. Based on the third party logistic partnering model, the reasons for restaurants' owner/manager to use 3P-FDS is provided. The five conditions of the partnering model appear to affect the partnering decision between restaurants and 3P-FDS. Moreover, the conditions during which this study took place (COVID-19 pandemic) offer a unique perspective of current and future use of 3P-FDS.

Keywords: Third-party food delivery services; restaurants; technology; Third-party logistic partnering model.

1. Introduction

While the advent of internet, personal computers, cellphones and other digital platforms has drastically altered business and social activities in the past decades, the combination of collaborative consumption (CC) and consumer review platforms are stimulating a new surge of technology adoption that is quickly changing the restaurant business model. Platforms such as Uber or Airbnb, who give access to a multitude of ride or lodging options, are part of the "sharing- "and "gig- "economies, alongside platforms such as DoorDash, UberEats, Postmates, etc., which allow users to order food via an online delivery platform.

An appeal of food delivery platforms, unlike traditional ordering methods, is convenience and efficiency for the consumer. Compared to restaurants' website, phone- or counter- service, online ordering requires minimal efforts. Nowadays, the use of food delivery apps as a revenue generator has increased restaurants' competitiveness (Lee, Lee, & Jeon, 2017). In 2020, platform to consumer delivery amounted US$9,711m, and with an annual growth predicted at 6.2%, sales should reach US$12,346 by 2024 (Statista, 2020). In addition, the current shortage of labor entrants into restaurant businesses are creating ideal conditions for food delivery services (DoorDash, 2019). Consequently, research on food delivery services via an app has gained momentum within the last decade.

Studies on food delivery service via app are usually oriented towards consumers. One such study, done by Kimes (2011a), was a three-part series. The studies were descriptive and identified factors that motivates and hinder both consumers and owners in utilizing online food delivery services. Lee et al. (2017) on the other hand, sought to understand users' behavioral intentions towards using online food delivery via a phone application (app). Yet again, Kapoor and Vij (2018) identified the type of platform design that would engage customers in the purchase process. The process of customers' engagement with the apps is important to understand the motives of usage but also to help managers sustain consumption over time. However, studies on restaurant managers or owners' perception towards the use of food delivery service is scant and warrants attention since they are the decision maker for online food delivery services app.

Few studies focus on restaurant managers or owners' perspective on food delivery services and particularly third-party food delivery services (3P-FDS). Although Kimes (2011a) addressed the motivational factors of managers and owners in engaging with online food delivery services, the study was limited to descriptive factors of services and ignored 3P-FDS altogether. Yet, the three studies provided a baseline of common factors among decision makers to use online delivery services. Using a qualitative approach, See-Kwong, Soo-Ryue, Shiun-Yi, and Lily (2017) examined the motivational factors and obstacles of restaurant owners/managers to outsource delivery to 3P-FDS. The dimensions found confirmed Kimes (2011a)'s findings. Although, these studies have provided information on the motivational factors, the process that bond and strengthen restaurants' relationship to 3P-FDS is still unknown. Furthermore, these studies lack a depiction on restaurants' owner/manager' knowledge on the different types of 3P-FDS available. Moreover, the conditions during which this study took place (COVID-19 pandemic) offer a unique perspective of current and future use of 3P-FDS. As such, this study will seek to answer the following questions: What is the process through which restaurants engaged in a relationship with 3P-FDS? How did the COVID-19 impact such relationship? Consequently, aided by the third-party logistic partnering behavior model, the objectives of this study are: 1) identify and explain the process that bonds and strengthen restaurants to 3P-FDS; 2) understand the extent of COVID-19 consequences on such relationship.

2. Review of Literature

2.1 Online Food Delivery (OFD)

Online Food Delivery Services are firms which specialize in the logistics of last-mile food delivery. These firms represent a significant outsourcing partner for restaurants; such activities as order placement, payment processing, and delivery are among a variety of services offered. The exact services which constitute an OFD is difficult to ascertain given the variety of constructs proposed to describe this business model. A seminal work in the field of Online Delivery Services describes the first companies emerging in the 2000s as "business platforms that offer order services, payment and monitoring of the process, and are not responsible for the preparation and order delivery operations" (Pigatto, Machado, dos Santos Negreti, & Machado, 2017). Xu and Huang (2019) describe an "Online to Offline" delivery market: "[this] food delivery process allows diners to order menu items through mobile apps and receive food delivered to their workplace or home within a short timeframe." As the OFD market has grown, it is logical to assume the long-run diversification and integration of services offered; the technology industry, of which OFD is a component, may continue to outpace the academic literature seeking to describe it. The present study attempts to understand the specific features of these services which are conducive to restaurant outsourcing partnerships, and in that context, the need for a consolidated construct of OFD is imperative.

Muller (2018) favors the construct of *online delivery provider*, presenting eight potential models of delivery, detailed in Table 1. These models offer insight into the innovative methods restaurants have used to capitalize on OFD efficiencies, however, this information does not satisfactorily explain the differentiation of OFD services nor the conditions which result in the adoption of a specific delivery model.

Table 1. Types of Delivery Providers and Description.

Types	Description
Independent	Service providers are restaurants which develop in-house delivery solutions. Account for much of the early delivery services.
Cloud Kitchens	Often found in franchised firms such as Dominoes, and focus less on dine-in guests, optimizing location for cost effective strategic performance.
Ghost Kitchens	Similar to Cloud Kitchen but with no dine-in service.
Virtual Restaurants	Distinct version of a Cloud or Ghost Kitchen model where an existing restaurant brand has distinct brands that operate only online.
Aggregator (ODP)	Model that relies on third-party services and contractor delivery drivers to deliver food to customers; neither the restaurant nor ordering services owns the delivery vehicle fleet.
Consolidator	Similar to an aggregator model but reduces the cost of last-mile delivery by delivering pre-ordered food in bulk.
Dark Kitchen	Model that aggregates multiple kitchens in one site with no dine-in options.

Muller (2018) proposes the probability that the dine-in, carry-out restaurant market share will be overtaken by OFD within a decade, citing consumer convenience motivation and increased institutional investment. OFD is contrasted with Online Travel Agencies and their relative disruption of the Hotel and Accommodations industry: "This should be a lesson for the restaurant owner/operator, the OTAs drove nothing but price as a decision attribute, the ODPs are poised to do the same thing with both price and convenience, unfortunately restaurants probably won't have decades to recover" (Muller, 2018). The allegory of OTA and ODF is useful; both aggregate the available products of partner firms, collect commission for each sale, and offer marketing services to the partner firm. A major distinction are the capacity constraints; while both hotels and restaurants sales are limited by the number of rooms or seats, the sale of a hotel room through an OTA will reduce rooms inventory whereas a delivery through an ODF will not affect the seating capacity of the restaurant.

2.2 Consumer-Oriented Motivations for OFD Outsourcing

A well-researched aspect to OFD is related to consumer demand and preference. Restaurants, as with all hospitality firms, are keenly sensitive to the needs and wants of their guests, and an examination of consumer motivations may shed light into the operators' reasons for contracting OFD.

Customers typically engage with OFD through Food Delivery Apps (FDA) (Ray, Dhir, Bala, & Kaur, 2019), aggregator websites, or through the restaurant webpage. Traditional delivery and OFD services have been the subject of research since their implementation. The most notable is that of Kimes (2011b) at Cornell. Her study titled Customer Perception of Electronic Food Ordering focuses on First-Party online ordering services and can be used as a basis for understanding the modern surge of Third-Party OFD services. Her findings indicated that younger users were more likely to use OFD services, and consumer segments in Urban areas tended to use OFD more than rural or small-town consumers. Respondents indicated an increased likelihood to order from restaurants if they had previously experience dining there, accessibility, and options for takeaway meals and delivery services (Kimes, 2011b). Regarding OFD services, consumers indicated that their choice of such method was based on order accuracy, convenience, ease, and speed of transaction while non-users cited personal interaction and personal connections as most important for a restaurant experience (Kimes, 2011b). OFD users were more likely to use internet technologies (email, smart phones, laptops) than non-users (Kimes, 2011b).

From this, we posit the consumer-oriented characteristics of the restaurant are an important consideration for restaurant operators when contracting OFD.

2.3 Operator-oriented Motivations for OFD Outsourcing

As previously discussed, there are multiple reasons why people engage with OFD. Yeo, Goh, and Rezaei (2017) created a 12-factor qualitative model to understand the motivational influences for restaurant operators to contract OFD services. Six factors positively correlated with participation namely increased revenue, exposure, extent of customer reach, convenience, and location. The remaining six factors were negatively correlated: Food related factors (food quality, food safety), strategic location, delivery affordability, cost, and control (See-Kwong et al., 2017).

Similar constructs to Strategic location and revenue have been discussed by Correa et al. (2019) and Feldman, Frazelle, and Swinney (2019), respectively. The former evaluated the correlation of declared versus actual-delivery times, and customer interactions with respective firms using web-mining techniques. The study's findings indicated a small significant interaction between differences of declared and actual- delivery times, and customer comments except in the cases of early delivery (Correa et al., 2019). As it relates to the demand for OFD services, the interactions with restaurant location and other factors may vary; contrast two hypothetical firms operating at different locations relative to a metropolitan area. The location farthest from the consumers would logically seek to contract OFD to resolve the proximity and accessibility issues; conversely, the firm operating closest to the consumers would have the least motivation to do so. In reality, OFD offers both firms the opportunity to extend revenue without the need for additional seating capacity; this may be a superior motivation for the closer firm under the assumption that real estate expenses rise relative to the population density.

Feldman et al. (2019) on the other hand, found that businesses' primary interests in OFD were decreased barriers to entry in offering delivery, marketing, and incremental revenue. Through a simulated approach of OFD contracts and revenue-sharing models, the research indicated a financial incentive for restaurant firms to have no contractual revenue-sharing with the OFD service or to develop an independent OFD service model (Feldman et al., 2019). The article cites the implicit competition between OFD and restaurants as a fundamental flaw in the revenue-sharing model, one which increases the probability the OFD will poach consumers directly from the restaurants they serve. Further, the study implicates the potential benefits of a "no-contract" relationship in which OFD purchase food at retail price and charge a delivery fee to the customer.

The primary stipulation of Social Exchange Theory states if the rewards are higher than the cost, a relationship will continue. The pure economic choice would rationalize the continued use of OFD provided the incremental revenue is greater than the marginal cost of contracting the OFD.

2.4 Technology Adoption Model

OFD is the culmination of two business models: online delivery and collaborative consumption. Collaborative Consumption (CC) is defined as the process through which "people coordinate the acquisition and distribution of a resource" (Correa et al., 2019). The demand for CC services in the area of hospitality can be demonstrated through the rise of tech firms specializing in Accommodations (AirBNB), Travel (Uber, Lyft), and specifically OFD (DoorDash, GrubHub, Uber Eats). A critical aspect of these services is the technology which enables OFD to market and aggregate restaurant delivery. Several models have been proposed which may predict the behaviors of consumers and organizations when faced with a new technology.

The diffusion of innovation model (Rogers, 1962) explains how, over time, a new idea, technology, or social behavior gains momentum and spreads through society. The key characteristics of DIT are precursors to innovation adoption; the relative advantage, complexity, compatibility, observability, and trialability of adopting an innovation are correlated to technology adoption intentions. Similarly, the Technology Acceptance Model (TAM) uses four factors to predict user acceptance of technology: perceived usefulness, perceived ease-of-use, behavioral intention and behavior. The perspective of the respective models offer insight into how innovations spread systematically and at the level of the individual.

Min, Fung, and Jeong (2018) applied the combination of the two theories to research consumer adoption of the collaborative consumption service Uber mobile. The combination of perspectives reinforced the internal validity of the measurement, but extension of this instrumentation to the present study would likely be ineffective at observing complex organizational behavioral intentions. An advantage of DIT over TAM in organizational settings is the lack of subjective perception, but both models fail to account for the diversification of the market offerings. DIT may serve to explain the market-wide phenomenon that is OFD and could be useful in predicting the pace of OFD utilization in the future, whereas TAM is more applicable when considering the consumer-oriented motivations for OFD consumption.

2.5 Third-Party Logistics Partnering

The field of business logistics provides a foundation for modeling "third-party-logistics customer partnering behavior" (Hofer, Knemeyer, & Dresner, 2009). This theory focuses on the perceived antecedents to a partnership as a measure of partnering behavioral intentions; the five dimensions of the behavioral intention toward partnering are detailed in Table 2. Partnerships of this nature "are tailored, mutually beneficial business relationships in which the coordinative forces include not only financial considerations, but also relational factors" (Hofer et al., 2009). Hofer et al. (2009) conclude that specific characteristics of partnering firms combined with their relationship interactions can shape the perceived partnering behavior.

Table 2. Partnering Relationship Dimensions and Description.

Behavioral Dimension	Description
Extendedness	The degree to which the parties anticipate the partnership will continue into the future with an indeterminate endpoint.
Operational Information Exchange	Systems that allow timely, accurate, concise, and usable information transfers
Mutual Operating Controls	Degree to which either firm has operational authority within the partnering firm.
Shared Benefits and Burdens	Reflects the willingness of each firm to accept short-term losses in exchange for long-term benefits. Investment perspective vs. Exchange
Planning	The degree to which firms coordinate to reduce environmental disturbances.

While the theory is limited insofar as the instrumentation cannot be directly applied to the study objective, it is an appropriate method to study the nature of relationship between OFD and restaurants. The extension of 3PL-partnering theory is not sufficient for capturing consumer-oriented operator perspectives, nor the specific qualities endemic to the food service industry. Using a refined version of the 12-factor motivating influences inventory as a method for describing the firm-specific characteristics related to OFD outsourcing, 3PL partnering theory may explain the moderating influence of those characteristics in forming and maintaining long-term partnerships with OFD services.

3. Research method and data analysis

3.1 Research paradigm and methodology

The present study is using a basic qualitative approach (Merriam & Tisdell, 2015) since the authors were interested in understanding the phenomenon of partnering behavior among restaurant business owners/managers with OFDS. In addition, this research study is descriptive in nature, which according to Veal (2011) allows for the discovery of pattern of behaviors in a given context. Social constructivism assumes that knowledge is built from the interaction of human beings rather than in isolation (Young & Collin, 2004), thus in-depth interviews were best suited to examine the reasons for restaurant owners/managers to engage with OFDS.

3.2 Data collection

The research aim of this study was motivated by the lack of understanding on restaurant owners/managers motivations to partner with OFDS, thus the in-depth interview technique was used to collect data. In-depth interview that are semi-structured allowed for the collection of rich and extensive meaningful data (Campiranon & Scott, 2014). Thus, rather than a formal questionnaire, a checklist was created using the themes of interest based on the “3PL Partnering Behavior” conceptual framework.

Given the time constraints for data collection, a convenience sampling was chosen. The authors contacted personal acquaintances in the restaurant world via email/text and asked them to participate in the study. A total of 5 participants agreed to be interviewed. At the time of data collection (April 2020), the state of Indiana was under a stay-at-home order issued by the governor to limit the spread of COVID-19 with social distancing in place. Thus, all interviews were done remotely from the respective authors and interviewees place of residence using VoIP platforms such as Facebook Messenger or Skype. The interviews were recorded using various means: directly with the VoIP software (Skype) or using computer recording software (QuickTime).

The in-depth interviews were conducted at different time of the day (morning, afternoon, evening) by appointment set by the participants. Interview duration ranged from 37 minutes up to 1 hour and half. In-depth interviews were well suited for this study since the authors were looking for open-ended responses from participants. A semi-structured interview protocol was created to help answer the research questions. Participants were first asked background questions to build an understanding of their knowledge and current use of OFDS. Thereafter, the various dimensions of the 3PL theoretical framework guided the questions that were asked: i) antecedents of partnering behavior (e.g. inter-organizational conditions and firm-specific factors) and ii) partnering behavior dimensions (e.g. extendedness, operational information exchange, mutual operating controls, sharing benefits and burdens, and planning).

3.3 Data analysis

The interviews were transcribed verbatim to proceed with the data analysis (Veal, 2011). The data analysis was performed in two different stages. During stage one, the authors individually read each interview and using a deductive approach, consciously sought out themes related to the conceptual framework and research questions. Using different color codes and with the help of annotation, the researchers separated units of text and assigned them to each theme. The second stage consisted in a discussion over the authors' individual findings of the first stage. The authors discussed what and why they assigned units of texts to the aforementioned themes and compared their classification. When disagreement emerge, the authors discussed the text and theme until resolution on how to classify it was reached.

To increase reliability and validity for this research, the participants were selected based on their current and previous work experience in the restaurant industry. Following Creswell and Clark (2017) to improve the qualitative validity, i) one of the research having worked for some of the respondents provided ground for the suitability of the participants' status in the restaurant industry, ii) quotes and excerpt from the interviews are provided to exemplify the findings. As for reliability which consists in having the same approach throughout the interviews (Creswell & Clark, 2017), the use of the checklist with pre-defined themes helped maintain consistency of responses.

4. Results and discussion

4.1 Antecedents for restaurants' partnering behavior

Based on the 3PL theoretical framework of partnering behavior, the antecedents that would lead a restaurant to utilized an OFDS are based on the 4 dimensions of inter-organizational conditions of the business, and, 2 dimensions of firms' specific factors. Although, the authors did not specifically enquire about them, these two concepts emerged throughout the interviews.

The dependence of the restaurant owners/managers on OFDS was obvious for those who had already contracted with them. Ben Kitchen for example stated *"People would rather order online. So you play that crowd and get the money."* Likewise, Tim of Coney Express stated "*In today's world, this is the new standard. […] And this isn't gonna go away these online deliveries. It's the new norm. […] But the online thing GrubHub and DoorDash are never gonna go away. It's the way of the future."* These statements indicate that restaurants owners/managers rely on OFDS for their economic growth. Yet, an underlying aspect from this dependence is also seen through the impact of COVID-19. Tim would gladly *"get rid of all of them"* yet he "*signed up with GrubHub because of what is going today. We knew we had to, to survive."*

In addition, this dependence is also based on changes in consumers' behaviors. All of our participants acknowledged that OFDS cater to a specific market segment. Three participants called them ***"Millenials"*** while the owner and manager of East End Grill also mentioned students given their proximity to Purdue University and office workers. In this way, the mediating influence of inter-organizational factors begins to be shown. The relative dependence of a restaurant firm on the OFDS is affected in part by the consumer demand for delivery, which is partially moderated by the firm's proximity to that consumer demand. The executive chef of East End Hospitality LLC indicated the ability of his restaurant to capture the local student demand for late-night ordering is inhibited by his location and style of food; *"They're very popular with the younger generation, and with campus being so close. But we are not part of that setup."*

The trust dimension seen through credibility of OFDS to perform their job effectively and efficiently, and through benevolence (intentions and motives beneficial when situation arised) seemed to score low for specific companies. Particularly, OFDS such as DoorDash, GrubHub and UberEats were depicted as lacking dependable and reliable drivers but in addition did not seem to represent the restaurants favorably during a customer's service failure.

> *"UberEats literally instructs you to tell* the *guests that they have to call customer service to then get the order refunded to get credit under their account to then replace the same order themselves. Garbage, and people get really truly pissed off with that. DoorDash is the same way, but it's even hard to reach their customer service, so it's a nightmare."* - Ben-4Star Restaurant Group

> *"Half the time they don't bring their bags in so they're taking the food out in the cold weather to put it in their car. So, the* guests *suffer. They don't blame the delivery service, they blame us."* Tim-ConeyExpress

These concerns are given particular importance when the expectations of restaurant owners/managers are that the delivery service is an extension of their own brand. As such they expect that third-party delivery services will do their utmost to best represent them. As was expected from the 3PL customer partnering behavior framework, the inter-organizational and firm specific factors influence the entrance in a business relation between restaurant and OFDS. From a restaurant owner/manager perspective, they are responsible for customer satisfaction with their food. Several firms noted the importance of brand-image when offering delivery:

> *"It becomes a brand question, once you have put your name on it and said hey, I'm sending you East End fries to eat at home, I don't think you're going to be happy when they arrive at your house."* – Ambarish-East End Grill

> *"Before anybody is going to be involved with our service model, I want to be the one that decides how it's going to happen and what that's going to look like. I don't like farming that out to somebody else, first and foremost, and secondly I certainly don't like so many people attaching themselves and representing themselves as us."* – Scott-East End Grill

> *"It's just one of those things, the whole idea is they work for you in a sense, right? You pay them to use their service, but again, you're paying them to basically be the face of your restaurant."* - Ben-4Star Restaurant Group

This next part of the analysis will seek to examine if the restaurant owner/managers' behavior towards

OFDS was consistent with the 3PL Customer Partnering Behavior. Indeed, Hofer et al. (2009) suggested that 3PL's customers' partnering behavior can be measure along five dimensions namely extendedness, operational information exchange, mutual operating control, sharing of benefits and burdens, and planning.

During the interviews, restaurant owners/managers clearly showed that their behavior was not completely in line with the model. Some like Tim-Coney Express voiced his reluctant desire to continue partnering with OFDS due to changes in market segment and external forces (COVID-19) which disrupted business as usual. Others yet, do not currently use OFDS and do not intent for the time being such as Scott-East End Grill. This desire to continue or not engage covers the "extendedness" of the partnering behavior.

4.2 Firm Specific Conditions of Partnering Behavior

Looking at the firm specific factors, prior experience appears as a vital component for restaurant owner/managers to work with OFDS. For some a previous experience helped them make the decision to work with OFDS. Such was the case for Tim-Coney Express: *"I was fine because I had done it before setting them up. But if I had not done it before, I would probably need a lot more help."* And Ben Kitchen: "*so basically when [3POFD] first started blowing up a few years ago, we had in-house delivery with ubereats and that was it. UberEats was crushing in-house deliveries."* In contrast for others, the experience with OFDS was unsolicited thus very negative as described by Scott-East End Grill:

> *"Yeah, I've actually had some negative experiences with three different companies specifically GrubHub, DoorDash, and one called Postmates which I've never heard of. The reason I learned about them is that we began to get orders from DoorDash and then GrubHub and then postmates because they had taken it upon themselves to put together their own little website attachments and had attached themselves to our social media accounts for yelp and trip advisor as well as Google. And without our knowledge or consent. And so, I wasn't very excited about that."*

The relationship marketing orientation was a dimension that seem to elude multiple OFDS at the exception of one called Caviar. Within a partnering relationship, both partners must keep the interests of the others in mind when developing strategies and plans of action. Ben Kitchen exemplifies this when giving an example of such partnership:

> "*In terms of driver quality, that's why I prefer caviar to anything else because caviar drivers are[] I've had maybe three that I remember that were bad. Everybody else is on top of their game all the time and they're great in terms of the care that they take into double checking all the orders, making sure everything's right, and the kind of care and attention to what the guests are ordering online that is taking care of them as well, so we like them a lot."*

Caviar allows restaurants to provide some form of service failure recovery through their best marketing practices as mentioned by Ben Kitchen:

> *"Caviar is the easiest and the most friendly, so you don't have to deal with it anyway. There's ways to intervene with all of that, you know, and I guess at the end of the day you still you still get a customer's phone number and first name usually sometimes first and last or first and last initial but they will give you some kind of contact so you can always reach out if something went wrong or like, you know, one way or another."*

While the partnering model would predict a limited outsourcing relationship in response to poor credibility and trust conditions, our interviews indicate the potential for restaurant-led innovation for modifying those organizational conditions. Co-Owner of Arni's Restaurant, Brad Cohen, took proactive measures to ensure the reliability and integrity of his food during delivery. He had the opportunity to meet with several DoorDash drivers before beginning the partnership which helped him refine and make the process more efficient.

> *"For the restaurants that take care of [the drivers] and make their life easy and make their life efficient [...] they make money on the number of runs they do so if they have to sit for 25 minutes at a location [...] they're only making 15 bucks an hour. Hurry them. And make them more efficient."*

Additionally, Cohen implemented a special delivery protocol for his staff: counting silverware, re-confirming orders, sealing all containers to ensure nothing spills or is tampered with, and setting up a dedicated area for drivers pick up. This new protocol has limited the likelihood of food quality and safety concerns. Moreover, Cohen has highlighted an underlying component of the OFD partnership: the independently contracted driver.

In Cohen's perspective, the driver is a member of the community and may well become a patron of the restaurant. Under the assumption that OFD represents the partnership only between the restaurant firm and the delivery service provider, this perspective sheds important light on the broader nature of the relationship between 3rd Party OFD and independently contracted drivers, customers, and restaurant firms.

We posit that the consumer is a **patron** of both the restaurant and the delivery service yet interacts primarily with the driver and the online ordering application. Effectively, the driver becomes a member of the outsourcing partnership, acting as the representative of both firms during the primary service interaction. The contractual conditions between OFD and delivery drivers as well as restaurant-specific conditions may moderate the satisfaction drivers gain from the partnership, potentially predicating the success of the overall OFD partnership.

Service quality was cited several times as critical to the outsourcing partnership decision. Food that is delivered at inappropriate temperatures, or that is missing or damaged, as well as incorrect orders, and long wait times were among the variety of concerns reported. Moreover, some restaurant owners/managers cited the unique service features of their firm, and the style of food served as being affected through lack of service quality. Some operators innovated on the service dimension, finding unique methods for offering positive customer service without ever meeting the guest:

> *"[a guest] ordered like three four times a week, always the same thing but that's even something where, if you're on top of it and you notice that, I would occasionally throw in like a piece of key lime pie or like and I would write a note or something and drop it in there and that's just going to keep furthering the relationship."* - Ben, 4Star Restaurant Group

Further, other restaurants chose to optimize their menu for delivery. Ambarish Lulay posits the need for a synergistic relationship: *"There has to be a match between the product and the people that are ordering. […] And they're ordering food that we may or may not necessarily serve here."*

Capacity constraints appear to affect operators uniformly. The basic assumption that OFD extends the capacity of the restaurant without the need for more seating is consistent with the perspectives of the participants. During the COVID-19 lockdown, all interviewees chose to continue selling food through delivery and carryout. Cohen, Scott, and Ben had previously chosen not to partner with OFD for a variety of reasons, yet the inability of each firm to reach customers without any dine-in capacity forced the operators to adapt. These were extraordinary circumstances however, and the partnering outcomes due to complete state-wide closure of all restaurants cannot fully reflect the relative importance of capacity on the partnering decision.

Though not a factor of the partnering model, the mix of services available through OFD partnering was discussed as a weakness of current OFD models. Several operators mentioned moving to Toast, a point of sale (POS) system which offers a variety of cloud-based information services for restaurants. Toast highlights a potential industry disruptor due to several conditions. First, Toast offers direct integration of other OFDS into their point of sale systems, as well as their own online ordering and payment handling systems. Then, Toast collects commission on a "no contract" basis for delivery as well as a flat monthly service fee for each additional service, including online ordering. For the operators, the ease of integration and current lack of commission represent significant advantages over any 3P-OFD cited in our interviews.

Regarding the operation information exchange, most OFDS provide a limited amount of information related to their mode of operation that restaurant had to uncover during a service failure with customers. Now looking at the mutual operating controls, both OFDS and restaurants do not provide each other with sufficient information to benefit the relationship. Indeed, OFDS do not have control over the type of food being sold to customers and restaurants do have control on the quality of the food once delivered.

As for the dimension of sharing benefits and burdens, particularly during the COVID-19 pandemic, the OFDS did not particularly provide avenue for business to operate under such difficult conditions. Commission on the sale of food was still around 20% to 30%. Especially during low volume sale, a restaurant may find it particularly difficult to survive on a margin of 10% or less.

Lastly, the planning dimension is oriented more towards what OFDS do to adapt their product to its clientele. Our findings demonstrate that there is very little flexibility and adaptability in the business model of OFDS. Particularly, we found that the size, location and volume of a restaurant may not always fit the OFDS model. This can be interpreted as a lack of research on the part of the OFDS to customize their offer.

5. Conclusion

The third-party logistics providers 3PL Customer Partnering Behavior model was used to investigate the relationship between restaurants owners and online food delivery services in terms. The five conditions of the partnering model appear to affect the partnering decision between Restaurants and OFD. Dependence on OFD to meet demand and revenue goals was particularly important to the continued outsourcing of delivery. Similarly, the services outsourced to OFD are dependent on the quality of the operational information exchange conditions; operators frequently expressed that the quality and accessibility of data and ease of integration were important elements required for OFD partnering. The factors related to planning, shared benefits and burdens, and mutual operating controls were found to be consistent with the partnering outcomes and operators cited limited OFD representative contact, customer service failures, and brand control issues as negatively impacting the partnership.

The present study attempted to evaluate the inter-organizational conditions related to the Restaurant-OFD partnering decision through application of known partnering considerations from previous studies. These conditions were shown to interact with the decision-making process of the interviewed owners/managers, and likely predicate the partnering relationship significantly. Where the partnering model does not sufficiently explain the interactions of firm-specific characteristics on relationship outcomes, the inclusion of these characteristics is necessary to fully depict the antecedents to partnering behavior in the restaurant industry. Our findings indicate that size, volume, strategic location, and capacity are important considerations.

Further study should seek to understand the extended partnership between third party drivers and restaurants in a 3PL customer partnering behavior. Additionally, the present study was limited by restaurant closures, both as a factor of experimental bias and limited access to the appropriate subjects. For a qualitative explanation of the firm-specific conditions which predict OFD usage, the Third-Party Logistics Partnering model provides a generalizable checklist of key conditions which affect the restaurant outsourcing decision. Current OFD and Restaurant operators have not uniformly agreed upon the best or most appropriate partnership, and operators are still faced with significant uncertainty about the benefits of these relationships.

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Marketing Managers’ Perceptions of Using Social Media Big Data within South African Hotels and Lodges

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Abstract

Across the world, the hospitality industry successfully employs social media (big data) to identify behavioural patterns and track customer preferences to improve their operations and competitiveness. Literature suggests that digital platforms have several advantages, one of which is to link customer loyalty to brand performance quickly and efficiently. The research conducted focusses on two aims: the first to identify the usage of social media big data across two major sectors of the industry, namely hotels and lodges in South Africa. The second aim considers the potential benefits within the local context of the industry as well as the challenges with social media big data (according to the selected participants). The study employs qualitative methods by interviewing selected marketing managers in small-scale hotels and lodges working in industry hotspots across the country. Findings from the interviews suggest that the South African hospitality industry is at the genesis when it comes to the use of social media big data, which may be attributed to cost and a shortage of specialists who can operate these tools (Wood, 2019). Interviewees also emphasize education and training, the lack of advanced technology, and the security and privacy concerns pertaining to guest data. On the other hand, they identified the benefits of capturing behavioural patterns and preferences, employing technology to enhance guest experience through customer ratings, and marketing through social media platforms. Research on the topic is limited, yet critically important, for these small sector industries to be on par with international standards and trends. This research provides an entry point for future research on the topic.

Keywords: Social Media, Big Data, Hospitality, Tourism, Marketing

1. Introduction

Advancements in the tech industry has changed the way business is conducted all throughout the world, especially when the benefits of using social media big data became apparent. At the first Web 2.0 conference in 2004, O’Reilly (2005) stated that the early 2000s had seen the development of a new type of Web, which is now known as Web 2.0. The introduction of social media was showcased, which formulated new ways for companies to interact with customers more quickly and efficiently (McCarthy, Stock & Verma, 2010:10). This demonstrated a major link between social media and big data, as information regarding customers (behavioural patterns and preferences) were researched, which allowed many industries to grow and get a better, real-time, understanding of their consumer base (Blythe & Martin, 2019:78).

Social media big data is clearly a game changer in all industries. The opportunities are endless, whereby hotels and lodges can use up-to-date information of their constantly evolving customer base to their advantage in order to make decisions about their products and services. Specific to the hotel and lodge industry, these technologies do not only assist in establishing better relationships with existing consumers (eg. promotions and specials can be crafted around customers' likes and dislikes), but also highlight potential for new customers that they did not believe they could target (Saravanakumar & SuganthaLakshmi, 2012:4444). Even though these technologies are most likely lagging behind in the hospitality industry in South Africa, anecdotally we believed that there was a sense of awareness. This motivated the study to be performed, and we were interested to know whether marketing personnel would give different (or similar) perspectives and understandings regarding the use of social media big data. There is a clear gap that needs to be investigated in order to see which direction the industry is heading. The research conducted focusses on two areas: The first research objective looks into *if/how* marketing managers in hotels and lodges use social media big data. This considered whether they extract big data from social media platforms and, if so, how they use these analytical tools and software. The second focuses on the *benefits* and *challenges* of using social media big data within the context of South African hotels and lodges.

2. Literature Review

Background

In the context of this research, the idea of 'social media big data' is used as a composite phrase to describe the broad technology applied within the hospitality industry. However, experts in the tech industry consider 'big data' and 'social media' as two distinct yet interdependent fields of interest. It is therefore useful to shortly consider both these ideas separately to understand how they come together through the data analysis tools used in the hospitality industry.

Big data has been debated since 2011 and can be defined as per a report written by the Federal Big Data Commission's drawing on their collective skills and interviews with government leaders: "Big data is a term that describes large volumes of high velocity, complex and variable data that require advanced techniques and technologies to enable the capture, storage, distribution, management and analysis of the information." (TechAmerican Foundation's Federal Big Data Commission, 2012: 10).

Chen and Zhang (2014) points out that it becomes difficult to process big data with either traditional data processing platforms or even state-of-the-art data processing tools. Drawing on David Cappucio keynote at the Gartner Symposium (Savitz, 2012), Chen and Zhang suggest that big data "require new forms of processing to enable enhanced decision making, insight discovery and process optimization."

(Chen and Zhang 2014:314-315). This observation already suggests that the nature of big data require tools that may still be in development, and one may expect this challenge to surface during the interviews.

To understand more about the nature of information and when it may be considered big data, three main characteristics should be met: volume, velocity and variety (IBM, 2015). The three conditions are as follows:

1. *Volume*: Data volume is the primary attribute of big data (Russom, 2011:6). The volume of data refers to the amount of all types of data that is generated from different sources and how they continue to expand. The benefits of gathering a large amount of data includes the creation of hidden information and patterns through data analysis (Hashem, Yaqoob, Anuar, Mokhtar, Gani, & Khan, 2015:100). In the end, the more comprehensive a manager's integrated view of the customer and historical information they have, the more insight can be extracted (Vijayan, 2015). In the context of the hospitality industry, large volumes of data are generated on a daily basis, especially when looking at social media platforms. This is where these volumes of data can be used to enhance guest experience (Q4Launch, 2019) and reach certain guest expectations as their preferences will be closely identified (Blythe & Martin, 2019:78).

2. *Variety*: Hashem, *et al*. (2015) and Russom (2011) have argued that there are different types of data that can be collected via sensors, smartphones or social networks. These can be in the form of videos, images, text, audio, and data logs. There are different formats of data: it comes in a structured, semi-structured, and unstructured (human language) format (Taylor, 2017). Most of the data sets from mobile applications are considered unstructured such as text messages, blogs, and social media. However, unstructured data is very difficult to categorise, as it comes from many different sources (Russom, 2011:7) are not filtered through a systematic data-collection format.

3. *Velocity*: The velocity of big data looks at the speed of data transfer, where data is growing and changing rapidly (Benjelloun & Lahcen, 2015:301; Russom, 2011:7). One can think of this as the frequency of data groupings or the regularity of data transfers (Russom, 2011:7). The content of data always changes because of the absorption of complementary data collections, overview of previously archived data or legacy groups, and streamed data arriving from multiple devices (Berman, 2013).

Social media in the hospitality industry

In order to appreciate the link between big data and social media, it is important to understand what social media is, as well as linking it to marketing within the hospitality industry. In the past, marketing strategy mainly focused on word of mouth and McCarthy's (1975) Marketing Mix Model or the 4 P's (price, place, promotion, and people). Today, social media has become a critical tool for both businesses and the global population. Drury (2008:274) suggests “Social media describes online resources that people use to share content, videos, photos, images, texts, ideas, insights, humour, opinion, gossip, and news” Companies have taken notice of the presence and popularity of social media sites, and started to increase their online presence and activity in order to reach out to the general public in the form of advertisements and promotions. This new online format allows companies to create a brand for themselves reaching beyond the local and appeal to a wider audience (Ivanov, 2018). Due to this being a new form of marketing, a new generation of skilled marketers who understand the importance of social media marketing is critical (Royle & Laing, 2014:66).

The South African hospitality industry, paying closer attention to hotels, has a lot of potential to grow, especially through the use of social media. In a study conducted by Matikiti, Kruger and Saayman (2016:8) it was determined that hotels have both market related benefits and financial benefits when introducing social media marketing properly, however the full potential has not been utilised and there has been a clear gap within the accommodation sector. Due to the diversity of hotels in South Africa, social media is mainly derived from platforms such as Facebook, Instagram, and TripAdvisor (Matikiti *et al*., 2016:11). For South African hotels, attracting guests is the most important component of marketing. The hotel sector also largely focuses on increasing business exposure, creating a loyal consumer base, and creating partnerships (Matikiti *et al*., 2016:12).

Within the South African hospitality industry, lodges differ from hotels as they offer a different experience for (mostly) foreign guests, to enjoy a more personalised stay and services (Meintjes, Niemann-Struweg & Petzer, 2011:234). Most private and public lodges offer game drives, themed accommodation, and other speciality experiences. When searching for attractive luxury lodge accommodation, many guests browse TripAdvisor, the website, or social media platforms to find suitable experiences at the best price. Through the use of internet marketing, a lot of intangible features of the accommodation, not otherwise available to the potential customer, can be shown on the website. This can be done through the volume of information about the specific location (such as photographs, videos, feature listings, etc.) and measures of attractiveness (Meintjes *et al*., 2011:235; Zucchi, 2018).

It is also of major importance to consider the information and communication technologies, where social media and big data come together, and how these impacts the hospitality industry. Recent advances in new technologies radically reshaped the tourism industry (Buhalis, 2003), changing both the way of communicating with potential tourists and the purchasing of tourism goods and paraphernalia (Cantoni, Kalbaska and Inversini, 2009:149). These new forms of technologies, which encompasses the internet (social media) and Information and Communication Technologies, are pragmatic tools industry practitioners in hotels and lodges could learn. Even though these tools require specialised skills, the hospitality industry has started to adapt to these new technologies, especially from a marketing standpoint (Buhalis, 2003; Inversini & Masiero, 2014:274). Even though the industry is very reluctant to change and adopt, hoteliers will benefit from shifting towards a technology-driven management and promotion of their facilities (Inversini & Masiero, 2014:274) as it is becoming clear what these methods of identifying guest preferences and needs can do for the industry (Cantoni, 2009: 150).

Social media big data analytic tools

There are vast amounts of information available for businesses on social media, therefore it is important for them to use analysis tools to gather and extract usable data from these social media platforms. Social media is mainly comprised of unstructured data (Taylor, 2017), and although this is the most important information with sufficient depth that companies can use to analyse their consumers, it is also the most vague, overwhelmingly 'big' and difficult to deduce relevant patterns without specialised software. Therefore, using analytical tools to extract useful information is critical. Sahatiya (2018:190) suggest the following benefits that analytical tools offer when dealing with social media big data:

- *Cost reduction:* When using these social media analysis tools, it will bring important price benefits since it involves storing massive amounts of knowledge of the consumers, not previously possible with traditional market research tools.
- *Faster, higher cognitive process:* With the speed of these tools, combined with the flexibility to investigate new sources of knowledge, businesses are able to analyse the data and build choices as to what they have learnt.
- *New products and services:* With the flexibility to measure the clients desires and satisfaction through analytics comes the facility to offer what the clients want and fulfil their needs and wants immediately and proactively.

A very popular digital analytical tool that is available free of charge is the Google Analytics tool. This tool allows a company to analyse in-depth details about visitors on their website and how they got there in the first place, be it through adverts or travel agencies (Thakur, 2017). This helps a business shape a better marketing strategy for the business by allowing the website to be more organic while extracting non organic patterns of information which is more useful for marketing and decision making purposes. The main benefits of this tool is that it is free, it automates the collection of data, the business can create customized reports, it is easily integrated with other tools and platforms, it has the ability to measure internal searches, and it gives a description as to why certain individuals leave the website (Thakur, 2017). Other popular analytical tools include Brandwatch, Alterian - SM2, and Converseon (Stavrakantonakis, Gagiu, Kasper, Toma & Thalhammer, 2012:55), which offer more advanced features to decipher relevant data and help exclude irrelevant data.

Rowena (2018) states that marketing strategies can be immensely impacted by using big data analytics in social media, especially from the point of view of analysing the demographic characteristics of the social media users. It helps the business identify the most effective platform and format for their advertising towards their target market.

Challenges of social media big data analytic tools in the industry

There are also numerous challenges with big data, mainly due to the vast amount of information being processed. Certain technological tools (analysis tools) are still rather immature and being improved upon, because the quantity of data increases daily, and new tools need to be programmed to cope and process the vast amount of data (Kumari, 2016:437). The flipside is also problematic, especially when thinking about big data and small lodges. Although big data sets can highlight guest experience and preferences, smaller lodges may not have big volumes of data available to analyse, as the case may be with the larger hotel groups. The available analytical tools geared towards big quantities of data may not be a cost effective solution for smaller establishments due to the upfront costs of the software (Tozzi, 2018). Despite this, the quality of the data itself may not be reliable enough to base any decision on, due to the few data points that small datasets capture. Only a few prominent observations from small datasets may be useful, but not enough to drive any marketing strategy (Turnbull, 2016). In other words, the volume of the data either way (too small or too large) and the capabilities of the tools themselves can disadvantage marketers significantly when applying these innovative tools (Kumari, 2016:437).

Even if the volume of available data for analysis is sufficient, the smaller sectors still may not have the funds to afford the upfront costs of these rather expensive and specialised tools, software, and staff (Tirosh, 2017). The costs are compounded by the need to hire skilled staff to operate these tools. This evolving technology requires certain specialists to use data analytic tools to identify certain patterns that are retrieved from the numerous platforms, that are generally unstructured and at a bigger volume (Hashem *et al*., 2015:103). For most small scale marketing departments, big data is a relatively new term that may not be deemed central to their business plans. Generally, these department may be less likely to be open to these technologies since they do not fully understand it, or do not see the full scope of benefits for their own companies (Bankseta's The Account Magazine, 2016). Demchenko et al. (2013) mentions another challenges for marketers, which is the variety and quantity of information of big data. Due to the large amount of data, especially unstructured data from social media platforms, it is difficult for them to distinguish between the relevant and unnecessary information. Capable specialists, who understand the benefits, are familiar with the software, and have the skills to make the technology applicable to the service provider, are usually too costly for smaller hotels and lodges to consider (Rae, 2018).

As with most digital technologies hitting the market at such an astronomical pace, there are often potential security and privacy concerns that are not carefully scrutinised until such issues arise post hoc. These tools rely on valuable and private information that online consumers share for another purpose (eg. to register a booking or merely browsing the website etc.) (Hashem *et al*., 2016:103;

Abawajy *et al.*, 2014:362). Kelarev, and Chowdhury (2014:363) states that big data security is an ongoing concern. There are new threats to data each and every day, due to the value of information growing at such a rapid rate. It is of utter importance to protect the confidentiality of data of the customer and the company in order for the company to remain competitive (Tykheev, 2018:17). These concerns are not limited to the hospitality industry, but speaks to digital ethics in the broader sense. Nonetheless, as for most industries in the digital age, hospitality can also benefit from the vast amounts of (available) data to target and respond to guest preferences more effectively.

Benefits of social media big data in the hospitality industry

Social media websites such as Facebook generate lots of data through social media feeds (Kaisler, Armour, Espinosa & Money, 2013:996). Information ranges from demographic information (age, gender, and race) to likes and dislikes. This can help break down potential customers into targeted audiences (Goldberg, 2018). Through advanced analytical tools, faster, more effective, and less costly processing methods can be established in order to create new information from the developed data (Tlhoaele, 2019). For online businesses, big data help with customised offerings, such as Amazon that displays products in a "customers who also bought this item, also bought" area (Hagen, Khan, Ciobo, Miller, Wall, Evans and Yadav 2013:7). These methods could end up demonstrating a market niche that the business was never fully aware of or invested in. There are certain major hotel chains that already use this data to their benefit, a prime example is the Hilton hotel group that uses the data to increase occupancy and improve the guest experience by looking at certain guest preferences on social media (Spillar, 2018). The use of big data can also improve revenue management and marketing strategies, which is of importance in this particular industry, as it will help save on costs and targeted their audiences more directly (Comcast, 2017).

Another important outlook in a study by Yin and Kaynak (2015), is that respondents believed the most important outcome they would want out of big data is the customer-centric ones, but operational optimisation, and financial management was also important (Yin & Kaynak, 2015). This shows that big data can create potential for industries to not only improve their relationship with their consumer base, but also do better in their operational areas, as well as generate insights and feedback on products and services that they have rolled out more recently.

Another reason why big data is used in marketing is because it also improves decision making processes. In marketing, strategic and operational decisions making can benefit most (Maheshwari, 2014).Strategic decisions generally focused on the marketing mix framework, which can further be explained as the 5 P's: Product, Price, People, Place, and Promotion (Fan, Lau & Zhau, 2015:8). In many cases, a company's strategy is not clear from the start, therefore the outcome of the decisions will only be noticed at a later stage. Both past decisions and new ideas may are important, however in the strategic decisions of the company, the performance of new ideas can be easily demonstrated with big data pattern recognition (Tykheev, 2018:25). Traditionally, operational decisions mainly use past data (Tykheev, 2018:25). Generally, a classification model is created by using past data and instances. Big data applications can improve the operational decisions, as a marketing department can now also evaluate prospects by distinguishing certain patterns and predicted future outcomes on certain projects in a more real-time environment (Maheshwari, 2014).

3. Methods

As the research on this topic is limited, especially in the South African context, this study employs a qualitative methodology. For the purpose of this study, non-probability sampling was selected. The specific method that was used within the non-probability sampling was quota sampling. The reason as to why the researcher decided to use quota sampling is because it allows sample groups to be chosen for the study which allowed the researcher to investigate each characteristic and relationship of each subgroup (Explorable, 2009).

In the research that was conducted, semi structured interviews were used. This type of interview is mainly used in qualitative research, whereby predetermined questions are developed in order to seek clarification as well as to collect the data accordingly from all participants involved (Doody & Noonan, 2013:29). Interviews were conducted with selected marketing managers in small-scale hotels and lodges in popular hospitality hotspots. To get a broad snapshot, the interviews targeted marketing managers working in Cape Town's urban tourism scene, Johannesburg's business-oriented industry, and Mpumalanga/Limpopo's high-end leisure environment. In total, the selection included 10 interviews, five with hotel marketing managers (in Cape Town and Johannesburg) and five with lodge marketing managers at rural Mpumalanga/Limpopo destinations. It was relevant to consider all these sectors because they play a prominent role in the South African tourism and hospitality industry, with similarities and differences involving service, location and guest experience.

The process of data analysis followed a method that was proposed by Miles and Huberman (Tesfaye, 2017). This form of method is sub-divided into three stages: data reduction, data display, and conclusion drawing. In this particular study, the data was analysed using this method. The data analysis tool that was used was Atlas T.I. The tool used the data from the transcriptions (interviews) that converted the information into charts and graphs by using excel to help the researcher decipher and extract the meaning that is linked to the topic that the research entails (Cooper & Schindler, 2003). Atlas T.I. is most commonly used as a tool in qualitative research and has gained credibility for its trustworthiness, where the research is shown to be more transparent. (Ang, Embi & Yunus, 2016:1855). The only way this technique can be used is when a vast amount of information is collected and the data has been categorised accordingly (Ang *et al.*, 2016:1855). This type of tool helped analyse the information from the ten sets of interviews that were completed,

4. Results and Discussion

Big data provides high volume and rich data, especially within the hotel and lodge industry, however it is not fully understood or is generally under-appreciated (Dragosavac, 2017). This section gave an indication as to what ten of the participant's usage is in regards to social media big data within their respective sector. This was subsequently divided based on the research objectives of the study. Not only has this demonstrated the usage and analytical tools that are used in these sectors, but it has also elaborated on major themes that were found regarding the benefits and challenges social media big data offers within the hospitality industry.

The use of social media big data analytics

It is important to take into consideration the hotels' and lodges' use of social media within their respective groups. In this section, the concept and usage of social media big data analytic tools is discussed. When identifying the usage of social media big data analytic tools within the hotel sector, four out of the five participants stated that they do analyse social media data using data analytic tools. This should be prominent as social media big data is rich and allows marketers to have a better awareness of customer behaviour and can therefore increase their brand awareness (Ivanov, 2018). One of the participants explained that they do not use analytic tools as their property is reasonably small and they lack the conception of big data. When looking at the tools and the data being processed, two out of the five participants described that they use the basic social media analytic tools which are Facebook and Instagram analytics, that are derived from social media platforms as well as Google Analytics that can help the website with identifying non-organic traffic and gives certain descriptions about customers journey to the hotels websites (Thakur, 2017). This coincides with the literature that hotels are still at the beginning stages of analysing, understanding and deciphering this form of data, and because these are free tools that do not require any form of expertise, it allows for the basics of data analysis (Thakur, 2017). However, one participant that works for a larger hotel group gave a different take and notified that they are currently using a new and expensive tool to analyse social media and guest data. The participant even indicated that they have used a variety of different tools in the past but the data that was extracted was considered to be fragmented and not completely understood. Even though it was demonstrated that two out of the four participants that use analytic tools focus on the basic analytic software's and one a more advanced tool, one participant explained that they use an outsourced social media agency to analyse the data for the hotel group. For a smaller establishment that does not require an excess number of staff, this method is more cost- effective as the specialists will be able to interpret the data the best way possible, by targeting the correct audience at the right time. Iy also helps with highlighting important data from the information contained in the hotel's social media and guest data (Tlhoaele, 2019). Having an external agency for assistance can demonstrate benefits for a smaller hotel group that does not have the tools or proper expertise (Wood, 2019).

When identifying the usage of social media big data analytic tools within the lodge sector, four out of the five participants stated that they do analyse social media data using data analytic tools. It should be important for the marketers to analyse this form of data as it contains a lot of details regarding the preferences and behaviours of the potential guests, which will help identify their pattern regarding the booking (Ivanov, 2018). The different tools that are utilised by the lodge sector in order to analyse the data looked at Google, Facebook, and Instagram analytics as well as Pixel tracking. stated by Thakur (2017) this tool is considered ideal for the basics of data analytics, as there is unfortunately a skill shortage in specialists that can handle the more advanced analytic tools (Rae, 2018). However, it was interesting to learn that one of the participants use an external agency to analyse the social media content of the lodge. Even though Pixel tracking and Google Analytics have its advantages, they are still highly criticised tools as it collects personal and comprehensive data from the user without their consent (Ryte, 2019). Therefore, data analytics can be a more cost-effective method when looking at the marketing strategy by investing more into social media marketing than traditional methods. Hagen *et al*., (2013:7) argued that analytical tools, can allow for faster, more effective, and less costly processing methods in order to create new information from the developed data.

The beneficial use of social media big data

Once the transcriptions were coded, the participants used certain benefits repeatedly, when discussing the two themes below. Based on the interviews that were conducted, the marketing managers are currently using social media big data as operational benefits (Theme 1). Although they do recognise the marketing and decision-making benefits (Theme 2), they have not yet applied it.

Table 1: The beneficial use of social media big data in hotels and lodges

Themes	**Benefits**
Theme 1: Operational benefits	- Guest experience - Guest preferences - Direct bookings - Occupancy - Personalised service - Profitability - Revenue management
Theme 2: Marketing and Strategic decision-making benefits	- Brand awareness - Communication - Cost-effective - Social media marketing - Target market - Engagement - Performance - Feedback

Operational benefits

Through the feedback, communication and engagement with the customers via these platforms, and the data extracted from there, certain customer-centric data that may benefit the hotel or lodge became visible. This form of data gives an understanding of the guest preferences (Hashem *et al*., 2015:99), as well as the experiences, which is generally found on the social media platforms (Q4Launch, 2019). This sort of information can help the hotel tailor and personalise service to the likings of the guests. In the long run, it will generate loyalty, which will improve not only the occupancy of the hotel but also sales and profitability through the increase of the room rate. This will also raise direct bookings, as the promotions that are linked via the social media platforms can bring guests to the hotel's website to book directly. This can be seen in areas such as revenue, where it can be managed according to the data that has been analysed and extracted (Comcast, 2017; Johnson, 2018). This is easily found, as the basic tools and analytics can decipher hotel and lodge data, which is considered structured.

When looking at the lodge sector, it was stated that they play a dominant role within the South African tourism industry, because of the nature of personalised service and experience that is provided (Meintjes *et al*., 2011:234). It was noticed that the use of social media big data can increase the amount of direct bookings (as previously discussed), as well as understanding the guest behaviour and preferences. This is vital for the lodge industry because of the small and personalised environment it has, therefore it is important to get a clear view of what the guests want (Q4Launch, 2019). This will therefore not only generate loyalty for the guests as they had a wonderful experience but it will also increase occupancy and sales for the lodge as a fair share of their needs were met through the individualised data that was extracted from social media data.

Marketing and Strategic decision-making benefits

In the second theme, it is made clear that hotels and lodges have the potential to communicate with customers on a global scale (Drury (2008). These findings concluded that businesses need to adapt to social media marketing over the more time consuming and costly traditional methods of marketing. The participants stated that they now have the opportunity to analyse this ample amount of data to bring together their social media feeds and focus on their data from their customers, but still struggle with the volume of data. This was a predominant finding in a study conducted by Yin and Kaynak (2015) that argued as to how the participants focused primarily on the customer-centric data that was gathered from social media. Social media big data also allows for understanding the customers better, through improving upon the communication on social media and being more engaging with the customers instead of just throwing promotions and advertisements on the platform that may damage the brand and infuriate potential customers. This was discussed by three participants in the hotel sector. The social media data that is extracted also assists with the decreasing costs of certain marketing ventures. Force (2016) argued that customers may feel neglected and annoyed with the overwhelming promotions and advertisements provided by companies that they lose interest in the product. The marketers therefore can see which product is performing, what promotions are running at a slow pace and how the customers are engaging with the brand.

When dealing with a five star property in the lodge environment, it provides luxury accommodation with various personalised services, whereby guests go through a journey in order to find the most suitable price and experience when going on TripAdvisor, the website, or social media platforms (Meintjes *et al*., 2011:235; Zucchi, 2018). Firstly, the social media data helps the lodge sector to not only figure out a particular audience and how the personalised content is doing, but also provides brand awareness by analysing the likes and shares of the customers. This will help understand the social media patterns, whereby certain trends can be figured out when a targeted audience has been found.

Social media marketing is widely used across this sector, due to the portrayal of the guests experience, therefore the social media data that has been extracted provides beneficial use in many areas of the social media platforms of the lodges. Even though these benefits were clearly listed and identified, the participants are aware that they can only reap on certain marketing and strategic decision-making once they have the proper analytical tool, as unstructured data is difficult to analyse (Hashem *et al.*, 2015:99).

The challenges of social media big data in hotels and lodges

In total, five main themes were found in the challenges of social media big data within hotels and lodges. The codes that were found, are mainly linked to the themes, which came from the discussions from the participants.

Table 2: The challenges of social media big data in hotels

Themes	Codes
Theme 1: Privacy	- Guest data - Content
Theme 2: Technology	- Cost of analytic tools - Software - Cost of internal analysts
Theme 3: Education	- Understanding - Use - Cost
Theme 4: Security	- Guest data - Content
Theme 5: Characteristics of big data	- Volume - Veracity

Theme 1: Privacy

The first theme that was indicated is the ongoing privacy concern regarding the data that is gathered from guests. Due to the fact that there is a lot of personal information stored, it causes major problems as this information can be stolen or lost. This was also a theme that was found by Hashem *et al*., (2015) concerning the issues of personal information being taken that contains content such as credit card details and residence of the guests. Therefore, the participants further elaborated on the importance of technology, in order to protect the guest data.

Theme 2: Technology

Due to technology advancing at such a rapid speed, it is difficult to keep up with the current trends. This is shown with the hospitality industry that is behind other industries, and has not fully mastered the use and understanding of these technologies (Kapoor, 2018). Even though using this form of technology can be taken to one's advantage, it is not 100% the case in this scenario. This was shown as only one out of the five hotels use advanced analytic tools, while two only use the basics of analytics. Even though there is a use and understanding, smaller hotel groups are lagging behind (Tirosh, 2017). Even though certain software and tools are used, it can be indicated that the hotels that were interviewed are not using more progressive tools. When looking at the South African concept and the advancement of technology within the country and hospitality industry, it can be determined that in comparison to first world countries and their respective industry, the country is lagging behind (Tshabalala, 2017). This was a major concern for three of the participants, which stated that there is still so much to learn and understand regarding the use of social media big data in the lodge and hotel sector. This is vital, as more advanced tools will allow the industry to stay on par with international standards (Kapoor, 2018). When looking at the analytic standpoint in the lodge sector, it was shown that the participants interviewed are not using advanced software and analytics. It demonstrated that they only have a slight understanding of the term, therefore there is a limited knowledge on the required tools that should be used. This was also seen by the other participants that only use Google Analytics, Pixel tracking, and social media analytic tools. In conclusion, the costs of the software, the understanding and the specialists that are required, hinders the industry to further progress (Bankseta's The Account Magazine, 2016)

Theme 3: Education

It was shown that there was an adequate understanding of social media big data, however it is evident that the participants do not fully grasp the use and understanding of social media big data (Dragosavac, 2017). This could mainly be described by the software that they use, as well as going through other agencies, as the hotels and lodges are aware of the fact that they cannot handle this form of technology and complex data themselves. This showcases that within the lodge environment, the marketing managers are the ones that are analysing the data instead of an analytics specialist. This can be due to the lack of knowledge regarding the tools itself, or the cost of hiring an internal or external specialist. It was also established that South Africa does not have the technology nor the educational background to further progress within this area (Allen, 2019).

Theme 4: Security

Security is a continuing worry for any IT department (Abawajy *et al*., 2014:363). Therefore it was important to take note that the participants in the hotel and lodge sector indicated this is an ongoing concern because of the guest data that they have in storage. Therefore, the hotel and lodge groups guard this form of data to ensure that it does not get taken or released. This links with Theme 1, as the data that is found on the systems are personal guest information.

Theme 5: Characteristics of big data

When looking at this particular theme, the three main V's of big data were discussed as being challenges when looking within the lodge and hotel environment. Firstly, when looking at the Volume of data, especially via social media platforms, it becomes very difficult to decipher and extract the relevant data due to its content and size (Kaisler, *et al*., 2013:998). The speed of data transfer is considered to fall under the Velocity of big data (Russom, 2011:7). Due to the use of basic analytic tools as well as slower devices that handle the data transfer, it can be determined that this is a challenging issue for certain hotels and lodges, as the Volume of data cannot be controlled and extracted accordingly, especially when it is in an unstructured format of data (Variety). The three V's intertwine with one another, and if one of the functions do not work it will be problematic to process, extract, and analyse the social media data (Hashem *et al*., 2015:102). Due to the technology lagging behind within the current industry, the three V's cannot be organised accordingly, which was a concern for the marketing managers within the lodge environment.

5. Conclusion

In conclusion, findings from the interviews suggest that the South African hospitality industry is at its genesis when it comes to the understanding and use of social media big data, likely attributed to cost and specialised skills required to apply these technologies. Even though certain software and analytical tools were employed in most of the hotels and lodges, only basic tools were utilised. These generic tools include Google Analytics, which can be downloaded for a very small fee. Due to social media having a large amount of data, these tools potential are limited in extracting useful social media data, or have issues identifying irrelevant and useless data from these platforms. This is problematic, as important social media data can be easily missed.

The main challenges that were emphasised by the interviewees, as they considered social media big data within the South African hospitality industry, was on the lack of education, training, cost of advanced technical software, and security/privacy concerns pertaining to guest data. This showed a major gap that the industry is facing within South Africa because data is not being used to the best of its capabilities, which is deteriorating the potential growth of the industry. On the other hand, they recognised the benefits of capturing behavioural patterns and preferences, employing technology to enhance guest experience through customers' ratings and marketing through social media platforms. This indicates that social media big data can be beneficial for these sectors to grow if extracted properly. However, this can only be achieved with better opportunities to gain access to more advanced and cost-effective analytical tools, as well as industry professionals who have the expertise to utilise these tools.Research on the topic is limited, yet critical for these small sector industries to be on par with international standards and trends, while being responsive to localised customer needs. This research provides an entry point for future research on the topic, as it touches on important areas within the South African hospitality industry and the potential for future growth.

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Current state of Adoption of Technology in Visitor Information Centres in Gauteng, South Africa

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Abstract

Globally, Visitor Information Centres (VICs) are increasingly recognised touchpoints contributing to the success of tourism destinations. Recent developments in cutting edge Information and Communication Technologies (ICTs) provide immense opportunities for destination marketing organisations, particularly VICs mandated with dispensing timely, accurate and reliable information. Despite documented contribution of these ICTs in 'global north' countries, there is a deficit in 'global south' countries insofar as the adoption and usage of technology is concerned. This is evident in South Africa. This paper stems from exploratory research into Visitor Information Centres in Gauteng Province, which is the economic powerhouse of South Africa. The main aim of the paper is to report on the level of adoption and usage of ICTs in VICs in the Gauteng province of South Africa. An exploratory survey design was used with 25 VIC staff respondents. The survey aimed to expose the level of adoption and usage, the most effective ICTs, training in ICTs and ICTs desired for future use. The results indicated that the adoption and usage of ICTs in Gauteng is still in the embryonic stages and trails behind the latest trends in ICT developments in tourism. Staff are aware of the benefits of newer ICTs such as social media platforms and interactive websites, and would like to use these in future. However, training on current ICTs is lacking.

Keywords: destination, ICTs, social media, Visitor Information Centres, technology adoption.

1. Introduction

Visitor Information Centres have long been part of the tourism landscape despite the considerable changes in their form and structure over time (Lebski, 2020). Several destinations both from developing and developed countries embrace the VIC concept with considerable enthusiasm due to its contribution, both socially and economically. For example, across Australia, Canada and New Zealand, a visit to a VIC can significantly increase visitor expenditure and VICs further boost the local economy by stocking local products and employing local staff and volunteers. In addition, quality service results in better experiences, longer stays, repeat visits and positive word-of-mouth recommendation (Alberta Government, 2017; Lebski, 2020; Mcllrath & Gordon, 2015; Tourism Research Australia, 2016).

Ho, Lin and Chen (2012) and Lebski (2020) noted that tourism is an information-intensive industry and VICs are critical information touchpoints for the visitor. Research has identified five important benchmarks for the success of VICs namely: prominent location providing a sense of welcome; flexible spaces providing visitors with the reason to visit; visitor aligned functionality free of confusion and congestion; well-trained knowledgeable customer service providing authoritative, unbiased quality information; and innovative technology that complements staff advice and is integrated across all platforms, user-friendly and simple to update and maintain (DiPietro, Wang & Rompf, 2007; Lebski, 2020).

ICTs come to the fore due to their exponential growth as the new normal in business strategy (Ammirato, Felicetti, Gala, Raso & Cozza, 2018, Usakli, Koc & Sonmez, 2017). In view of the global COVID-19 pandemic, ICTs have become even more significant and necessary. The use of ICTs and social media in dispensing accurate and up-to-date information are the 'new normal' and have dramatically influenced and changed how tourism and hospitality produce, market and deliver their products (Lyu & Lee, 2015; Tichaawa, Mhlanga & Sicwebu, 2017). The use of these ICT platforms, however, requires knowledge on the latest trends in the market.

Existing scholarship has focused on the contribution of technology in VICs (Deery, Jago, Mistilis, D'ambra & Carson, 2007; Draper, 2016; Lyu & Lee, 2015; Lyu & Hwang, 2015; Tena & Raquel, 2014; Pearce, 2004; Ballantyne, Hughes & Ritchie, 2009; Mistilis & Gretzel, 2014, Tourism Research Australia, 2016). Most of these studies agree that ICTs provide a range of opportunities for those operating VICs. However, most of these studies focus on 'global north' countries, which are developed and have stronger economies. There is currently a deficit of scholarship on countries in the 'global south', particularly in Africa, regarding how they have embraced technology in VICs to produce, market and distribute tourism products (Esselaar & Miller, 2001; Mxunyelwa, 2019; Tichaawa *et al*, 2017; Usakli *et al*, 2017). Mxunyelwa (2019) noted that limited reliable information is publicly available about ICTs in South Africa. The amount of research on the adoption and usage of ICTs is limited in developing countries, in contrast to findings from developed countries. These findings cannot be transferred in their entirety to developing countries, as these countries operate in a very different context.

Moreover, several of these studies are consumer-centric, suggesting that travellers' use of ICTs, particularly social media, has been studied from a demand-side perspective as compared to the supply side. Less attention has been given to those involved in funding and operating these VICs such as managers, staff and owners (Fallon & Kriwoken, 2003; Smith & Holmes, 2012; Zehrer, Muskat & Muskat, 2014, Usakli *et al* (2017). Bedard, Louillet, Verner and Joly (2008) as well as Zehrer *et al* (2014) are of the opinion that before organisations strive to meet visitors' demands, VICs need to conduct an introspective search and enhance their internal capabilities. More knowledge is required on how VICs have adopted and used ICTs to engage with potential visitors – from a staff and management perspective.

This study partially addresses the abovementioned research gaps by reporting on the level of adoption and usage of ICTs by the staff and management of VICs in the Gauteng province of South Africa. Global north economies tend to be forging ahead with the adoption of ICTs whereas the global south economies are at times experiencing challenges to keep pace with the emerging technologies. The paper seeks to explore the current situation and compare it to established economies.

The paper commences with a review of literature on the interrelationship between ICTs and tourism, proceeding onto destination marketing and ICTs. The methodology applied is explained, followed by the results and discussion of the findings. In the conclusion, the main findings are highlighted. Opportunities for future research are noted, and suggestions are made regarding the way forward for Gauteng VICs.

2. Literature Review: Overview of ICTs and its importance to VICs

The literature commences by discussing the relationship between ICTs and tourism, followed by a section on destination marketing and ICTs.

2.1 The interrelationship of information and communication technology (ICTs) and tourism

The strict definition of ICT encounters some difficulties, due to a wide range of platforms falling under it. In the available literature, ICT broadly refers to multiple communication technologies to include the Internet and smartphone applications creating a more competitive market. These ICTs are inextricably linked to tourism and accelerate the development of this sector of the economy (Camilleri & Neuhofer, 2017; Swart, 2016). Tena and Raquel (2014) and Tichaawa *et al* (2017) stated that the rapid development of ICTs is a boon for the tourism sector and a fundamental part of a contemporary tourism businesses in both developed and increasingly developing contexts.

Existing literature focusing on the benefits of ICTs in tourism are manifold. Major contributions touted for the tourism industry are: movement of the global rich to international markets of lesser known or unknown destinations; reduction in operating costs; easy accessibility to information in real-time; heightened customer satisfaction levels; improved business performance; improved company image; increased competitive advantage; and quality and flexibility in service delivery (Mxunyelwa, 2019; Perakakis, Trihas Venitourakis, Mastorakis & Kopanakis, 2017). ICTs therefore provide the tourism industry with opportunities to provide wider, deeper and more customised offerings to a pool of potential visitors at affordable costs (Buhalis & Sinarta, 2019; De Waal, 2015; Diaz, Consuegra & Estaban, 2015; Neuhofer, Buhalis & Ladkin, 2015; Wang & Xiang, 2012). Despite the aforementioned benefits, there are concerns among other researchers that ICTs will take over people's jobs particularly in the VIC sector, resulting in co-destruction and lack of customer service (Arana, Leon, Carballo & Gil, 2015; Lyu & Lee, 2015). Sigala (2009) provides a convincing argument that ICTs strengthen industry strategy and operations. To this end, many city destination organisations, nowadays, have incorporated social networking features into their business model and strategy in order to further enhance communication with customers and benefit from the electronic word-of mouth (Neuhofer, 2016; Munar, 2012).

In light of the above, recent research has shown that VICs are embracing ICTs to effectively meet their visitors' information demands (Connell & Reynolds, 1999; Di Pietro, Wang, Rompf & Severt, 2007; Deery *et al*, 2007; Lyu & Lee, 2015; Lebski, 2020; Tourism & Events Queensland, 2013). For example, VICs in the USA, Canada, Australia and New Zealand, which are considered as having some of the best practices in the management and operation of VICs, have widely embraced ICTs along with face-to-face contact (De Ascaniis, Mistilis & Gretzel, 2012; Tourism Research Australia 2014, 2015, 2016; Tourism & Events Queensland, 2013).

Tichaawa *et al* (2017) assert that countries without ICT infrastructures are unlikely to keep pace with other countries or destinations with significant ICT infrastructure. It is therefore imperative for VICs in developing countries to vigorously embrace ICTs in order to attract the techno-savvy modern visitor and to compete globally. However, it should be noted that Africa, and South Africa (as the focus of this paper) are lagging behind in the use of ICTs. Tourism businesses in these countries tend to use ICTs less than those in the developed countries (Tichaawa *et al*, 2017 Usakli *et al,* 2017).

2.2 Destination marketing and ICTs

One of the responsibilities of VICs is destination promotion and marketing at a local level regardless of the size, structure and type of the VIC (Ballantyne *et al*, 2009; Cox & Wray, 2011; Pearce, 2004). Towards this direction, the marketing and promotion of the destination to potential visitors is vital. However, there are varied ways, opinions and tactics that can be employed (Pike, 2004). Research has emphasised social media as one of the most important effective ways for VICs to enhance competitiveness. Lee and Wicks (2010) assert that there is general consensus that social media can play a vital role in the marketing and promotion of tourism destinations. The main type of social media sites which can be used by destination management organisations include Facebook, Twitter and Tumblr.

To inform and guide the adoption and use of ICTs in services industries, Bedard *et al* (2008) developed a model and coined it 'The pyramid of adaptation to new technologies in services'. The model is depicted by a pyramid, which captures the pertinent dimensions when adopting new technologies. Three fundamental aspects of the model are training, use and acquisition. This pyramid is depicted in Figure 1 below.

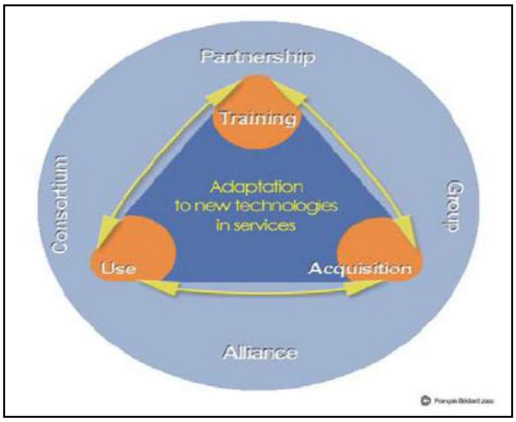

Figure 1: The pyramid of adaptation to new technologies in services (Bedard *et al*, 2008)

In Figure 1 above, indicates that training in ICTs has been put at the top, in order to highlight its strategic importance in knowledge-based firms and it therefore occupies a central role in companies aiming to be effective in the dissemination of information. Training encompasses the activities of sensitisation, observation and the diffusion of knowledge related to ICTs (Bedard *et al,* 2008; Sayira, 2015; Wessels, 2014).

The use and acquisition of new ICTs are at the base of the triangle. Arrows are provided to illustrate the relationship between the three aspects. Acquisition relates to the buying of ICTs, the extent of which is controlled by the available budget. The pyramid is framed by four words – partnership, group, alliance and consortium – each expressing the associative structure. These illustrate the general trend for companies to join forces so as to better face the challenge of the new economy. In line with the growing importance of ICTs in tourism consumption, the research on which the study is based focuses on the current situation on the adoption and usage of ICTs in Gauteng VICs.

3. Methodology

This research is exploratory in the sense that it searches for new insights into VICs in Gauteng and aims to assess the phenomena in a novel way, in this case via the supply side (Saunders, Lewis & Thornhill, 2007).

The study sites are the VICs in Gauteng Province. VICs are very important in cities, being advisors of the territory once the visitor has arrived in the city (Tena & Raquel, 2014; Tourism Research Australia, 2015). Gauteng Province is the most urbanised and fast-paced economic powerhouse in South Africa and was therefore ideal for this research (Gauteng Tourism Authority, 2011; National Department of Tourism, 2015). Gauteng is one of the most visited provinces for both local and international tourists, as well as the main regional hub en-route to other destinations (Madondo, 2016:18). The province has an excellent framework of versatile tourism services, ranging from urban nightlife, upmarket shopping malls, historical and cultural sites, outdoor landscapes, and upmarket conference facilities for business tourists. Out of the 11 VICs in Gauteng, eight participated, namely Wonderboom, Church Square, Emfuleni, Benoni, Hatfield, OR Tambo, Zinikele and Mogale (see Figure 2).

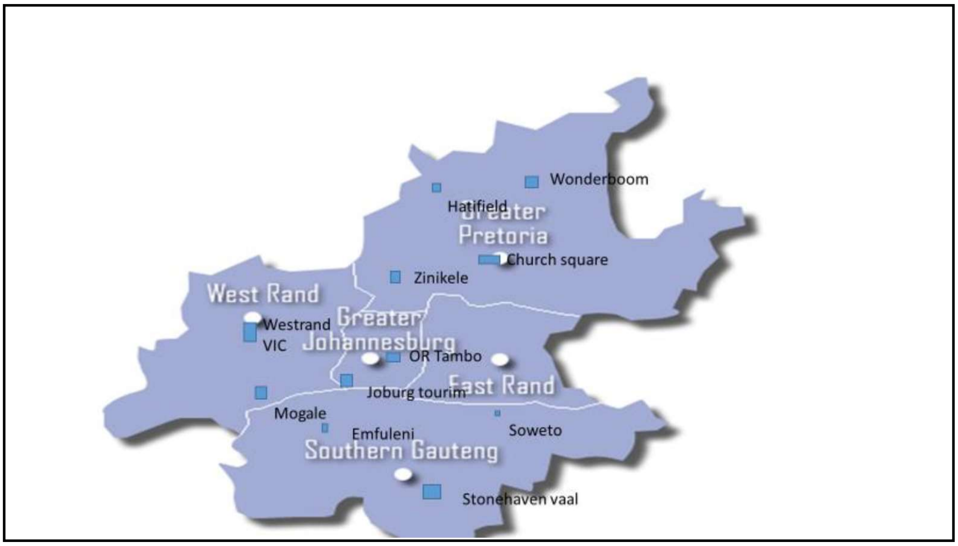

Figure 2: VICs in Gauteng Province

Survey research involves eliciting responses to direct questions, which are usually structured in the form of a questionnaire given to respondents (Finn & Elliot, 2000). The survey was aimed at VIC staff and was self-designed using existing literature, giving the study a theoretical grounding (Cooper & Schindler, 2011). The survey made use of open-ended questions (inviting open comments from the respondents) and closed questions (which comprised a range of different formats including the use of Likert scales) regarding the most important functions of Gauteng VICs. This paper, however, focuses on only one section of the survey, namely that of technology uptake and usage.

A pilot test was conducted with the National Department of Tourism's Tourism Services Manager followed by the National Department of Tourism's National Director of Research and Development. The effectiveness of the survey's wording and design were sharpened at this point. The final draft was sent to a panel of experts in the area of tourism management (a Professor, senior lecturer and a statistician), and their feedback incorporated. This improved the reliability and the validity of the research instrument.

The researcher adopted snowball sampling for VIC staff who were in contact with visitors in Gauteng VICs. To be part of the survey, staff had to be employees at the VIC, either permanent or as a volunteer, but in contact with visitors. Data was collected from October 2017 to January 2018. Surveys were dropped off at each VIC and later collected. A total of 35 VIC staff were employed in the eight VICs that formed part of this research. Out of these, 25 staff members participated in the survey.

Quantitative data was analysed using the SPSS. The analysis made use of descriptive measures, such as frequencies, percentages and cross tabulations. Qualitative data was analysed using thematic content analysis (TCA), which is widely accepted in qualitative studies for its flexibility (Smith & Holmes, 2012; Srivastava & Thomson, 2009; Vaismoradi, Jones, Turunen & Snelgrove, 2016). Inductive coding was used, with the focus on words, phrases, context, frequency and specificity of the comments.

4. Findings from the Gauteng VIC staff

In this section, the demographics of the respondents are provided, followed by the results of the questions in the surveys that relate to ICTs.

Regarding the **demographics of the respondents**, a total of 25 staff members from the eight participating VICs formed part of this study. Eleven were male and 14 were female. The majority fell within the age group of 21 to 63 years, with most participants being millennials below the age of 34. The level of education ranged from having matric to holding a degree.

According to the pyramid by Bedard *et al* (2008), the use of ICTs is an important component in adapting to new technologies in services such as a VICs. To determine the **level of adoption and usage of ICTs among VIC staff**, staff members were provided with a list of the various ICT and social media platforms and indicated which ones they were using. Table 1 indicates the results.

Table 1: Web and ICT usage in Gauteng VICs (n=25)

ICT Resource/ Method	Frequency (25)	Percentage (%)
A VIC Website	11	44
A provincial website	11	44
On-site electronic website	6	24
Off-site electronic website	3	12
E-mail lists	16	64
Social Media: Twitter	6	24
Facebook	21	84
TripAdvisor	4	16
Instagram	6	24
Local Radio	1	4
Local magazine	1	4
Electronic Brochures	1	4
Can online users make bookings via the website?		
Yes	1	4.2
No	23	95.8
Missing	1	
Who provides your online service to the Internet?		
Server on site	4	18.2
Don’t know	18	81.8
Other specify		
Missing	3	
How often is the website information updated?		
Never	3	12.5
Daily	-	-
Weekly	-	-
Monthly	1	4.2
Annually	1	4.2
Irregular basis	2	8.3
Don’t know	17	68
Missing	1	4.2

The answers to this question indicate that almost all the VICs have adopted some sort of ICTs in their operations. The general picture emerging from these surveys is that ICTs are imperative for a region’s competitiveness; and they have been adopted at different magnitudes. Focusing on the ICT platforms, the most widely used technological platform is social media, particularly the Facebook platform, with a usage rate of 84%. Twitter and Instagram are not extensively used, with a usage rate of 24%; and TripAdvisor is used by only 16%. It appears that Gauteng VICs are not providing adequate social-media platforms, on which staff may interact with potential visitors to the region. It is evident that Gauteng VICs are not responsive to current trends. E-mail lists have a usage rate of 64%. The next most frequently used technological platform, to help serve customers, were the websites. Table 1 indicates that both provincial and VIC websites are also used, with a usage rate of just below half (44%).

Further analysis on the platforms at the staff's disposal, to assist visitors, shows that the majority of Gauteng VICs do not have dedicated VIC websites; and their online presence is mainly through their local government websites and provincial government websites. Of these two, the highest online presence was through the local government websites, perhaps because the majority of the participating VICs fall under the jurisdiction of the local government. However, the websites do not have a booking functionality, as evidenced by the fact that 96% of respondents reported that customers cannot make online bookings via the websites.

Staff were also asked an open-ended question regarding **which ICTs were most effective and why**. Firstly, the frequencies relating to the most effective ICTs are presented, followed by the reasons why they are considered to be most effective. Figure 3 presents the most effective ICT platforms.

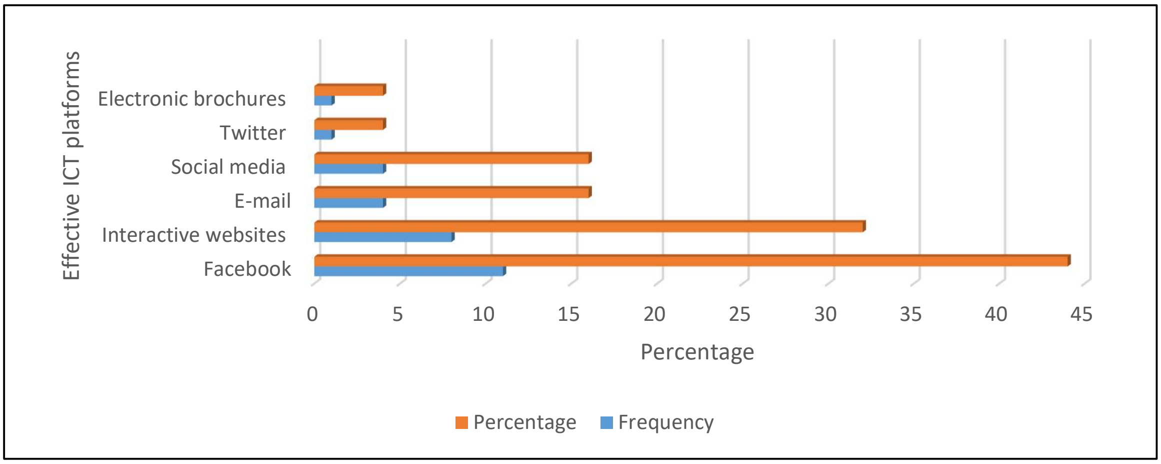

Figure 3: The most effective ICT platforms in use in Gauteng VICs (n=25)

Facebook (44%) was regarded the most effective followed by interactive websites (32%). E-mail and social media each recorded 16% while Twitter and electronic brochures recorded the least (4% each). While the majority of the staff acknowledged the importance of social media, its use among the staff was not pervasive. Therefore, in the context of Gauteng VICs, although Facebook is well utilised, the use of wider social media options appears to be under-utilised as a means to collaborate with both real and potential visitors.

Regarding the reasons for their choice of a particular platform as being the most effective, the recurring themes that emerged were accessibility (e.g. "… *Facebook is where people access information faster and more easily.*"); convenience (e.g. [The website and social media are] "*user-friendly, and visitors can use them wherever*".); user friendliness and cost effectiveness (e.g. [social media] "*can reach a lot of people at once*".) and modernity (Judging from the responses, the staff understand that ICTs and social media platforms are important in the operation of VICs). These corroborate with the advantages of using ICTs in tourism (Mxunyelwa, 2019; Perakakis *et al*, 2017). However, while the VIC staff showed an understanding of the importance of the newer technologies, adoption of these is not high.

The Bedard *et al* (2008) triangle highlights training as a fundamental in adapting to new technologies. In agreement, Jorgensen (2011) argues that ICTs, particularly social media, should be managed by skilled or trained personnel. Staff were therefore asked **whether their respective VICs had provided them with sufficient training in respect of the use of technology**. Figure 4 indicates the responses. Almost three quarters (68%) did not receive training in ICTs. It thus appears as if Gauteng VIC management have not extensively trained staff to ensure an optimal presence on these sites.

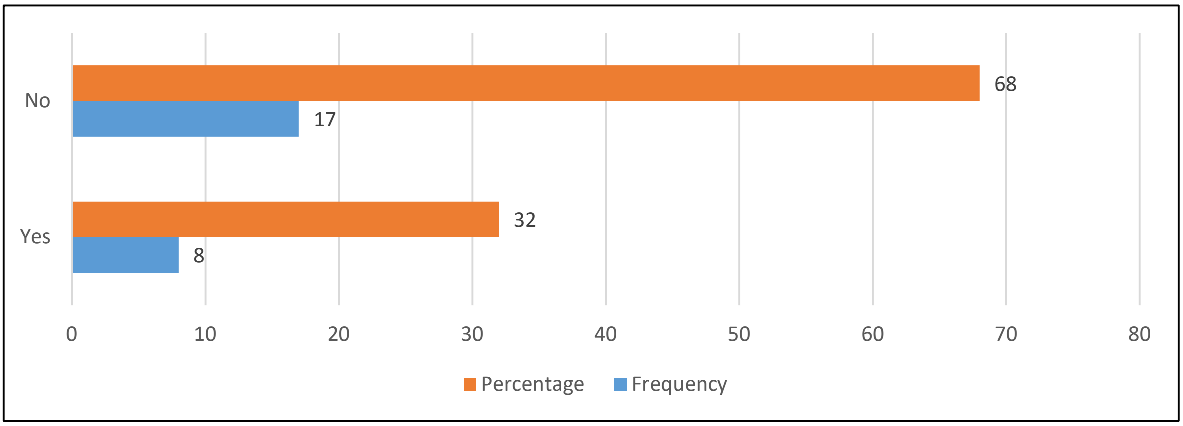

Figure 4: Sufficiency of training in the use of technology

Staff were further asked to indicate **ICT platform in use and duration of use** at their various VICs. A longer time of use of a technological platform denotes experience; while the number of applications denotes sophistication. Figure 5 presents the findings.

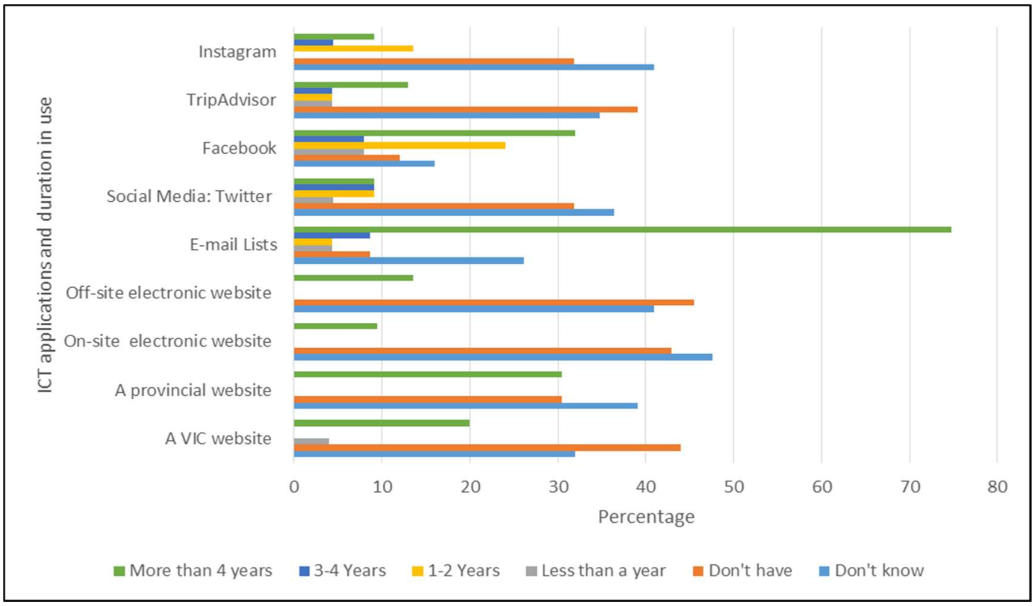

Figure 5: ICT platform in use and duration of use

Gauteng VIC staff are aware of the various social media platforms that are available. What is clear from these statistics is that the older technology of e-mail lists has been used within the VICs for over four years. Websites emerge as being used by several VICs for 3-4 years. Interestingly, the social media platforms, which the VICs claim to have used (except for Facebook), have been recently adopted by several VICs in the past 1-2 years; and evidently some VICs have not yet embraced these platforms, and several staff do not know if these ICTs are in use. This confirms the fact that VICs have been slow to adopt recent ICTs which can assist in the dissemination of tourism information. By and large, Gauteng VICs are relatively late adopters of technology. This represents a lost opportunity in respect of engaging with visitors and the effective dissemination of tourism information. The adoption of these technologies would require significant investment in the beginning. This does not only benefit the VICs, but also the destination as a whole. Therefore, VIC management are challenged to adopt various social media sites, which they could use to interact with potential visitors throughout the travel process**.**

The previous sections have profiled ICT platforms in use in Gauteng VICs and the duration for which they have been in use. Staff were also asked to **list the technologies they think their VIC should consider in future.** Table 2 presents these ICT platforms. A response rate of 84% was obtained in this part of the question. Most of these responses indicated that VIC staff were keen to have a range of technologies adopted in their VICs. A significant number identified some of the technologies which were already identified in the previous sections of the survey. These included social media platforms and websites. Above half of the respondents identified social media platforms. While some listed social media as a broader term, several participants mentioned specific social media platforms which included Facebook, TripAdvisor, Twitter and Instagram. A sizeable figure stated the need for VIC websites which are interactive, where they could seal some business deals online. The other less mentioned platforms which were not previously identified were iPads and plasma screens. Literature states that the latter is being superseded by mobile smartphones that have Internet capabilities.

Table 2: ICTs to be considered by Gauteng VICs in the future (n=25)

ICTs to be considered in future	Frequency (25)
Interactive VIC websites	8
Social media	5
Ipad	3
Twitter	3
Instagram	3
Plasma screens	2
TripAdvisor	2
Touch screens	2
Facebook	1
Videos	1
Email	1
On-site electronic website	1
Wi-Fi	1
VIC app	1

Results indicate that respondents differ in terms of the emphasis they place on certain platforms; and that all of the ICT platforms are still important. In particular, the findings confirm the results from previous studies – that the various ICT platforms are important and can be used in all the trip phases (pre-trip, in destination, post-trip). This concurs with extensive literature from well-developed destinations, such as Canada, Australia and New Zealand (Arana *et al*, 2015; Deery *et al*, 2007; Draper, 2016; De Ascaniis *et al*, 2012; Intervistas, 2010).

As depicted in the Table 2, Wi-Fi was only mentioned by one staff respondent, as a means of making tourism information accessible to the public. This respondent was of the opinion that making Wi-Fi accessible in the VIC area could improve service to the travelling public, as well as patronage to the VICs themselves. A review of examples and best practices from developed countries shows that VICs are providing free Wi-Fi not only to improve accessibility, but also to encourage patronage by both tourists and local community.

The other less-mentioned platform is the VIC application, better known as 'apps'. One respondent justified the introduction of a VIC app, which might assist individuals to access information, make purchases and share their experiences anytime and anywhere. Leading research has found that tourism operators and organisations are developing destination apps to enhance the tourism experience in the destination. However, it is admitted that the use of the destination applications are still in their infancy (Lu, Mao, Wang & Hu, 2015).

Two respondents mentioned touch-screens, which could assist with the self-help function, when the office is closed. Existing literature has underscored this platform as being very important in the dissemination of tourism information. Connell and Reynolds (1999) and Deery *et al* (2007) stated that touch-screens are a desirable channel to provide information after hours. These are best used in secured places such as airports.

5. Discussion

This research has shown that ICTs are imperative for a region's competitiveness. Regarding the level of adoption and usage of ICTs among VIC staff, **e**vidence from this research is that ICTs have not been widely adopted and their use is still limited. However, almost all the VICs have adopted some form of ICT in their operations and they have been adopted at different magnitudes. There is extensive adoption and use of traditional ICTs such as email and websites, which are not interactive. The study revealed that traditional platforms such as e-mail are by far the most used by staff to serve visitors. The websites do not have online booking capabilities - tourists can use them to obtain information on points of interest, but they cannot access them via smartphones during their experience phase. The majority of Gauteng VICs do not have dedicated VIC websites; and their online presence is mainly through their local government websites and provincial government websites. Of these two, the highest online presence was through the local government websites, perhaps because the majority of the participating VICs fall under the jurisdiction of the local government.

The most widely used social media platform is Facebook. Twitter and Instagram are not extensively used, with TripAdvisor even less used. It appears that Gauteng VICs are not providing adequate social-media platforms, on which staff may interact with potential visitors to the region. However, staff are aware of the value and benefits of more modern ICTs, and a range of ICTs were mentioned that they would like to use in future. Of these 'future' ICTs, interactive websites and various types of social media emerged strongly.

Recent literature on VICs is directing efforts towards ICTs, particularly social media, as one of the most influential platforms. This presents a challenge to management to improve and increase the adoption and extensive use of ICT-based platforms. Results clearly indicate that staff are not well trained with respect to using ICTs. Management therefore need to address this in order to derive maximum benefit for both visitors and staff.

ICTs are taking precedence as an essential element in the destination marketing and promotional strategy. Destinations which do not adopt ICTs, particularly social media, will not gain competitive advantage. This research confirms that while VICs in Gauteng are in the preliminary stages of ICT adoption and usage, they are not responding sufficiently to current market trends. In terms of social media, it appears that Gauteng VICs are late adopters, hesitant to embrace these technologies.

The effective adoption and usage of ICTs requires a clear understanding, expertise and strategy. VICs in Gauteng appear to not have experts who can ensure this presence and are therefore sticking to well-known traditional models of marketing. Existing scholarship has underscored the adoption and use of ICTs in VICs for competitiveness, profitability, global market reach, cost reduction, insofar as the modern global economy now requires. VICs need to rethink this current strategy and adopt a substantial course of action so as to fully exploit the potential of ICTs going into the future.

6. Conclusion

The paper aimed to report on the level of adoption and usage of ICTs in VICs in the Gauteng province of South Africa. This was done to partially address the research gap of there being minimal research on technology adoption in the 'global south', and to address the matter from the perspective of supply (VIC staff), as most research in this context has focused on demand (the tourists/VIC users). The literature review revealed the rapid developments in ICTs, the benefits of utilising ICTs and the need for adoption thereof to remain globally competitive. The survey methodology amongst VIC staff was then explained.

The findings reveal that ICT adoption level and usage in Gauteng VICs is not in line with recent technological and marketing developments in the tourism industry. Despite the importance of keeping up with technological developments, the analysis highlighted that the majority of the VICs use mainly traditional platforms, which lack interactivity, to serve customers. The low levels of technology adoption in Gauteng VICs are confirmed by Tichaawa *et al* (2019) and Mxunyelwa (2019), not only at provincial levels but also nationally. Moreover, training on the ICTs being used seems to be lacking. The results showed that social media usage among Gauteng VICs is limited, but an understanding and appreciation of how these can be used to promote Gauteng is emerging. To this end, Gauteng VICs are considered as 'late adopters'. Though this research focused on Gauteng, VICs from other provinces can apply this research to improve their ICT strategies to enable their destinations to compete globally.

Future research could incorporate other relevant stakeholders such as VIC management at district, provincial and national levels to provide a holistic picture on ICT adoption and usage. Going forward, studies could also focus on other provinces with different product offerings and the economic potential to establish trends, such as the Cape Province, which is a world-renowned tourism destination.

A gap thus exists between theory and practice. The findings from this paper provide an opportunity for management to self-examine current use, acquisition and training requirements (Bedard *et al*, 2008) and to embark on a holistic strategy that embraces the opportunities brought by ICTs. While traditional marketing and promotional channels may not be completely replaced within the VICs, they need to be complemented to create positive effects for the destination. Management should continuously improve on the current ICT infrastructure for optimal benefits to the industry and the destination as a whole. To this end, VIC management needs to vigorously incorporate and use various ICTs as part of their strategy to gain competitive advantage in the global tourism marketplace, so as not to be left behind. A consolidated approach to ICT adoption could enable VICs to transform their regions into contemporary smart destinations.

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SUB THEME

CITY TOURISM

Discourse Analysis of Bandung Urban Tourism Policy on Sustainable Urban Tourism Implementation

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1. Background and Goals

The tourism sector is one of the most advanced sectors in the Indonesian economy. A wide variety of tourism can be found, from nature tourism to rural areas to urban tourism. Bandung is one of the metropolitan cities in Indonesia which has the potential for such tourism. In 2013-2018, Bandung had 2 million visitors increase for both national and international visitors. However, in the management of city development, there are still problems such as land-use change, congestion, an undeveloped tourism image, lack of actor collaboration, and lack of community empowerment. These issues are new threats to the sustainability of Bandung Urban Tourism. Various government, private sectors, to communities involved in the management of urban tourism in Bandung creates a challenge in its realization in the existing discourse and its implementation. This study aims to evaluate the policy discourse of Bandung City Tourism to achieve a sustainable Bandung Urban Tourism.

2. Methods

This study uses discourse analysis to deepen the understanding and motivation of actors involved in achieving Sustainable Urban Tourism. Discourse analysis focuses on seeing what is behind the text. In this study, the things that are spoken by the actors or what is in the policy documents. The actors were determined using purposive sampling and snowball sampling methods to find saturation of information.

3. Expected Results/Conclusion/Contribution

The study found Bandung City Tourism and Culture Department to have an impactful role in the formulation and directing of existing urban tourism policies. The dominant discourse for policymakers focuses on regional economic development. Also, the actors need to understand and find an understanding of the form of urban tourism destinations that will balance the competitiveness and sustainability aspects of urban tourism. Existing tourism development planning had not considered the impact of urban development that has occurred. It is necessary to integrate them with sustainable tourism development planning. One paradox that happens within urban tourism and urban development, this study shows the condition that planning that affects such tourism is the city planning itself. Therefore, maximizing the potential of urban tourism is by ensuring and integrating urban development that occurs optimally and sustainably.

The Nigerian Governance Structure and Tourism Development

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1. Background and Goals

For the sustainable growth of the tourism industry, the government at all levels have pivotal roles to play by formulating and implementing policies and creating a conducive environment for controlling the activities of key stakeholders. This paper discusses the legislative and institutional arrangements established by the Nigerian government to aid tourism development and how effectively these have supported the growth of the country's tourism industry.

2. Methods

Documents for this paper were collated from the internet and government archives. The documents are the national tourism policy of 1990, the Nigerian Tourism Development (NTDC) Act of 1992 and the tourism master plan of 2006. The paper also reviewed the activities of the government parastatals set up for promoting tourism to understand how they have discharged their duties and the challenges affecting their operations. The parastatals are National Commission for Museums and Monument (NCMM), National Council for Arts and Culture (NCAC), National Gallery of Art (NGA), Centre for Black and African Arts and Civilization (CBAAC), National Institute for Cultural Orientation (NICO), National Troupe/ National Theatre of Nigeria (NT/NTN), NTDC, National Institute for Hospitality and Tourism (NIHOTOUR) and National Orientation Agency (NOA).

3. Results and Contribution

The documents were analyzed to identify areas of key focus, the provisions and expected contributions to tourism development. The results showed that the Nigerian government had formulated sound policies and established institutions to support tourism. However, these efforts have not been effective because of significant challenges such as corruption, insecurity, lack of professionals, poor private-public partnership, inadequate funding, difficulties in implementing the policies and outdated stipulations in some of the policies.

The National Tourism Policy

In the national policy, community participation was identified as key to tourism development. However, this is difficult because of the autocratic nature of the Nigerian government. The government also failed to provide infrastructures for tourism growth. The policy further advocated for the preservation of the environment, but environmental impact assessment is not taken seriously because of poor awareness and nonchalant attitude of the government. Insecurity is also a challenge because of insurgency/terrorism, assassination and kidnapping. The national tourism policy did not make any provision for tourism education to create tourism awareness among Nigerians.

The Master Plan

A review of the master plan showed that the Nigerian marketing strategies were under-funded and the tourist products were not appropriately packaged. When compared to many African countries, Nigeria's tourist attractions were unknown to many international tourists. The parastatal in charge of training tourism professionals (NIHOTOUR) was inadequate in its training quality, skills delivery and grossly overstaffed. The master plan highlighted that the sector lacked accurate statistics, market information and a Tourism Satellite Account (TSA), which is the responsibility of NTDC.

The NTDC Act

In the NTDC Act, it was observed that whilst it touched many aspects of the Nigerian tourism industry, the Act needs to be reviewed to strengthen the penalties for defaulters. For instance, whilst the Act empowered NTDC to grade hotels in the country, it is no longer into hotel grading in many states. Thus, hotel grading in Nigeria has become a 'free riders game,' meaning that many stakeholders benefit from the government's inability to regulate their activities. Some of the stipulations in the NTDC Act are also outdated.

The Activities of The Tourism Parastatals

A review of the responsibilities of the parastatals showed that there are some overlaps. For instance, NCAC could cover the responsibilities of NGA and CBAAC, and save financial and human resources. Also, whilst these parastatals have precise functions to execute, they have not been discharged as expected for some reasons. There are issues of poor awareness about cultural resources, poor museum patronage and maintenance, and inadequate funding from the government. There is also corruption, ignorance and nonchalant attitude from government and some of the officials of these parastatals, who are either carefree towards tourism and the preservation of cultural materials or indulge in illicit trafficking.

4. Conclusion

Except for the master plan of 2006, the policy documents and parastatals that influence tourism development in Nigeria were formulated and established during the military regime and have been in existence for more than two decades. Therefore, they should be reviewed to meet up with modern realities. The government should also take pragmatic steps to address the many challenges affecting the implementation of the policies and activities of the tourism parastatals. This paper concludes that until these issues are addressed, tourism development in Nigeria will not be sustained.

Keywords: Nigeria, tourism, government, policy, development

Cape Town as a Film Tourism Destination: Towards a Smart City Framework

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1. Background

Modern tourists to Cape Town will agree with Drake's 1580 statement that it is "[a] most stately thing, and the fairest cape we saw in the whole circumference of the earth" (Capetourism Mountain Meanders, 2020). This South African city is one of the most popular tourist destinations globally, having been voted "the world's top tourist city for the seventh time in 2019" (Daily Southern & East African Tourism Update, 2019). The global rating gives Cape Town a competitive advantage over other similar destinations, but it also leads to the realization that it must be nurtured and maintained, lest the city lose it. Various attractions contribute to Cape Town's competitive advantage of which amongst others the local film industry contributes significantly to the Western Cape economy through job creation (Wesgro, 2019). Transforming Cape Town into a leading film-producing destination is already a top priority of the local government (Wesgro, 2019). As a globally distributed form of entertainment, films have recognized this potential to influence tourists' perceptions of destinations featured on film, as well as tourists' motivation to travel to said destinations. The latter inherently increases tourist numbers to these destinations and contribute to a country's gross domestic product (GDP).

In 2018, the local tourism sector accounted for 2.8% of South Africa's (SA's) GDP (South African Government, 2020). With the Covid-19 pandemic (2019) tourism arrivals were adversely affected and ways to improve city tourism is called upon. Although the Western Cape is considered the most developed tourism region in SA, with their local tourism industry being the fastest growing industry in the province, and contributing the most towards job creation, more needs to be done (South African Government, 2020). South Africa is known as the Rainbow Nation, with Cape Town covering the whole spectrum with its Afro-cultural scene, beautiful colonial architecture (including Cape Dutch homesteads), exceptional wine, the tantalizing smell of Cape Malay cooking, and traditional dancers with painted faces performing on street corners (Brand South Africa, 2017). Further to its previously booming tourism industry, the City of Cape Town is considered the technological hub of the African continent (Vos, 2019) and is making headway to becoming Africa's first true digital (smart) city (Grange, 2018).

Smart cities use digital technologies, as well as sustainable development to improve residents' quality of life and urban operational efficiency while aiming to meet the needs of current and future generations (Grange, 2018). This move towards smart cities is crucial, considering that the United Nations (2018) predicts that 68% of the world's population will live in urban areas by the year 2050.

‘Smart tourism’ is a term that has been created based on an unmistakable, observable technological shift in the tourism industry, with Europe and Asia being the forerunners in using smart tourism as a strategic priority for tourism development (Gretzel, Reino, Kopera & Koo, 2015:41). Research by Gretzel *et al.* (2015:41, 46) confirms that smart tourism promises to become a reality around the world as it is on the political agenda of many tourism destinations, with South Korea, China and Spain having already invested heavily in smart tourism projects. Buhalis and Amaranggana (2015:379) argue that a destination may achieve smart tourism experiences through a focus on context-awareness, real-time monitoring and personalization. In order for smart technologies to be able to provide personalized experiences, it requires real-time synchronization, universal (ubiquitous) mobile connectedness and information aggregation (Neuhofer *et al.*, 2015:248). Smart tourism takes personalization and co-creation of tourism experiences to a new level, while actively trying to achieve sustainability and efficiency (Gretzel et al., 2015:46).

Technology is ever-evolving and destination marketing organization (DMOs) need to stay abreast of the latest developments, both in terms of technology, and tourists’ fast-changing expectations. There is general agreement that cities must constantly revive their brand to keep up with these changes. Scholars support this view and suggests that film tourism and investing in technology to become a smart city are two of the most current ways of reviving one’s destination brand.

From a destination marketing perspective, and considering the above information, the question arises: “How can Cape Town gain a competitive advantage and become Africa’s leading smart film destination?” or “What attributes does Cape Town need to become a smart city film tourism destination?”.

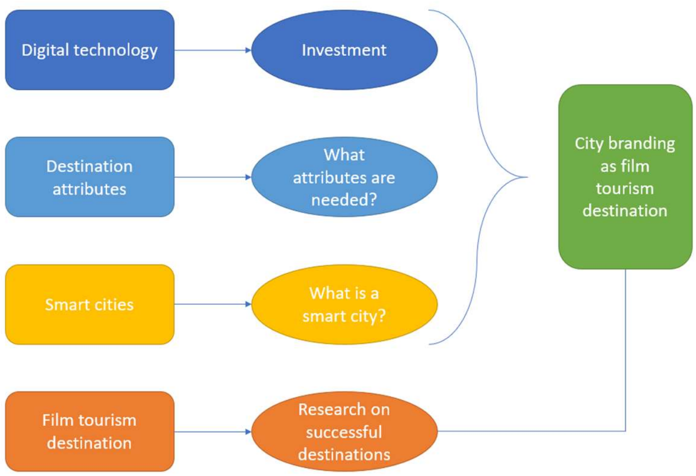
2. Methods

The proposed study will be on an exploratory nature, using a multi-method qualitative study. The intended research aims to incorporate a two-phase qualitative research approach. During the *first phase* of the proposed research, the researcher will conduct case study research through consulting literature and doing documentary analyses. This is a common trait of case studies, as this research method usually includes, but is not limited to, individual and group interviews, surveys, record and document analysis, and observation to achieve triangulation of the results (Cooper & Schindler, 2014:165; Yin, 2014). During the *second phase*, the researcher will conduct qualitative research through interviews to gain better insight into each case of Cape Town. Data gathered during both phases will be combined to create a smart city tourism framework.

In the first phase of the proposed study, the researcher will make use of a multiple-case study to attempt to discover which practices South Africa’s capital cities (Cape Town, Johannesburg and Durban) employ in order to attract film projects to their cities. The rationale for these three cities is based on their popularity as film tourism destinations. The researcher will further look into what technology these cities are implementing to improve residents’ quality of life and urban operation efficiency. This phase will be classified as a multiple, embedded case study as more than one case will be looked at (Cape Town, Johannesburg and Durban) and certain aspects of each case will be analyzed (Cooper & Schindler, 2014; Saunders et al., 2012; Yin, 2014). These aspects will relate to the urban technological advances implemented, as well as the local film tourism industry in general. It will further explore the ways in which each sector can benefit from the other.

During the *second phase*, the researcher will conduct interviews with local film commissions, local tourism authorities and smart city developers within South Africa (Cape Town, Johannesburg and Durban) to determine the level of technological involvement and readiness of film tourism. These interviews will be conducted within the Covid-19 protocol, preferably in person where possible. In cases where the researcher will be unable to conduct face-to-face interviews, the participants will be asked to participate in electronic (Skype or Teams) interviews. Data collected during these interviews will be used to create the envisaged framework.

This approach, which is very similar to a thematic approach, requires the researcher to develop categories and then connect data to these identified categories. The categories may be developed based on data from the literature review as well as the data collected. ATLAS.ti will be used to analyze the qualitative data gathered from content analysis and interviews. Content analysis will be done using various sources, such as websites, statistical and company reports (where available) and blogs. Using these sources, the researcher will gain insights into local smart cities and the local film and tourism industries. Figure 1 below sheds some more light on the themes to be explored in the proposed research.



Expected Contribution

Film tourism and investment in technology to become a smart city are known to reviving a city such as Cape Town's destination brand. The research will aim to make a unique contribution to the existing body of knowledge on destination marketing, especially in the film and smart tourism domains. The development of a framework aims to add value to the future of Cape Town's competitive advantage as a smart city. The framework can further be applied to other cities within South Africa, which has the potential to contribute to these cities' tourism industries. The city of Cape Town should capitalize on the edge it holds as a leading film-producing destination.

Keywords: City tourism, smart cities, film tourism, destination brand, digital technology.

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From Pilgrimage to Historic : Development of Biak's War Tourism

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1. Background and Goals

The Battle of Biak that took place from 27 May to 17 August 1944 between the United States Army and the Japanese Army left the area of Biak in the Province of Papua with abundant remnants of war including bones of war casualties. The United States lost 400 lives with 2,150 wounded while the Japanese lost 4,700 lives with a big number of unknown wounded. Some years after the battle, the area became an international destination for war tourism with visitors especially originated from Japan. Tourists normally visited the battle zone for pilgrimage purposes and commemoration of the loved ones losing their lives in the battle. Some came to Biak to repatriate the remnants of their fathers or grandfathers. Following this flow of tourists, Biak started flourishing from this niche tourism opportunity. Direct national and international flights to and from Biak and the opening of luxurious hotels to cater to the developing tourism in the city was enthusiastically responded by potential travelers. Japanese pilgrimage groups kept coming in big and small groups. However the flow of visitors did not last long. As time went by, Biak war tourism started to decline as pilgrimage trips to the area became rare. As a result, internationals flight discontinued, hotels stopped operating, with sad stories from looting of war remnants from the historical area. The bright future of Biak's war tourism— apart from depending on domestic tourism— became unclear.

2. Methods

An exploratory study on Biak's war tourism has been undertaken using a qualitative method which focuses on ethnographic approach. The study adopted a perspective that tried to find out the underlying potentials of Biak's war tourism which offered the historical battle fields in the war zone such as caves where the Japanese took shelter and fortified themselves; the airstrips, the landing shores, the roads, the remnants of war and makeshift people's museums that house the skulls and skeleton of the war victims. In the study, some observations were made which includes mapping of battle fields, and bulks of war remnants—both secured and taken care of or left in situ. The researcher also made some in-depth interviews with the Japanese pilgrims to identify the motives of their visit, and with some local people which serve as curators, caretakers, or keepers of war remnant and descendants of local people who inherit the historical stories of what happened in the area. Some local people contributed to the study by providing some valuable information on many places in the area that were packed with war remnants both from the Japanese side and American sides such as ammunition magazine, tanks, aircrafts, guns, grenades, dog-tag, helmets, skulls, skeletons and other war memorabilia; and witnessed that such war artifacts went missing as days went by. The study also benefitted from the actual ‘ancestors’ spirit comforting’ rituals done by some Japanese pilgrims at the cave

3. Expected Results/Conclusion/Contribution

The result of the study suggested that the flow of Japanese pilgrim visits to the area, that started in 1970 were unable to assure sustainable visit in terms of war tourism. That’s because the pilgrims, at the beginning of the series of visits, were people who had close connection and was associated with the soldiers killed in the battle zone: the pilgrims could be a son, a daughter, a grandson, granddaughter, a niece or nephew. They certainly had a deep intention of visiting the battle zone for sentimental reasons, and coupled with the wish to perform cultural ritual for respecting their beloved ancestor. As time passed, the descendants of the war casualties aged themselves and their younger generation does not have the same sentimental feeling with their elders towards the casualties of Biak War and therefore they had lower interest in making the pilgrimage to the battle zone and this led to a drastic decline of the battle zone visits. Meanwhile, potential travelers or tourists not associated with the war or the war zone do not come in a significantly big number. To make things worse, some of the war remnants in the battle zone had gone missing due to irresponsible massive lootings and low performance of the local government’s board tourism in managing and developing Biak’s war tourism which led to travelers’ lower interest in touring the area. Yet, Biak—owing to its exceptional nature as a place where a historically important war broke out, and coupled with breath-taking natural coastal views--still has the potentials to develop the war tourism with a different approach and more aggressive marketing efforts which can grow potential travelers’ interest in war tourism in general and Biak’s war tourism in particular.

Keywords : war tourism, remnants of war, the battle of Biak, pilgrimage tourism, tourism development, niche tourism invention

The Development of Practical Guidelines for a Competitive Ecotourism Destination

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1. Background and Goals

The Wild Coast, of the Eastern Cape Province in South Africa, is regarded as a coastal region of exceptional scenic beauty with a high diversity of indigenous plants and animals. Although a world-renowned region for ecotourism, it is characterized by high levels of poverty, unemployment and underdevelopment. Creating sustainable prosperity for all stakeholders and the capability of a destination to differentiate itself from competitors has become a necessity. The paper aims to identify ways to create a highly competitive ecotourism region, which is more accessible with a sustainable infrastructure that benefits the local communities without harming the environment.

Objectives include: to propose practical guidelines that would enable stakeholders to enhance the Wild Coast's destination competitiveness in terms of accessibility and infrastructure, within the parameters of sustainable economic tourism development.

2. Methods

A mixed methodology approach was followed with personal interviews (qualitative) of selected tourism establishment managers in the area to gain insight into the current situation in the Wild Coast, from where this information was used to develop questions for the tourist questionnaire (quantitative) that were statistically tested.

The questionnaire surveyed the level of importance of competitiveness factors such as infrastructure and accessibility amongst South African tourists who had visited the Wild Coast and those tourists who had not yet visited the Wild Coast. The data and findings that emerged from the research process constituted the basis for the proposed practical guidelines for positioning the Wild Coast as a competitive destination to the benefit of the host communities.

3. Results

The research results unambiguously prove that infrastructure and accessibility have an impact on the competitiveness of an ecotourism destination such as the Wild Coast.

In-depth personal interviews with selected tourism establishments/enterprises revealed a strong need for improved accessibility and provision of infrastructure as this has negatively impacted the competitiveness of the Wild Coast as an ecotourism destination. Also, that improved accessibility and infrastructure would aid in improving the lives of the local community and assist in the preservation of the area as an ecotourism destination.

For the Wild Coast to be a competitive ecotourism destination, accessibility (objective) needs to be improved so as not to lead to mass tourism. The data indicated that 46% of the surveyed respondents who had previously visited the Wild Coast found it easy to reach their final destination, which means that the area is accessible, however, there was a need for regular maintenance of the roads not only for the benefit of tourists but also for the host communities.

Concerning the impact of infrastructure on the development of a competitive destination (objective), it was revealed that infrastructure components such as adequate accommodation, access to medical and emergency services have a direct influence on the choice of a holiday destination, with 54.8% of people who regard these services extremely important.

4. Recommendations

Practical guidelines aim to enhance the Wild Coasts' destination competitiveness in today's highly competitive tourism market.

It is recommended that local and national tourism agencies should invest in improved marketing of the Wild Coast as an ecotourism destination both locally and internationally.

Recommendations also include that small, well-maintained roads and bridges should be built, so as not to destroy the very attraction that brings tourists to the Wild Coast. A need also exists for the maintenance and extension of the existing roads to improve accessibility between different areas of the Wild Coast and major towns to aid in improving response times of emergency services.

Due to poor accessibility, the provision of medical services is inadequate for the Wild Coast region. The recommendation is that tourism enterprises employ and train local people to provide first aid and lifeguard services, with designated individuals to assist in the event of a drowning or a serious injury. The development of adequate accommodation infrastructure requires tourism enterprises to commit to minimizing their impact on the environment, encourage environmental awareness amongst tourists visiting their establishment, provide direct financial benefits for conservation and provide financial benefits and empowerment for local people.

5. Conclusion

The current situation with regards to poor accessibility and the lack of adequate tourism infrastructure has impacted negatively on the competitiveness of the Wild Coast. Tourism enterprises situated on the Wild Coast as well as the surveyed tourists believe that improved accessibility and infrastructure will not only improve niche tourism into the area but will also help improve the lives of the host community and assist in the preservation of the Wild Coast as an ecotourism destination. Having addressed the issue of accessibility and infrastructure, practical guidelines that the private and public sector, in collaboration with host community can follow to enhance the competitiveness of the Wild Coast include investing in advertising campaigns, events and festivals that create ecotourism awareness whilst enabling economic development the area.

6. Contribution

The development of practical guidelines that would enable stakeholders to enhance (also through marketing) the Wild Coast's destination competitiveness in terms of accessibility and infrastructure, within the parameters of sustainable economic tourism development.

Keywords: accessibility, competitiveness, host community, ecotourism, economic development, tourism infrastructure.

Heritage Trail of the Pasar Baru-Kwitang-Cikini Area in Planning a Cycling Tour during The COVID Pandemic 19

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1. Background and Goal

Symptoms of the problem of the vulnerability of urban cultural heritage in the world today, due to the development of urban modernization. So it is necessary to find a solution on how to combine the originality of the city heritage that can go hand in hand with the modern tourism sector, and to assess the existing potentials in the city for development plans, urban planning, tourism and socio-culture.

The heritage route, Pasar Baru-Kwitang-Cikini, Jakarta is a very potential route to be developed into a city heritage tourism area. With a combination of the potential of preserved buildings and culture quarters that can turn a heritage area into a Heritage tourist destination. Few people see or care that Pasar Baru-Kwitang-Cikini's legacy has an important historical background in shaping the sovereignty of the Indonesian state. However, it is regrettable that the arrangement of the city of Jakarta as the nation's capital does not support an arrangement that increasingly appreciates this heritage route as a historic area. This is very important to arouse the pride and respect of the younger generations of youth struggles in the past. Heritage tourism is one of the media that can socialize to the wider community the importance of the history of the struggle for Indonesian independence.

However, to realize sustainable heritage tourism, it is faced with the constraints of the COVID-19 pandemic, but in line with the pandemic period, the current trend of people still doing sports activities or travelling on bicycles, which they consider this method is safer than the usual way. This study aims to determine whether cycling tourism can be a solution in realizing sustainable heritage tourism and making the Pasar Baru-Kwitang-Cikini heritage trail as a heritage cycling tourism planning area during the COVID 19 pandemic.

2. Methods

By using qualitative methods. Collecting data with semi-structured observations and interviews with several tourist cyclists, as well as cyclist community leaders and city planners to provide a comprehensive vision in transforming a part of the city center from a government center to a cycling heritage tourism destination, utilizing a regional regeneration scenario. Descriptive analysis through a multidisciplinary approach, including History, Urban Planning, Tourism and Socio-Culture. By presenting a spatial analysis from one area to another within the scope of the heritage trail.

3. Expected Results/ Conclusion/ Contribution

The research results at the end of the study are:

The important role of the heritage trail in the city in developing sustainable city heritage tourism. The conceptual proposal for the establishment of the Pasar Baru-Kwitang-Cikini heritage trail, includes cycling paths, themes, selection and development of heritage assets, interest groups, and. and management of cultural heritage assets tailored to cycling tourism activities and the conditions of the COVID 19 Pandemic.

Keywords: Heritage Trail, City heritage tourism, cycling tourism, COVID 19 pandemic

Optimization of Pencong Hot Springs Area in Gowa Regency of South Sulawesi, Indonesia

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Abstract

Every destination competes to create quality tourism to attract tourists to visit the destination. One of the efforts is to develop tourist attractions based on the tourism potentials in the destination. This study examines the potentials of Hot Spring in the Pencong Village of Biringbulu District, Gowa Regency, Indonesia, for further development as a tourist attraction. This study used a qualitative descriptive approach by employing FGD, interviews, and surveys for data collections. A descriptive qualitative SWOT analysis was employed to analyze the data. The form of data presentation also utilized geographic information modelling systems. Informants of this study included the Government of Gowa Regency: Regional Research and Development Agency, Tourism Board, District of Head, Traditional Figure, and they were selected purposively. The focus of the study was to examine the potentials that exist in the hot spring and the surrounding in terms of attraction, activities, accessibility, accommodation, and amenities. The result of the research showed that Pencong Village Hot Spring possesses a natural panorama. The village has a good source of available hot water, conducive safety and security, friendly community hospitality, adequate facilities and infrastructure, diversity of supported tourist attractions such local tradition, view, and culinary and comfortable atmosphere. The inhibiting factors include limited funds, lack of professional human resources, lack of promotion, poor accessibility, lack of supported development programs, and telecommunications networks. Since the hot spring is located in a conservation area, a development strategy is required in increasing tourist visits by applying ecotourism through strengthening and developing current potentials. There is a need to regulate in the policy: 1) formulating the tourism village master plan and 2) providing clear regulations regarding zoning and land use of the village.

Keywords: Hot Spring, Attraction, Pencong Village

1. Background and Goals

According to Xinlei (2018), hot springs are not merely a kind of clean, renewable energy, but also a type of tourism attraction with high-value potential. Erfurt & Cooper (2010) revealed that the use of geothermal or hot springs dates back several thousands of years. Thermal bathing facilities exist in many countries and have a significant and longstanding reputation for successful health and wellness treatments based on the use of geothermal waters sourced from natural hot springs. Furthermore, Erfurt & Cooper (2010) stated that the growth of the tourism industry and the increasing desire of people to remain well as they grow older have recently created a renewed interest in the use of geothermal springs on a global scale. This health and wellness trend has caused the redevelopment of many existing hot spring destinations as well as new developments. Lee & King (2010) stated that hot spring tourism is already well established in Western societies, but the spa and hot springs tourism is a relatively recent phenomenon in Asia.

This type of health tourism has been known since ancient times and is even one of the oldest methods of tourism. Traces of tourism practices for leisure and health care are found in several resorts, for example, Herculane Spa, Geoagiu Spa, Baile Felix, et cetera (Tureac & Anca, 2008). The economic and social conditions of modern life cause stress rates to be higher, therapy for pregnant women and fitness has led to the strengthening of this form of tourism. Also, widespread pollution in urban centers, urbanization of the population to the city, instant diet, far from natural sources of nutrition, requires efforts to restore health through healthy tours by utilizing hot springs.

The tourism industry is one of the most promising sectors and a significant economic driver for Indonesia. Law on Tourism Number 10 the Year 2009 states the notions of vacation, tourists, tourism, tourist attractions, and tourist destination areas. Tourism is defined as whole activities related to leaving as well as multidimensional and multidisciplinary which emerges a manifestation of the needs of every person and country as well as interactions between tourists and the local community, fellow tourists, the government, local government, and entrepreneurs. In the 2018-2019 Strategic Plan of Ministry of Tourism, it is stated that over the past three years, Indonesia has received more than 100 awards from 2016 to 2018 through the Branding "Wonderful Indonesia". The report of the Ministry of Tourism in 2018 shows that foreign tourist arrivals reached 16.2 million or about 96% of the target set at 17 million foreign tourists (www.kemenpar.go.id). Based on the World Travel & Tourism Council (WTTC), Top-30 Travel & Tourism Countries Power Ranking (absolute growth), Indonesia is resumed in rank 9th. Indonesia ranks 3rd after China and India when categorized per Continent, and it is the highest rank among other Southeast Asian countries.

The government is committed to making the tourism sector as a pillar of development in Indonesia. In the presentation of the Strategic Program for Tourism and Creative Economy in 2019-2024, it was explained that the main target of Tourism Development Paradigm. In the Year of 2020-2024 are foreign exchange and value-added tourism, the preparedness of destinations, industry, and society, human resource capacity, carrying capacity environment and image of national competitiveness tourism. To achieve that, priority values include sustainable tourism, skilled human resources, experience satisfaction, product and service diversification, and technology adoption. Thus, increasing the image and competitiveness of tourism potential becomes a necessity to do.

Makassar and other big ten cities in Indonesia are designated as creative economy districts cluster. The creative economy district is home to mentoring, incubation, innovation facilities, and brand strengthening programs for creative economy practitioners. Makassar and its surroundings are expected to become new tourist destinations. As one of the destinations around Makassar, Gowa Regency has many interesting tourism objects to be developed, e.g. natural tourism, historical tourism, arts, and cultural tourism. The development of tourism, or in particular, the movement of tourists cannot be limited to certain territories or administrations (Muhamad, 2017). Thus, Makassar, as a new tourist destination, should collaborate with its surrounding areas.

Hot Springs in Pencong Village of Biringbulu District in Gowa Regency has tourism potential that has not been optimally developed. Geologically the existence of hot springs in Gowa Regency is a natural process. The presence of Sulawesi Island in the path of plate shift as a factor in the emergence of hot springs points. Sompotan (2012) stated that Sulawesi is located at the meeting point of three large plates, which causes very complex tectonic conditions, where rock collections from island arcs, rocks, ophiolites, and chunks of microcontinents are carried along with subduction, collision, and other tectonic processes. The geological structure that develops in Sulawesi is horizontal faults associated with rising defects. The results of the geological structures analysis, i.e. alignment patterns and direction of relative weaknesses, indicate that deformation in Sulawesi is affected by the activities of the Palu-Koro Horizontal Fault and Walanae Horizontal Fault Canal. Thus, these fault activities trigger the emergence of the earth's power points to the surface.

Nowadays, geothermal energy is used as a substitute for the primary point of oil and gas. However, that is not yet optimal due to the lack of socialization in terms of geothermal energy. In addressing this, there are other ways to utilize geothermal energy, i.e. making a hot springs recreation area. A desirable spring recreation area not only has a high selling value but also is an innovation in science and technology-based entrepreneurship. Hot/warm springs are also one indication of the existence of geothermal resources below the surface, which are formed due to the flow of hot/ warm water from below the surface through rock fractures. The term "warm" is used when the water temperature is less than 50°C, and the word "hot" is used when the weather is more than 50°C. In addition to hot springs, warm mud contains sulfur content and can be used for beauty masks, and hot water is used for skin diseases. Utami (1999), in a study of energy technology describing the utilization of geothermal energy in several regions of the world, the Maori in New Zealand utilize geothermal energy for tourist attractions that are very popular with tourists. Meanwhile Japanese and Chinese people use geothermal energy for the very healing ritual disease. The process of utilizing the energy is carried out with a heat exchange system that is by heating freshwater extracted with geothermal fluid which is ideal for therapy and swimming (30-38°C). The heat extracted fluid is then injected back into the natural reservoir after being given an anti-mineral carbonate deposition agent to prevent the clogging of rock pores. Some countries utilize geothermal energy for complementary facilities in hotels, fitness centers, and homes. The success of the tourist village is measured by the attainment of managing its tourist attractions. Muhtasom et al. (2018) suggested that tourist villages should be distinguished from a village tour. According to him, the village tour is an activity where the tourists only do visit a tourist village but do not stay there. Staying in a tourist village becomes essential since the length of stay determines the success of tourist attraction. Spillane (1987) suggests that there are five crucial elements in supporting the development of attractiveness, the facilities needed, transportation, infrastructure, and hospitality.

Based on the survey and discussion conducted in Pencong Village, several problems were encountered related to the development of hot springs as a tourist attraction, i.e. 1) the absence of a planned strategy for attractions which make the promotion ineffective and 2) the lack of strong destination image in the Pencong Village. According to Ab (2018) and Ab, et al. (2015), destination image affects the tourists' interest to visit a destination. Furthermore, the aspects of destination image should at least meet several criteria, e.g. natural beauty, the hospitality of the local people, comfortable accommodation, reasonable prices, regional security, and the opportunity to learn local customs. The researchers are interested in optimizing the potential of hot springs in Pencong Village as a means to contribute to Makassar as the new tourist destination in Eastern Indonesia. The researchers used descriptive method with qualitative data to describe the condition of physical and social characteristics, the role of government, and the state of the community itself. The collected data is used as the basis for designing tourism optimization strategies in Pencong Village of Biringbulu District, Gowa Regency.

2. Methods

This study used a descriptive method with qualitative data. A descriptive study aims to portray, record, analyze, and interpret conditions that currently occur or exist (Mardalis, 1999). The reason for the researchers' use of this type of research method is its ability to provide a comprehensive and clear picture of the physical and social characteristics at the research location. Data were collected by survey and documentation. The respondents selected in this study are Department of Tourism employees, Sub-District officials, local communities, and society, as well as community leaders. The used analysis of the data used in this study is a qualitative SWOT analysis. The qualitative SWOT data was developed through the calculation of the SWOT Analysis, which was developed by Pearce & Robinson (1998). The potential of hot springs in Pencong Village was identified, including its land and social characteristics, then analyzed to find weaknesses and strengths of Pencong hot springs development. The results are then used as the reference for developing the potential of Pencong hot springs which will create a positive image of Pencong Village.

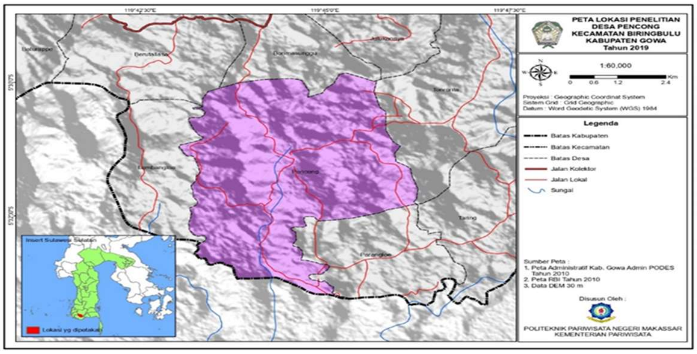

Figure 1. Research Location (Pencong Village, Biringbulu District of Gowa Regency)

3. Results and Discussion

Based on the survey and data analysis, the development strategy was divided into two parts, such as the explanation of the SWOT method and the plan to develop the Pencong Village area into a tourist attraction.

SWOT Analysis of Pencong Hot Springs Development

This study employed SWOT analysis which aims to seek strategies based on the potential characteristics of Pencong Hot Springs. The SWOT analysis stage only resulted in the establishment of strategies qualitatively which were used as references in the development of land guidelines and packaging of the hot spring based on ecotourism activities.

In the provision of tourism development in a particular area, it is necessary to know the characteristics of the site, one of which is the characteristics of the land. In this study, the factors of land for tourism development were analyzed using SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). The results of the SWOT analysis regarding the potential of hot springs tourism in Pencong Village are as follows:

Table 1. SWOT Matrix Optimization of Pencong Village Hot Springs

	***STRENGTHS* (S)**	***WEAKNESSES* (W)**
	1. Easy access from Provincial Capital 2. Cold climate temperature at 20ºC - 26ºC 3. An environment with natural ecosystems 4. Beautiful natural scenery with topography at 3 - 45% 5. Adequate safety and security around the tourist attraction 6. The quantity of water in the hot springs is stable in both dry and rainy seasons 7. Natural hot springs 8. Good public awareness in the development of tourism	1. The topography with 3-45% downhills potential for landslides and inhibits physical development 2. Narrow pathways 3. Insufficient facilities 4. The lack of variety in tourist attractions 5. No spatial planning 6. Lack of signposts leading to tourist attractions 7. Unintegrated management

OPPORTUNITIES **(O)** 1. Close to other tourist destinations (Malino, Bantaeng, and Bulukumba) 2. The Gowa Regency Regulation Number 15 the Year 2012 on Spatial Planning for Gowa Regency in 2012-2032, states that the Pencong Settlement Center was established in Biringbulu District, Limited and Permanent Production Forest Areas, and Forest Farming Areas	**Strategies SO** 1. Provide a travel package to Pencong Hot Springs 2. Keep the natural beauty of the hot springs 3. Improving the quality of human resources, especially employees and sellers around hot springs 4. Direction for the development of attractions as ecotourism 5. Collaboration between relevant agencies and universities to develop educational and sustainable tourism 6. Encourage society around the interest to participate in protecting attractions and water sources 7. Provide homestay	**Strategies WO** 1. Provide signposts to the destination 2. Maintain vegetation of the surrounded forests so that the water source is never dry 3. Appropriate land management to prevent landslides 4. Improve the care of tourist facilities 5. Arrange spatial planning 6. Make an integrated tourism management plan 7. Add attractions to the destination
THREATS **(T)** 1. The steep topography in several spots in the Pencong Hot Springs area can cause landslides and endangering visitors. 2. The andosol soils in the destination are vulnerable landslide 3. Inadequate public transportation, especially for visitors who use public transportation facilities	**Strategies ST** 1. Make retaining wall in some slippery spots and areas with a 30% slope to prevent landslides. 2. Improve the promotional campaign 3. Provide more public transportation to Pencong hot springs	**Strategies WT** 1. Improve the facilities of the destination 2. Promote the benefits of the Pencong hot springs as a tourist destination to local society

Source: Data Analysis, 2019

Figure 2. Activity in Pencong Hot Springs Pool

Figure 3. Photographed activities of visitors in Pencong Hot Springs

Pencong Village of Biringbulu Subdistrict is located in the strategic route, which in the southern line borders Jeneponto Regency, Bantaeng Regency, and Bulukumba Regency. While accessed through Malino route, tourists can easily access attractions located in Malino District of Tinggimoncong, Gowa Regency. Therefore, the potential for visitors to visit this attraction is enormous.

Figure 4. Road condition to Pencong Hot Springs

Figure 5. Sanitary facility

Access to Pencong Hot Springs still needs to be improved. Even though the road from the downtown to the hot springs has been concreted but some spots still unsurfaced. The results of field evaluation, the unsurfaced highway is 1 km long, and it is very hazardous during the rainy season.

The facilities and infrastructure in the hot springs area are still minimal. There are only four gazebo units, one sanitary facility, and no parking lot. However, based on the interview with the Village Head, many visitors come to Pencong Hot Springs every weekend. The amount of tourist is stable for every weekend, not less than 30-40 visitors from various regions in Indonesia.

Pencong Tourism Attraction Development Strategies

Based on the SWOT analysis in Table 1, two strategies are chosen to develop the tourist attraction in Pencong Village, i.e. provide a land guideline of the Hot Springs Area and provide an ecotourism travel package to the Pencong Hot Springs.

Land Guideline of Pencong Hot Springs

The location of hot springs as the "hub" of Pencong Village is expected to be the center of various activities in the development of tourism activities. The Pencong hot springs area site plan is divided into several zones, i.e. bungalows with traditional houses, public areas, and fishing areas.

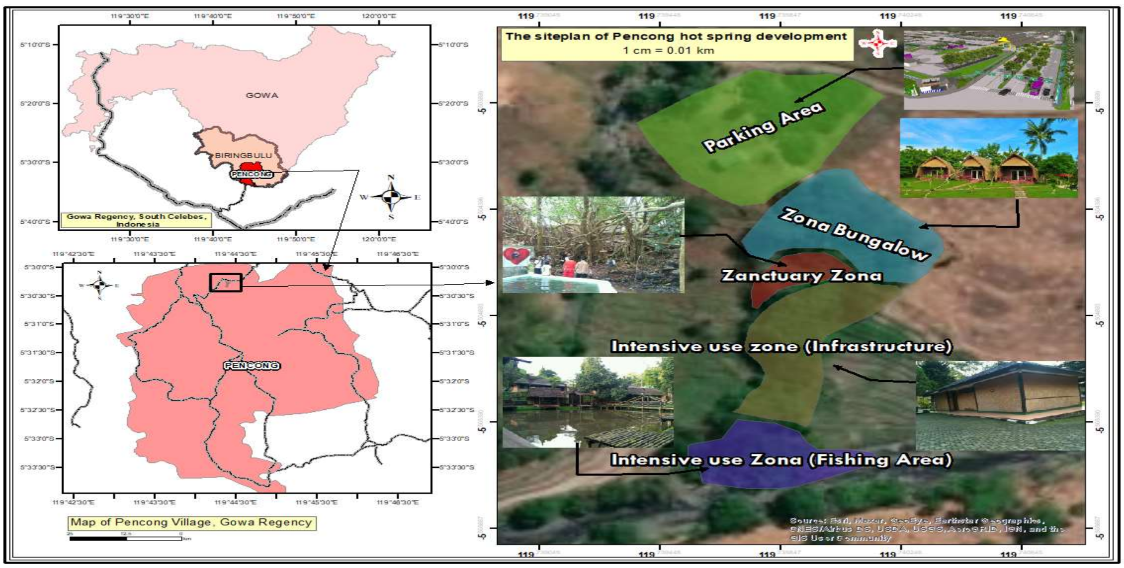

Figure 6. Plan of Land Use in Pencong Hot Springs Area

The topography of Pencong Hot Springs varies widely, and it stated that the highest point of this is 183 masl and the lowest point is 172 masl. Based on the measurement of boundary delineation, the width of the Pencong Hot Springs area is 0.92 ha. Furthermore, the land is divided into four regions, as seen in Figure 6. The recommended width of the parking lot is 0.18 ha, the bungalow area is 0.8 ha, the public space is 0.22 ha, and the fishing area is 0.14 ha. In designing bungalows with traditional architectural nuance, there are four aspects to consider, e.g. landscape description, spatial planning, building orientation, and building shape. The view from each bungalow is different. The bungalows placement follows the existing topography at the location. While the architecture follows the concept of a local traditional house, Balla Lompoa'.

Pencong Village Tour Packages

Optimization of hot springs in Pencong Village is started with the developing a Tourism Area Unit. This study recommends a method of preparing tour packages that suit the characteristics of each tourism destination. This tour package utilizes the natural potential in Pencong Village, e.g. rivers, hills, fields, rice fields, and various hills. This tour package consists of natural attractions and specific interests.

Camping Ground

The camping ground is a night outdoor recreation activity. Commonly, the campsite requires several criteria such as flat land, close to water sources, safety, etc. The recommendation for the camping ground location is in the South of the Pencong hot springs with an estimated width of 3.50 ha. The site is at 5°30'18.83"S and 119°44'25.58"E, which borders a river with 174 masl.

Nomadic Tourism

Nomadic tourism is a new style of tourism, where tourists can stay for a certain period in a tourist destination with a portable and mobile facility (Tourism Ministry, 2018). The guideline of nomadic tourism zoning is divided into two locations, as seen in Figure 8. The first location is 50 meters in the west of Pencong hot springs with 0.60 ha and 177 masl. The second location is at 5°31'20.04"S and 119°44'29.23"E, 450 meters from the center of the village in the north, the estimated area of this second nomadic tourism is 1.80 ha.

River Tubing

Another potential in Pencong Hot Springs is river-tubing. It is to optimize the surrounding areas. There is a 26.7 km long river with small water flow which has the potential to become an attraction for river floating. River tubing is provided to satisfy tourists when visiting the Pencong hot springs. The river tubing route starts from the Pencong hot springs to a bridge at the center of Pencong Village. Along the way, tourists can enjoy the beauty of nature, the fresh air in Pencong Village, and watch local farmers. Therefore, the facilities and infrastructure must be provided and increase the community's understanding of river-tubing. In expanding the community's knowledge, training on tour guide skills, work safety, and communication skills are needed. It eventually will support the finances of local people and farmers.

Information and Promotion Center

The downtown of Pencong Village is a strategic location for the Tourism Information and Promotion Center. This area needs to develop tourism service facilities through cooperation with travel agents.

Thus, information about attractions in Pencong Village can be easily accessed by visitors and tourists.

Homestay

The homestays are in the local residential area of Pencong Village. In building a homestay, the ASEAN Tourism Strategic Plan (ATSP): 2011-2015 is used as a reference. The results of interviews with the people of Pencong Village regarding questions related to willingness to participate in the "homestay" program were that the majority of respondents admitted to agreeing and being willing to use the house where they lived as a "homestay". The support of the local community for homestay development is tremendous. The form of community houses in Pencong Village is a representation of the traditional houses of the Bugis and Makassar tribes in general. The house on stilts, consisting of a bedroom, living room, kitchen, bathroom, and family room. The roof is triangular in shape, and the column part of the house is usually used to store crops. The settlement order of the Bugis and Makassar tribes cannot be separated from the philosophy of Siri na Pacce 'that their lifestyle seeks to maintain environmental order, maintain solidarity, and togetherness. A lifestyle that is formed from the manifestation of values in the form of spatial patterns in houses and settlements and how to manage the built environment (Beddu, et al, 2014).

The development of homestays in Pencong Village based on local wisdom is the creativity of the community, which has its charm and can support the development of the creative economy for the local community. This is by the opinion that "the creative economy is not only measured in terms of economics but can also be measured in terms of cultural dimensions. Nowadays, creative ideas that emerge come from local wisdom. This means that local wisdom determines the direction of the development of the creative economy in Indonesia. Therefore, in developing the tourist area of Pencong, a communication strategy based on local wisdom is needed, one of which is by optimizing local people's homes as "homestays".


Figure 7. Potential Homestay in Pencong Village

The direction of the zoning area aims to protect the entire village so that it is maintained, monitored, and prevented from various disturbances and threats from outside. The zoning also functions as a room controller, so the tour activities in Pencong Village do not disturb the ecosystem. It is important to note that the carrying capacity of the environment for tourism is to maintain the quality of the ecosystem because the damage will cause unattractiveness of natural attractions. Ecosystems with tourist attractions and attractions will be damaged if the number of tourists exceeds the carrying capacity

(Fandeli and Muhamad, 2019).

Besides, zoning functioned as a means to control the development. It is to keep the function value of Pencong Village increase as a tourism village.

Ecotourism

Community-based ecotourism for rural development through the tourism sector organizes natural tourism resources and contributes to environmental conservation and the community as the central controller in its development. The majority of the population (90%) lives as a farmer and agriculture as its regional characteristics, makes the Pencong Village area potential for ecotourism. The main strategies for developing Pencong Village, Biringbulu District, Gowa Regency as an ecotourism area include: First, in optimizing agricultural products, it is expected to trigger economic development. This is also in line with a research result of Bustan (2016) that shows natural resource management is considered to be carried out due to economic considerations, assuming that these resources are used sustainably. The same opinion was stated by Arsyad et al. (2019) suggest two factors cause suboptimal agricultural products, they are the weak price competitiveness and the absence of processing industries supported by appropriate technology that can be utilized by local farmers. Thus, the development of tourism in Pencong Village can trigger local community agriculture because the working principle of tourism is multisector (Yoeti, 2008).

Information:

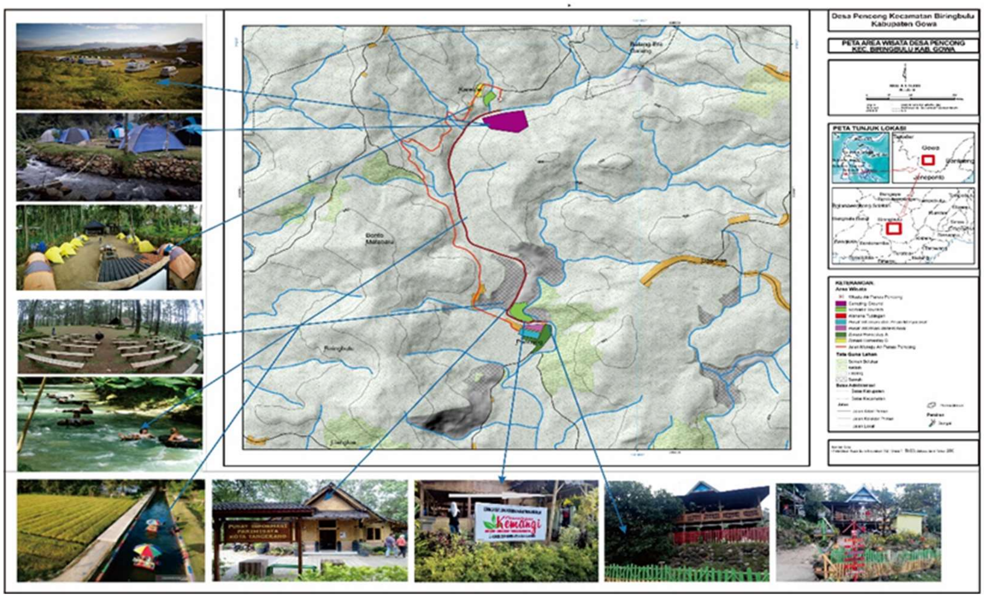

Figure 8. Guideline of Pencong Tourism Development

Second, planning integrated ecotourism activities carried out by managers of tourist attractions in the area so that the growth and development of tourism activities in Pencong Village, Biringbulu

Subdistrict, Gowa Regency can work together as a whole. The plan is made periodically (for example, every ten years). It must accommodate the interests of all parties, including local community management, government authorities, and other parties with a broad interest in tourism development in the area.

Third, in addition to making plans for developing tourism activities, managers of tourist attractions also need to work together. To conduct research, various economic potentials that can be created by the local community to increase the level of community welfare in Pencong Village, Biringbulu District, Gowa Regency. Cooperation in the research field should be scheduled into the routine work program of each manager of the tourist attraction of the Pencong hot spring.

Fourth, provide more funding facilities for tourism in the area of Pencong Village, Biringbulu District, Gowa Regency because the maintenance of the natural environment in the tourist attraction area is currently not optimal, and to repair it also requires a large number of funds.

Fifth, empower the community through Village Business Entities. The involvement of the village government is highly expected in community empowerment through Village Business Entities. The direction and objectives of the Village Business Entity for optimization are influenced by the commitment between stakeholders (village officials) and the community in the tourist area.

Sixth, increasing promotional efforts to expand market segments, especially for tourists. Promote on an ongoing basis with annual events. Meanwhile, promotion through print and electronic media is carried out by creating a tourism blog in Pencong Village, Biringbulu District, Gowa Regency at each tourist information center, and cooperation with national television.

4. Conclusion

The Pencong Hot Springs is a natural tourist attraction and categorized as natural tourism and specific interest. Optimizing its potential is developed through several strategies, i.e. river tubing, camping ground and, nomadic tourism. The tourism potentials existing in Pencong Hot Springs that support tourism products include natural panorama, geothermal water, conducive situation and security, the hospitality of local people (Bugineese & Makassareese tradition), adequate facilities and infrastructure, diversity of supported tourist attraction. As a suggestion and recommendation, it is essential to (1) improve supporting facilities, e.g. accommodation, and stores, building for local cultural performances, museums, art galleries, and the provision of land to support tourism activities; (2) supports the Pencong Village by providing ground for bungalows; and (3) establish clear regulations regarding zoning and land use in the village such as the master plan and detailed engineering design (DED).

5. Acknowledgements

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Bandung Heritage : Concept of Cycle Trail Development

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Abstract

The number of monuments or historical buildings in the city of Bandung is a special attraction for everyone who visits. The purpose of this study is to support the heritage trail in the city of Bandung in order to increase the interest and appreciation of the community towards the preservation of heritage in Bandung city and to make alternative tourism for tourists. The method used in this research is descriptive qualitative. The research location is Braga – Asian African street in Bandung because it is one of the cities that has several historical heritage sites both buildings and monuments, and based on the tourism development regulation in Bandung city. According to the research discussed in the discussion of the results, it is divided into demand analysis, supply analysis, and planning of the Bandung Heritage Cycle Ride.

Keywords: Cultural Heritage Tourism, Heritage of Bandung, Heritage Trail

1. Background and Goals

Based on Indonesian Law no. 10 of 2009 about tourism, tourism development is carried out based on the tourism development master plan which consists of the national tourism development master plan, the provincial tourism development master plan, and the district or city tourism development master plan. Bandung is an area that rich in culture. Cultural diversity that is owned through a long historical event should be appreciated by the community as an opportunity to improve the standard of living through the tourism sector. The city of Bandung is located in West Java province, 107 ° East and 6 ° 55 'South, which has an Area: 171 km², and its population reaches 2,440,717 people (Ministry of Tourism of The Republic of Indonesia, 2018).

Bandung is the largest metropolitan city in West Java. Currently, Bandung rank 4th as the largest city in Indonesia. A number of achievements were achieved, including in 2017 getting the Asean Environment Award in the category of metropolitan cities with the cleanest and safest air quality. In 2016 UNESCO also named the world's pilot city, which can balance development on three sides, which is infrastructure, culture and humanity. In addition, Bandung also has several nicknames including Parijs van Java, City of Heritage, and Flower City.

Bandung is Parijs van Java or Paris of Java Island. The first time Parijs van Javathe became marketing label inspired by the collections of buildings art deco and trendy fashion boutiques in the city. *Parijs van Java* is inseparable from the history of its past. Since the Dutch colonial era, when MHW. Daendels linked Jalan Raya Pos (Grite Postweg, now Asia Afrika street) with Anyer-Panarukan street in 1811, Bandung had begun to be known. Especially after the construction of the Jakarta-Bandung Railroad in 1884, the development of the city of Bandung has accelerated.

Other buildings that are well known as cultural heritage and characterize the city of Bandung are Gedung Sate, the halls of the Bandung Institute of Technology (ITB). Pasteur Institute, and others. Based on the data, no less than 40 pieces are protected as cultural heritage buildings (Ministry of Tourism of the Republic of Indonesia, 2018).

The number of monuments or historical buildings in the city of Bandung is a special attraction for everyone who visits. The Asian-African Conference (KAA) in the city of Bandung is estimated to be inseparable from the reasons of Bandung's historic attraction in this city. Until now, the cultural heritage are well preserved, historic buildings have been protected by local regulations, even has been proclaimed as one of the heritage and cultural destinations nationally.

Gradually, the declaration has shown a quite significant results. The number of visits to the city of Bandung every year continues to increase. Even though they do not fully intend to enjoy heritage tourism, visitors when exploring the streets of Bandung will enjoy the beauty of their historic buildings and will remember them when they return to their respective regions.

The great potential of cultural tourism in the city of Bandung does not necessarily become a commodity that can increase regional original revenue. The problem that is faced currently by The Bandung City Government in developing heritage tourism potential is the absence of a good management system. Even though the tourism market trend to visit heritage attractions every year continue to increase. This means that the city of Bandung, which has the title of World's Great Cities of Art Deco, which was ranked 9th out of 10 in European countries in 2001, has not been optimally utilized.

Natural attractions around the city of Bandung is another complementary cultural tourism in Bandung. This means that the natural attractions with cultural attractions can be combined into a tour package to the city of Bandung. Bandung also has other attractions such as educational tourism, convention tourism, sports tourism, and culinary tourism.

Under these conditions, this study specifically examines the Development of Tourism City of Bandung as Cultural Heritage. Some of the issues raised for this research are: (1) How are the results of supply and demand analysis of heritage trail planning?, (2) How is the appropriate heritage trail plan based on supply and demand analysis for Bandung?, (3) Is targeting the tourists based on grouping of generations suitable to be implemented on the heritage trail in Bandung. The purpose of this study is to be able to plan a heritage trail around the city of Bandung in order to increase the interest and appreciation of tourists and the general public for the preservation of heirlooms in the city of Bandung as well as making an alternative tourism for tourists.

2. Methods

For the analysis of this literature, we reviewed some literature on the concept of developing the Heritage Trail. Tourism can not be separated from the development of cultural heritage, and the key to development in tourism is not limited only to the preservation of nature or the environment. However, good cultural heritage either *tangible* or *intangible* remains a focus in the development of tourism. Cultural assets themselves are interpreted as important aspects for the process of urban development, where interests increase rapidly in historic areas, where the rich cultural heritage has the ability to motivate cultural tourism (Al-Hagla, 2010).

Heritage walks present an opportunity to redirect the identity of the city and to foster a sense of heritage in the urban environment (Cantillon, 2020). In addition, as Cantillon (2020) puts it in the context of the Gold Coast (Australia), footpaths are a useful way for tourists to navigate and appreciate the rapidly changing urban landscape, as an aspect that is closely related to the context for example in Singapore today.

This circle covers the development potential contained in local history, tourism as a domain through which these potentials are activated, and various aspects related to development (environmental, economic, and social) as a prerequisite for holistic development. The development of heritage trail is one of sustainable tourism because it has sustainable values in its development. All of the principles and models of sustainable tourism development emphasize the importance of balanced interaction between locations, locals and tourists as a prerequisite for achieving sustainable city development in historic areas. The sustainability of tourism development in historic areas depends on interaction between all visitors, host sites and local residents, key players in cultural tourism (Boyd, 2017).

Development of an identical heritage trail by developing tourist paths that are packed into a pattern of tourist travel. Tourism researchers have recognized certain ecological, social and economic impacts, both in terms of costs and benefits (Wall & Mathieson, 2006), and the same applies to impacts arising from the use of lanes and routes (Timothy & Boyd, 2015).

Heritage walks represent connections and interpretations of certain sites that have historical and cultural significance to form a cohesive, "themed journey" (MacLeod, 2017, p. 423; Cantillon, 2020). Grouping its own attractions along roads in the community, attracting tourists to experience something new and authentic (Boyd, 2017). Visitors want to feel that their experience is unique, therefore mechanisms that shift the balance of control from provider to visitor can be managed systematically (Hayes & MacLeod, 2007).

Heritage trail is a unifying mechanism in the urban cultural tourism landscape (Hayes & MacLeod, 2007). The development must aim to combine rational and intriguing appeal using various linguistic approaches (Hayes & MacLeod, 2007). The development of heritage trail in modern times to attract interest without eliminating existing education elements needs to be combined with technology (Hayes & MacLeod, 2007). As cultural tourism is becoming more common, the desire and demand for new alternative experiences has increased (Swensen & Nomeikaite, 2019). This become an opportunity and anticipate the development activities that will be carried out related to the heritage trail, so that the value of an educational tourism pattern can be conveyed to target visitors from various generations.

Parry & Urwin (2010) explained that the sociological factors of this generation grouping theory were used as studies by many researchers. It also generates many descriptions of attitudes, habits or values of each generation in general. Howe & Strauss (1991) said that the generation before Baby Boomers or also called Silent Generation had conservative and disciplined behavior. Whereas the Baby Boomers themselves have materialistic behavior and are very time-oriented. Then according to Jurkiewicz (2000), Generation X who were born at the beginning of technological developments such as computers, video games, cable tv and the internet have flexible behavior. They are able to adapt, are able to accept change well and are called a formidable generation, have independent and loyal character, highly prioritize image, fame, and money, hard-working type, calculate the contribution the company has made to its work.

While Generation Y or also called Millennial Generation has a unique description of behavior. According to Lyons (2004) generation Y has the characteristics that each individual is different, depending on where he grew up, the economic strata, and social family, the pattern of communication is very open compared to previous generations, they are a social media fanatics and their lives are also very affected by technological developments, more open with political and economic views, so they look very reactive to environmental changes that occur around them, and have more attention to wealth. Generation Y uses more instant communication technologies such as email, SMS, instant messaging and social media such as Facebook and Twitter, in other words Generation Y is the generation that grew up in the booming internet era.

The method that used in this research is a descriptive method with a mixed method. The mixed approach is also intended to cover the shortcomings between the other two approaches by means of data collected from one approach can be used to support data from other approaches (Creswell, 2013). The research location chosen was the city of Bandung because it is one of the cities that has several historical heritage sites both buildings and monuments, and the city of Bandung is also one of the main entrances of foreign tourists to Indonesia.

Based on the RIPARDA (Regional Tourism Masterplan) tourism strategic area for 2012-2025, the tourism route formed by integrating the existing regional tourism strategic area, the Alun-alun-Braga Cultural Heritage Tourism Area which can become a tourism pattern in the city of Bandung which is the scope of research includes: (1) Primary tourist attractions (2) Secondary tourist attractions.

As for the heritage tourism attraction analysis process in the city of Bandung, this study uses a scoring method adopted from the theory of Avenzora (2008). In this method, there are 6 factors used as a focus of the assessment for analyzing including the uniqueness, scarcity, seasonal factors which are divided into time and class, sensitivity factors and facilities. The uniqueness factor is assessed from the physical condition of the attraction, while the scarcity factor is seen from the availability of a similar attraction or not. The seasonality factor is divided into two factors, that are time and class. Group factors are assessed based on the time taken by visitors to the attraction to observe or spend time there. While the group factor is an assessment based on each generation that can enter or enjoy the intended tourist attraction. In addition, sensitivity factors that assess the attraction in terms of functions and cultural values that are not affected by the number or number of visitors. Then the last factor is the facility, the attraction is assessed based on the availability of public facilities for visitors.

Data collection methods and techniques are analyzed only through secondary data collection to support research. Data analysis is adjusted to the type of data, that are (1) secondary data in the form of regulations, development and processing policies are processed based on descriptive analytical methods, (2) primary data in the form of distribution analysis and attractiveness of cultural heritage attractions based on regional tourism masterplan and studies literature related to heritage tourism.

3. Results and Discussion

After going through the results of the analysis, the City of Bandung is a city that is given the gift of a myriad of buildings heritage left behind after the Dutch colonialism as evidence of the development of the City of Bandung to date. Although most of the heritage areas are objects of memory that show the dark side of the struggles of the indigenous people of Bandung who were colonized and suffering, but in the end has the potential to become a tourist attraction to visit. The potential of the heritage area of the city of Bandung is very large to be developed, therefore the development and supervision of the heritage area of the city of Bandung is regulated in the Bandung City Regulation Number 01 of 2013 concerning the Regional Tourism Master Plan (RIPPARDA) in 2012 - 2025. According to the

Bandung City RIPPARDA article 14 point C, the heritage area of Bandung City is developed into a thematic tourist route that connects the regional tourism area with tourism areas including cultural heritage, culinary, shopping, spiritual, health, industrial, cultural arts and geotourism in the Bandung basin.

From the 8 tourism areas, the atmosphere of cultural heritage is quite thick seen in the city of Bandung. The area of Bandung's cultural heritage is divided into two, that are the primary tourist attraction and secondary tourist attraction that is regulated in Bandung City RIPARDA Article 24 paragraph 1. The primary tourist attraction of the city of Bandung's cultural heritage is generally a cultural heritage building that has an attraction that can be in the form of distinctive architecture as well as the iconic building that characterizes the identity of the City of Bandung (Landmark). In accordance with the scope of the study in the discussion of the results that the researchers can be divided into the results of demand analysis, supply analysis results, and planning Bandung heritage cycle ride.

The Demand for Bandung Heritage Tourism, in the results obtained the intended target tourists will use generation grouping theory. In accordance with previous studies on tourist behavior based on their generation, heritage tourism is considered more suitable to be implemented in generations Y, Z and Alpha. Although actually so far there has not been much research in the field of tourism that explains the behavior of generation Z and Alpha tourists. Because of their daily life which has more to do with technology or digital things, these generations are more at risk of forgetting history. In addition, the Bandung Heritage Cycle Ride is an activity that uses physical activity actively. The three generations that are targeted by tourists are individuals who are physically mature and are deemed fit to carry out this activity.

But it did not rule out the possibility for Silent Generation and Baby Boomers to take part in the Bandung Heritage Cycle Ride. Based on interviews with three travel agents, one informant said that heritage tours would be suitable for tourists from abroad who came to Bandung to study Dutch and Japanese colonial history. this activity will be focused on generation X, Y, Z and Alpha in order to get to know Bandung City and its history.

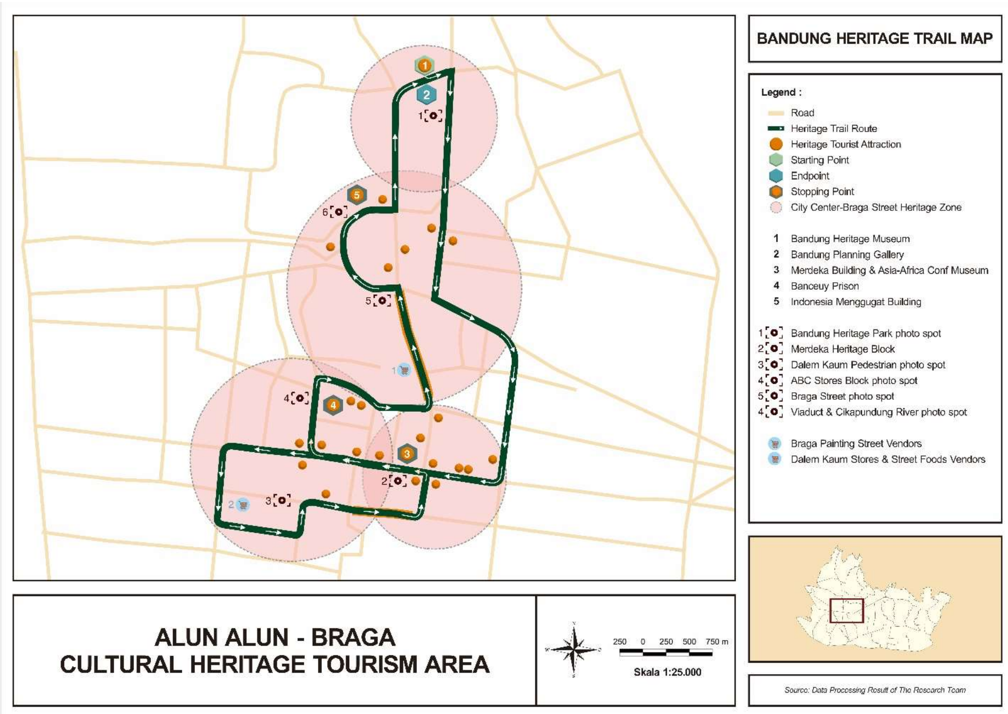
The Supply for Bandung Heritage Toursim, the process of analyzing the tourist attraction of heritage in Bandung is analyzing 28 areas using the theory of Avenzora (2008), there are many tourists attractions that have high scores above 25 points. But besides that, not all attractions that have high scores can be enjoyed freely. Therefore, in this heritage trail 5 stops points will be made where visitors or participants of the heritage trail can enjoy these historical relics freely.

The tourists attractions that used as stopping points include (1) History of Bandung City Museum (starting point), (2) Museum of the Asian-African Conference/Gedung Merdeka, (3) Banceuy Prison Museum, (4) Indonesia Menggugat Museum, (5) Bandung Planning Gallery (end point). Other historics attratctions will still could be seen during the trip. Because almost all other attractions can only be seen from outside the building.

Tourism facilities have a significant influence on visitor satisfaction and are important for the development of tourist areas because they can be one of the reasons and motivations of visitors coming to these destinations (Sharfina, 2019). The components of tourism facilities that are included to meet the needs of tourists are accommodation, restaurants, cafes, retail outlets (souvenir shops, travel agents, shops), transportation at tourist attractions, information centers and public facilities (toilets and places of worship) (Yoeti, 2003). In the pathway pattern, the existing facilities in the pattern are quite adequate such as places of worship, ATMs and hospitals, because the development path is in the city center.

Accessibility being a quite important component in tourism patterns, because it is a distinct advantage for the development of heritage trail obtained in real conditions in the spatial pattern, that are 15 attractions including 8 attractions having the status of roads as national roads and 7 attractions having city road status with secondary collector road types , where the width of the road ± 7 meters and heavy goods transport vehicles are not permitted through the function of this road in residential areas. The status of national roads with the type of secondary arterial road itself is a road that serves major transportation with the characteristics of long distance travel with a high average speed, and the number of access roads is limited as efficiently, with the role of distribution services for people in cities, in urban areas also called as a protocol path. Judging from the status and type of road based on the analysis through which the accessibility of the development of the path is very potential in development, because the supporting facilities and facilities of the existing road infrastructure is quite adequate as well as the bicycle path.

Planning Bandung Heritage Cycle Ride, after follow-up measures Planning Heritage Trail, Design Heritage Trail in Bandung is intended to introduce various histories exist, by promoting cycling tours along with the surrounding Bandung, realizing the functions that promote interaction with the attraction of cultural tourism and cultural practitioners directly. This is realized by introducing existing facilities in accordance with existing activity points in the existing conditions.



Heritage trail that puts forward this cycling tour will first begin at the gathering point at the Bandung City Museum where in this museum presented a collection of historical objects as evidence that must be known by the public and other tourists specifically the new generation as a learning of history, and in the end of the trip will be stopped in front of the Bandung City Museum itself, the Bandung Planning Gallery, this is done after exploring the city of Bandung all day. It will add to the insights of tourists about the city of Bandung and everything else in the Bandung Planning Gallery aims to educate the people of Bandung City and tourists regarding urban planning as well as a medium of transparency regarding Bandung City development documents, this is also a way to introduce the future of Bandung city planning in the future.

The route to be passed in cultural tourism in the city of Bandung is starting from the Bandung City Museum located on Aceh street No. 47, then turn right Merdeka street which has 2 (two) tourists attractions including Bank Indonesia Building and St. Cathedral Church, then turn left into Lembong street, and turn right onto Tamblong street which is located near the Grand Preanger Hotel on the right side of the road, then turn right into Asia Afrika street which is the center of the city of Bandung, this street is also famous for its many heritage tourists attractions including Point 0 of Bandung City, Gedung Pikiran Rakyat, NV. Chemicalienhandel Rathkamp & Co., Savoy Homan Hotel on Homan street, De Majestic Building, Warenhuis De Vries Building, Merdeka Building & Asia-Africa Museum, Bandung Well Site, Nedhandel NV Building, NI Escompto MIJ Building, Swarha Building, Bandung Great Post Office, and Raya Mosque & Bandung Square, and Palaguna Shopping Complex on Tradition street. Return to the main lane after passing Asia Afrika street entering Banceuy street, there will be another tourists attractions that is Banceuy Prison Museum, then turn right into ABC street which contained Banceuy Prison Tower, Vihara Mosque and NV. De Eerste Nederlandsch-Ir, then past Naripan street and enter the famous Braga street, which has many restaurant buildings along the road, and then will be pass through Suniaraja street which has the closest attractions that is Bandung Viaduct Bridge, Landmark Building and PJL Substation Train, Indonesia Menggugat Museum, Bethel Church (GPIB), and passes Wastukencana street, and re-entered Aceh street contained Frobelschool Building and ended at Bandung Planning Gallery.

There are several stopping points which consist of the Bandung City Museum, Merdeka Building & KAA Museum, Banceuy Prison, the Indonesia Menggugat Museum, and will be at the final point namely the Bandung Planning Gallery. For more details about biking tourism routes in the city of Bandung, can be seen in Figure 1 above.

Based on the results of the research conducted in Bandung on the concept of development Cycle Trail in the Bandung area Heritage, the following conclusions can be drawn in terms of the demand heritage areas in Bandung City, referring to Bandung as one of the favourite tourist destinations. When viewed from the target tourists to visit approximately 28 historic buildings that become tourist attractions and tourists who become targets are dominated by an active Y and Z generations. They can get to know and explore the attractions directly. In terms of supply it is very possible with the distinctiveness of each tourist attraction in both primary and supporting appeal.

The development carried out is very realistic with the route to be passed in cultural tourism in the city of Bandung is also easy to reach and all the majority of activities are in the heart of the city. The development carried out using bicycle transportation is very suitable for Y and Z generation tourists or Alpha. With a choice of diverse tourist attractions it becomes an interesting menu and can be traveled by a group of tourists in capturing the corners of historic buildings instagrammable. So that tourists can make an impression by giving photos on social media feeds or instastory with one short trip.

Development also pays attention to the interpretation of tourists attractions in order to be interesting. In addition, if possible digital development also needed so that it can be directly adapted by the generation of technology in getting information. That will become a synergy of all stakeholders to support the development of the heritage area of Bandung City. All of these development concept and models emphasize the importance of balanced interaction between locations, local residents and tourists as a prerequisite for achieving sustainable development of the city of Bandung in the historic area.

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The Implementation of Sustainable Principles for Tourism Destination in Indonesia (Best Practice from ITDC)

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Abstract

Sustainable Tourism is important because there's an increasing number for people who are travelling. We should do more responsible way to strive the tourism can last longer so we can continue to travel. Tourism has a lot of potential, but it can be led into great things if we be more responsible. The main pillar for the sustainable tourism is benefits for the environment, helping the local communities to have the economic advantages, preserve the culture/heritage and with the good governance.

Due to pandemic covid-19, tourism sector is facing a hard challenges, and for those in the tourism sector who are not yet implementing the sustainable tourism suffers a lot. ITDC as the destination is also affected with the pandemic effect. Since ITDC already implemented the sustainable tourism, they have the strategic plan as part of the sustainable tourism implementation making them ready and prepared with many strategic plans to prevent this issue and they are able to cope it very well.

This paper intends to find the sustainability indicators that have been implemented in ITDC as the Destination. This paper is a qualitative in nature and will explore data analysis that was conducted through desk-study as one of research methodology in which it gathers data through the help of the internet where the data is available online from trusted sources regarding the sustainability effort that had been done from the destination so far.

The result of this study may also become a database that could help the relevant stakeholder to make strategic plan and could led to the minimizing the effect especially with the pandemic situation.

Keywords: Tourism, Sustainable Tourism, Sustainable Tourism Indicators, Destination

1. Background and Goals

The tourism industry has developed quickly for the past decades. The information from the World Travel & Tourism Council (WTTC) appears that the Travel & Tourism division experienced 3.5% development in 2019, outpacing the worldwide financial development of 2.5% for the ninth sequential year (World Travel and Tourism Council, 2020). Over the past five years, one in four unused employments were made by the Travel & Tourism division, making it the finest accomplice for governments to produce business. This division too contributes US$8.9 trillion to the world's GDP, whereas the World Financial Gathering in 2019 shows that the segment contributes 10.4% of the overall GDP (WEF, 2017).

To proceed to endeavor and thrust the tourism potential in each locale, numerous nations as of now actualizing the feasible tourism calculate to create it feasible within the long run. Sustainable tourism is characterized as "tourism that takes full account of its current and future financial, social, and natural impacts, tending to the wants of guests, the industry, the environment, and have communities" (UNEP, 2005). The Feasible tourism marker measuring the 4 enormous parts of the goal region such as Governance, Socio-economic, Culture, and the Environment.

To characterize the indicators framework proposed, this paper take the UNWTO work as the guidance reference. The suggestion for sustainable tourism indicators carried out in 1996 by this institution that synthesized for creating and utilizing feasible tourism indicators distributed (World Tourism Organisation, 1996). With the involvement picked up and the data accumulated from the work done by other educate, in 2004, the UNWTO advertised a manual of economic improvement indicators for tourism goals (UNWTO, 2004). The indicators that was proposed by the UNWTO, are purely suggestive but the ultimate choice of the investigator is to decides their incorporation within the examination, depends on the characteristics and destinations of the think about proposed, the goal sort analyzed, the measurable data accessible and so on.

Based on the sustainable tourism indicators methodology, the sustainable tourism indicators are quantitative measures of a sustainability dimension which can be directly evaluated, giving important data maintaining a hypothetical reflection and the improvement of a past illustrative scheme. Consequently, sustainable tourism indicators give an enlightening esteem which separates them from straight forward information. On the other hand, they are not conceived in a separated way but must be coordinates into a coherent framework of interrelated measures. This framework constitutes a reference system to get better understanding of the impacts of tourism regarding to the social and common environment inside which develops its action and broadly related.

The widespread covid-19 giving the affect into all the sector and tourism one of them that hit exceptionally difficult. In truth, in terms of sustainable tourism, it is already included within the indicators for the mitigation plan along with the good governance. So, if the destination already implementing it, the destination can still survive and attempt to handle it.

This paper points to show that goals that have implementing the sustainable tourism in Indonesia will have great perseverance and backup plans in taking care of circumstances that suddenly occur. One of the destinations that had implemented the sustainable is ITDC, where in this paper will examine how ITDC applies all the sustainable tourism indicator based on Minister of Tourism Decree 14/2016 and how the strategic plan to cope with the pandemic situation.

A. Sustainable Tourism

Sustainable tourism requires the educated interest of all-important partners, as well as solid political administration to guarantee wide support and agreement building. Sustainability is widely regarded as a channel to address the negative tourism impacts, because by the sustainability can address a lot of things such as addressing issues of resource maintenance, ecosystem conservation and physical capacity (Gössling et al., 2002; Hunter, 2002). According to (Jayawardena et al., 2008) sustainability as an idea that has been reshaped to get more common thought that grasp the socio-cultural and economic perspectives.

According to The World Tourism Organization (WTO), sustainable tourism should:

1) Make ideal utilization of natural assets that comprise a critical component in tourism development, keeping up the fundamental biological cycles and assisting with preserving natural heritage and biodiversity.

2) Respect the socio-social realness of host communities, to preserve their fabricated living, social and cultural legacy, and traditional qualities that will lead into inter social-cultural understanding and comprehension.

3) Ensure suitable, long-term economic sector that giving financial advantages to all partners that are genuinely distributed including decent work hours and decent salary that will lead to social impact to the host communities and decreasing poverty.

The World Tourism Organization defines sustainable tourism in the following manner:

"Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems."

Whereas tourism is invited nearly all around for the benefits and openings it makes, there's a developing recognition of the got to see tourism in its natural setting, to recognize that tourism and the environment are forbid, and to work to strengthen the positive relationship between tourism, the environment and destitution reduction. Sustainable tourism implies tourism which is financially reasonable but does not crush the assets on which long-standing time of tourism will depend, strikingly the physical environment and the social texture of the have community. According to (Dodds & Butler, 2010) "Sustainable tourism is tourism which develops as quickly as possible, taking account of current accommodation capacity, the local population, and the environment. The development of tourism and new investment in the tourism sector should not detract from tourism itself. New tourism facilities should be integrated with the environment."

Due to the increasing awareness of the negative impact of tourism for environment, some efforts have been made to develop a sustainable tourism (Furqan et al., 2010). This phenomenon encourages people to practice sustainable tourism for the better future. The sustainable tourism also a concept that focus on balancing the tourism development with community, society's habits, and other environmental concerns (Presenza et al., 2005). Furthermore, sustainable tourism also considered as a form of tourism development that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities (UNWTO, 2013). In terms of the governance of sustainable tourism destinations, participation from tourism stakeholders is needed, because they will be asked to apply the indicators and criteria that was adopted from the GSTC to be certified (Tkaczynski et al., 2009).

B. Sustainable Tourism Development

Tourism may be a marvel enveloping sociocultural and financial measurements and influencing on different viewpoints. The point of the paper is to profoundly get it the distinctive key choices a goal administration organization (DMO) can make in an administrative approach in arrange to guarantee the advancement of the goal by systematizing neighborhood assets concurring to a long run vision. Once the “sustainable tourism” is recognized, it is essential to get it which are the most vital activities, a DMO can put in put (Corte, V Della Gaudio & Iavazzi, 2013) . These activities respect not as it were the distinguishing proof of assets but too the definition of the essential aptitudes and competences, in a systemic approach that permits to actuate advancement components. For this reason, a portion of the paper alludes to the examination of a few cities for which vital choices and a few administration arrangements expressed them as must-see goals, basically analyzing the existing sustainability.

Tourism Concern, 1991 in association with the Worldwide Fund for Nature (WWF) gives 10 principles for sustainable tourism. These are including to use the resources very responsible to make a long term business in the next future, Reducing the over consumption and waste that can endanger the tourism quality, Preserving Biodiversity for the long term and can be a resilient factor for the industry, Tourism Integrated planning that need to be connected with local or national scale framework to get the impact initial planning, Support the local economies to avoid the environmental damage and maintain a good economies, Involving the local communities to improve the tourism quality Stakeholder and Public consultation to work along and avoid the conflict of interest issues, Improvement of Human Resources through the training that can improves the tourism quality, Responsible Marketing tourism that can give the information about the important issues to be more responsible to natural, social and cultural information in each belonging destination and to do the research to get the data collaboration to get the solution that can bring more advantages to the destination, industry or even the customers.

C. Sustainable Tourism Destination Indonesia

Sustainable Tourism has already been implemented in all around the world, including Indonesia. To show its commitment on Sustainable Tourism, the government of Indonesia has set a decree about the Guidelines of Sustainable Tourism Destination in Indonesia. The decree is Minister of Tourism Decree

No.14/2016. The socialization of this guideline had been done through some methods, and one of them is through the Indonesia Sustainable Tourism Award (ISTA).

2. Methods

This paper it's a qualitative in nature and will explore ITDC Nusa Due as the destination entity who are considered as a role model which are already implementing the sustainable tourism indicators. It had been proven by becoming the Platinum Winner of Indonesia Sustainable Tourism Award (ISTA) 2017, won the Urban Category from ASEAN Sustainable Tourism Award (ASTA) in 2018. In addition, ITDC has been certified as the Sustainable Tourism Destination in 2019 by Indonesia Sustainable Tourism Council (IST-Council).

Data collection was conducted through the secondary data that was gather from the ISTA 2017, Certification 2019 along with the presentation that was present during the webinar 24 August 2020 regarding the Destination Strategy to sustain during this current pandemic situation with the right plan and strategy.

The data gathered are analyze using content analysis as part of the research tool to determine the presence of certain qualitative data to be quantified and analyzed the presence, meanings and relationships of such certain words, themes, or concepts. (Krippendorff, 2004) defined that content analysis is a research method used to make conclusions that can be replicated and validated from the text in the context of its use. Content analysis is used to describe the contents of a manifest communication text. Manifestation in content analysis refers to visible and explicit communication texts (Drisco, J. & Maschi, 2016).

3. Result and Discussion

The data that was gathered from the ISTA 2017 and Certification 2019 shows that based on the destination data profile that all the indicator in each criteria already in the green criteria (showing that all the indicator had been done, based on the written policy and have the monitoring and evaluation).

Final Score	Grade	Predicate & Award
301-400	GREEN	Excellent Certificate & Gold Trophy
201-300	BLUE	Good Certificate & Silver Trophy
151-200	YELLOW	Adequate Certificate & Bronze Trophy
100-150	RED	Deficient Affiliation - Need Development

Grade	Indicator	Percentage
GREEN	104	100%
BLUE	0	0%
YELLOW	0	0%
RED	0	0%

The Grading was using 1-4 scale with 1 is the lowest and 4 is the highest. The matrix was using as the justification data that using the Permenpar 14/2016 as the basis. The Assessment was done through the Self Evaluation Scoring from the 104 indicators and will be justify based on the final score.

Based on the data, we can see that ITDC has already done the sustainable tourism indicators through the ISTA 2017 and the Certification 2019, eventhough the destination was hit by the pandemic covid-19 it's still can manage and have plan to bounce back already.

Based on the plan, the tourism that comes to ITDC have been increasing for 30%, the data comparison from May 2020 to June 2020. This result shows that ITDC already prepared themselves well and have the plan to bounce back after the covid-19 pandemic situation. This showed that as the next future tourism that needs the infrastructure planning for the Cleanliness, Healthy, Safety and Environmental (CHSE) that was done through the Ministry of Tourism and Creative Economy in Indonesia. Besides that, it needed the Standard Health Protocol during the covid-19 situation, making sure all the human resources according to standard safety & health protocol, always implement it with the hospitality aspect along with the integrated marketing with all the tourism industry component.

The Plan was also having the timeline and the strategic plan to promote the campaign as #Indonesia to boost the domestic tourism mobility and changing the focus tourism with the Milestone of Recovery Program that was conducted by the ITDC. The result shows that if the Destination already implemented the Minister of Tourism Decree 14/2016 about the Sustainable Tourism Destination and running with it, the destination can survive and are able to bounce back after that. This is because the destination already did the sustainable tourism indicators and have the preparation plan and strategic plan to strategize and keep going on with the minimum impact.

4. Conclusions

From the data describe above, the lesson learned from ITDC that they can became best practice as the Destination who had implemented the sustainable tourism destination indicator in Indonesia and also shows that even though challenges due to covid-19 pandemic situation at the beginning, it can survive and bounce back because they already have the strategic plan to cope with the situation. The result of this study may also become a database that could help the relevant stakeholder to make strategic plan according to implementing the sustainable tourism in the destination.

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Tourism Development Strategy in Pulau Untung Jawa, Kepulauan Seribu using SWOT Analysis

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Abstract

This research is located in Untung Jawa Island, Kepulaauan Seribu which aims to determine the relationship between IFAS and EFAS with tourism development, as well as the right strategy in developing tourism in Untung Jawa Island. This study used a descriptive research method with a combination research approach between qualitative and quantitative. Data collection was carried out by observation, interviews, documentation, and questionnaires distributed to 100 respondents. The data will be analyzed through the IFAS, EFAS, and SWOT matrix. The results of the study show that Untung Jawa Island has strengths (1,599), weaknesses (1,615), opportunities (1,699), and threats (1,716). Based on the analysis, the internal condition of Untung Jawa Island is in a weak position, namely with a score of 1. 615 and the external condition of Untung Jawa Island is in an unfavorable position because it has a threat with a score of 1,716. Untung Jawa Island's position is in quadrant 4 (defensive strategy), where in this strategy Untung Jawa Island tries to innovate and reduce its internal environmental weaknesses, in order to overcome existing threats. The conclusion of this research is that Untung Jawa Island has a weak internal environment and faces strong threats so that suggestions can be given in developing IFAS, by improving facilities and infrastructure, improving the quality of human resources, increasing promotional efforts. Meanwhile, in developing EFAS by installing garbage nets, responsible project supervision. With a defensive strategy (WT) that can be implemented is by doing promotional efforts through social media, partnering with travel agents, and inviting influencers. In addition, installing nets for garbage and researching tourism trends.

Keywords: Tourism Development, SWOT Analysis, Untung Jawa Island, Kepulauan Seribu

1. Background and Goals

Jakarta presents a very interesting historical tour, supported by the uniqueness of the building and variety of tourism destination. Tourist attractions also function as stimulants and tourism products, which become a destination for visiting tourists, which are expected to be able to give their own deep impression to tourists. The uniqueness of a tourist spot as a characteristic of this tourist spot will be able to make tourists interested in visiting it, if it is supported by easy access and adequate infrastructure and facilities so that it can give an impression to visiting tourists. In addition, marine tourism can also be done in Jakarta, because in the northern part of Jakarta there are hundreds of small islands in the Java Sea.

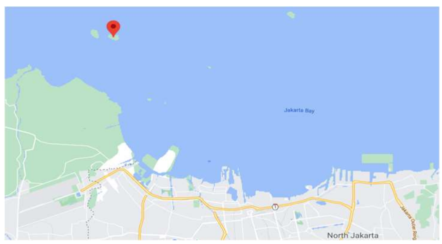
Kepulauan Seribu is an administrative district in the Special Capital Region of Jakarta, Indonesia which has 110 islands with the potential for marine tourism. One of them is Untung Jawa Island, which is a populated island that was declared for the first time as a tourist island which has the potential for beach tourism with white sand, mangrove forests, beautiful natural scenery, doing marine activities such as diving, snorkeling, boating, banana boat. In the last 3 years from 2017 - 2019, the visit of tourist Untung Jawa Island can be seen as follows:

Table 1. Number of Tourist Visits Untung Jawa Island 2017 - 2019

No	Year	Total visitor
1	2017	171.468
2	2018	68.323
3	2019	34.126
TOTAL		273.917

Source : Staff Distric Pulau Untung Jawa, 2020

Statistical data the number of visits to Untung Jawa Island above shows that there has been a decrease in tourist visits in the last 3 years. In 2017, there were 171,468 domestic tourists visiting, while in 2018 there were 68,323 people visiting. This shows that there is a decrease of 60%. Then in 2019 it continues to decline of 50% which has a number of visits of 34,126 people.



Source: Google Maps

Picture 1. Muara Angke Map To Untung Jawa Island

Untung Jawa Island have close distance to Jakarta, which is 9.34 km and can be traveled in 15 minutes when compared to other islands in the Kepulauan Seribu. In addition, it can be reached easily and cheaply which has 3 accesses, namely, Tanjung Pasir located in Tangerang Banten, Ancol pier, and Kali Adem pier located in Muara Angke. In addition, Untung Jawa Island offers various tourist attractions such as; Mangrove Forest Conservation Area, Sakura Beach, Amiterdam Beach, Arsa Beach, Sentigi Beach, Ocean Arung Monument, Cultural Heritage Island (Onrust Island, Kelor Island, Cipir Island), Conservation Island (Hair Island), Bride Bridge, Clownfish Snorkeling.

The accommodation in Untung Jawa Island they have only homestay, there are no hotels or resorts. To get around Untung Jawa Island, tourist can use a rental bicycle or on foot, because the distance to get around Untung Jawa Island is not too far. One of the changing industrial sectors is the tourism industry. The tourism industry in Indonesia is currently seen as a very profitable sector due to the many tourism potentials that can continue to be developed optimally

Based on the background this research aims to identify the internal factor analysis strategy (IFAS) and external factor analysis strategy (EFAS) for tourism development in the island of Untung Jawa, and develop tourism development strategy for Untung Jawa using SWOT analysis.

2. Methods

Type of Research

The method used in this research is descriptive method because the results of this study aim to describe a strategy in tourism development in Untung Jawa Island, with a combination approach between qualitative and quantitative (mixed method). Another purpose of descriptive research is to make a systematic, factual, and accurate depiction of the facts and characteristics of certain areas, so that we can find out how tourism development strategy for Untung Jawa Island.

According to (Sugiyono, 2017) descriptive research is a research method that is used by describing and describing the collected data as it is without making general conclusions or generalizations that aim to analyze the data. Meanwhile, refer to (Nurdin & Hartati, 2019) this descriptive research is used to describe systematically the facts or characteristics of a particular population or a particular field, in this case the actual and accurate field .

The method combination (mixed method) according to (Sugiyono, 2017) a research method that combines or combines quantitative methods with qualitative methods to be used together in a study, so that the data obtained is more comprehensive, valid, reliable, and objective. Qualitative research is research that explains phenomena in the form of words and does not use numbers and does not use various measurements. So it can be concluded that qualitative research is research that is observing and in the form of writing or words and documents in the form of descriptive data, which is carried out in natural conditions and based on the philosophy of postpositivism (Hermawan & Amirullah, 2016).

Quantitative research is intended to collect additional data in the form of a questionnaire and analyzed in the IFAS and EFAS matrix. Meanwhile, according to (Nurdin & Hartati, 2019) quantitative research methods are used to examine specific populations and samples, data collection using research instruments, quantitative or statistical data analysis with the aim of testing predetermined hypotheses. So it can be concluded that quantitative research is research in the form of numbers to analyze a particular sample, which is based on the philosophy of positivism and closely related to social survey techniques.

Population

Population is the whole data, both objects or subjects in the research area that are of concern to researchers. According to (Sugiyono, 2018) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions. Where in this study the population was Untung Jawa Island tourists in 2017 - 2019, totally 273,917 people.

Sampel

According to (Sugiyono, 2018) the sample is part of the number and characteristics of the population. Therefore, the sample must be representative of the population to be studied. In determining the total sample size, researchers refer to the Slovin formula (Seville, 1960) as follows, namely:

$$n = \frac{N}{1 + Ne2}$$

Renarks :

n: Number of samples

N: Total population

e: Error tolerance, 10%

So based on the formula above, the fault tolerance limit is 10% of the 9707 visitors in a month.

$$\frac{273{,}917}{1 + 273{,}917 \text{ x } 10\%^{2}}$$

n = 99.96 45

Sample rounded to n = 100.

Method of Analysis

Data analysis is a process or effort to process data into new information so that the characteristics of the data become easier to understand and useful for solutions to problems, especially those related to research. (Nurdin & Hartati, 2019). In this study, there is a SWOT analysis method carried out with the IFAS, EFAS, SWOT matrix to find the strategy in tourism development in Untung Jawa Island.

Data analysis in qualitative and quantitative research can be carried out either before entering the field or while in the field, or after completing the field. In analyzing qualitative data, there are 3 activities in data analysis, namely data reduction, data presentation and drawing conclusions or verification.

Research Framework

Research framework describes the researcher's line of thought that is applied as a basis for the development of various concepts and theories used in this research, and their relationship to the problems that have been formulated. Referring to existing theories and concepts, the framework used in this study is as follows.

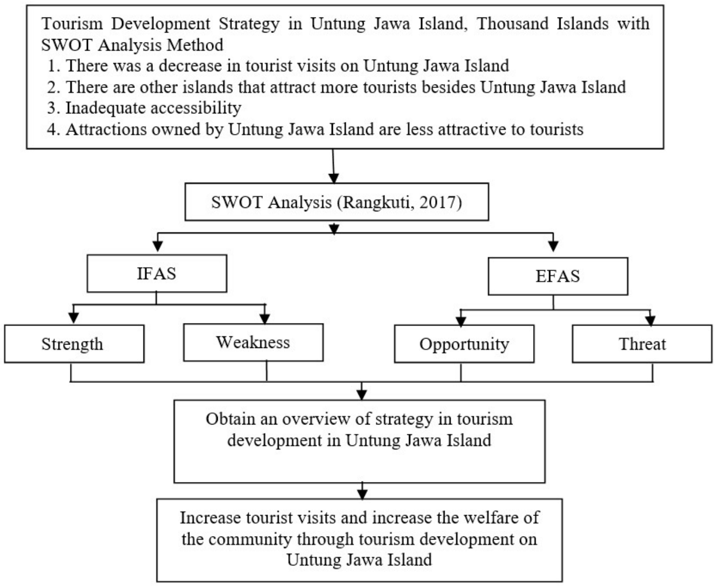


Figure 2. Research Framework

Tourism Concept

Tourism is one of the industries capable of producing rapid economic growth in providing employment, increasing income, and living standards. According to (Ismayanti, 2010) argues that tourism is a series of activities carried out by tourists or visitors that directly touch and involve local communities so that they have various impacts on these communities. Meanwhile, according to (Meyer, 2009) tourism is a travel activity temporarily carried out from the original place of residence to the destination area on the grounds not to settle down or earn a living but only to fulfill a sense of desire. know, spending free time or holidays and other purposes and refer to (Lemy, 2018) several components in a tourist destination, which include attractions, accessibility, amenities and additional services.

Tourism Development Strategy

Tourism is part of a multidimensional development section that can have an impact on various aspects of life. One form of business in tourism development is to promote the attractiveness of a tourist object so that it develops in accordance with the vision and mission. In developing tourism, the right strategy is needed in order to achieve the goals. Strategy definition according to (Fred. R David, 2010) argues that strategy is a shared means that has long-term goals to be achieved

In relation to a business, this strategy can take the form of geographic expansion, diversification, acquisitions, product development, market penetration, tightening, divestment, liquidation and joint ventures. There are four types of generic strategies according to (FR David, 2009) selected for business development, including Integration Strategy, Intensive Strategy, Diversification Strategy, Defense Strategy. The concept of a tourism development model and strategy requires an empathetic approach. This means that the concept to be proposed must pay attention to the elements of community life, environmental conditions and in accordance with the expectations desired and currently prevailing in society (Chamdani, 2018).

Discussing about tourism development on Untung Jawa Island, it is closely related to marine tourism because it has a coastal attraction. The development of marine tourism is essentially an effort to develop and utilize marine tourism objects and attractions in the coastal areas and seas of Indonesia, in the form of beautiful natural resources, diversity of flora and fauna such as coral reefs and various types of ornamental fish. Refer to (Chamdani, 2018) related to the development of marine tourism, it is necessary to pay attention to the problem of its development strategy. Among other things, the first is the internal factor in the form of a measurable strategy for the management of the attraction of a tourist attraction, which is related from the technical aspects, the service strategy to the supply strategy. Second, external factors in the form of support from government policy instruments and creation a conducive security climate for tourism activities in Indonesia.

SWOT Analysis Method, EFAS and IFAS

According to (Rangkuti, 2015) SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is one of the tools that can be used to develop a strategy based on the situation around the company that affects company performance. Thus, strategic planning must analyze the strengths, weaknesses, opportunities and threats in the current conditions. SWOT analysis describes the current situation and conditions faced and able to provide solutions to the problems at hand, to analyze the development strategy of Untung Jawa Island, it is necessary to identify the Internal Factor Analysis Summary (IFAS) and the External Factor Analysis Summary (IFAS) which are then analyzed using the Strength-Weaknesses-Opportunities-Threats Analysis or what is known as SWOT.

According to (Salusu, 2015) there are several external environmental factors and internal environmental factors that affect strategic planning in the organization. External environment: socio-cultural environment, political environment, economic environment, technological environment. Meanwhile, the internal environment: resources (input), strategies that have been carried out (process), work results (output). From the analysis carried out, it will be obtained a development strategy that can be carried out in the development of Untung Jawa Island. Refer to (Rangkuti, 2015) before creating an external strategy factor matrix, we first need to know the external strategic factor (EFAS). The following are ways of determining external strategic factors

a. List in column 1 the factors that become the opportunities and threats of the company.

b. Calculate the weight of each factor in column 2, from 1.0 (very good) to 0.0 (very poor).

c. Calculating the rating in column 3 for each factor by giving a scale ranging from 4 (very good) to 1 (very poor), based on the influence of the factors (strengths and opportunities) on the company concerned.

d. Multiply the weight in column 2 by the rating in column 3, to get the weighting factor in column 4. The result is a weighted score for each factor whose values vary from 4.0 (very good) to 1.0 (very poor).

e. Add up the weighting score (in column 4), to get the total weighting score for the company concerned. This total value shows how a particular company reacts to its external strategic factors.

After the company's internal strategic factors are identified, an IFAS (Internal Strategic Factor Analysis Summary) table is compiled to formulate these internal strategic factors in the framework of the company's strengths and weaknesses. The stages are:

a. List in column 1 the factors that become the opportunities and threats of the company.

b. Calculate the weight of each factor in column 2, from 1.0 (very good) to 0.0 (very poor). These factors are likely to have an impact on strategic factors.

c. Calculating the rating in column 3 for each factor by giving a scale ranging from 4 (very good) to 1 (very poor), based on the influence of the factors (strengths and opportunities) on the company concerned. The assignment of a rating for the opportunity factor is positive (the greater the opportunity is given a rating of +4, but if the opportunity is small, it is given a rating of +1). Threat rating will be the opposite. For example, if the weakness score is very large, the rating is 1.

d. Multiply the weight in column 2 by the rating in column 3, to get the weighting factor in column 4. The result is a weighted score for each factor whose values vary from 4.0 (very good) to 1.0 (very poor).

e. Add up the weighting score (in column 4), to get the total weighting score for the company concerned. This total value shows how a particular company reacts to its external strategic factors.

After identifying internal and external factors, it can be seen that the grand strategy in developing tourism in Untung Jawa Island. The grand strategy matrix or SWOT analysis diagram is an attempt to take advantage of its strong position or to overcome existing obstacles (Rangkuti, 2015).

Source: Rangkuti, 2017

Figure 3. SWOT Analysis Diagram

a. Quadrant 1: is a very favorable situation, the company has opportunities and strengths so that it can take advantage of existing opportunities, the strategy that must be applied in this condition is to support an aggressive growth policy (Growth Oriented Strategy).

b. Quadrant 2: despite facing various threats, the company still has internal strength, the strategy that must be implemented is to use strength to take advantage of long-term opportunities by means of a diversification strategy (product / market).

c. Quadrant 3: the company faces a very large market opportunity, but on the other hand the company faces several obstacles or weaknesses

internal. The strategic focus is to minimize internal problems in the company so that it can seize better market opportunities.

d. Quadrant 4: is a very unfavorable situation, the company is facing various threats and internal weaknesses.

After that, the results from IFAS and EFAS are entered into the SWOT matrix. The SWOT matrix is a tool used to compile the company's strategic factors both internally and externally, which then analyzes the strengths-opportunities, strengths-threats, weaknesses-opportunities, weaknesses-threats, in order to find alternative strategies for developing a business.

Table 2. SWOT Matrix Table

EFAS	*Strengths (strength)*	*Weaknesses* (weakness)
Opportunities (opportunity)	SO STRATEGY Create a strategy that uses strengths to take advantage of opportunities	WO STRATEGY Create strategies that minimize weaknesses to take advantage of opportunities
Threats (threat)	STRATEGY ST Create a strategy that uses strength to overcome threats	WT STRATEGY Create strategies that minimize weaknesses to address threats

- SO strategy: this strategy is based on the company's mindset, namely by take advantage of all strengths to seize and take advantage of the greatest opportunities.
- ST strategy: a strategy in using the strengths of the company to overcome threats.

- WO strategy: this strategy is applied based on the use of existing opportunities by minimizing existing weaknesses.
- WT strategy: this strategy is based on activities that are defensive and seeks to minimize existing weaknesses and avoid threats

3. Results and Discussion

Based on data set, the researchers analyzed the data using the IFAS, EFAS, SWOT and Grand Strategy matrix. Where the results of the analysis can be obtained strategy for tourism development in Untung Jawa Island. Untung Jawa Island deserves to be said to be it has a tourist destination component such as:

a. Amenities, for lodging owned by Untung Jawa Island itself, it is only a homestay, which is the rented houses of residents. As for the place to eat itself in the form of a stall and is known for its seafood restaurants. Other facilities such as toilets, mosques, banks, shelters.

b. Accessibility, to reach Untung Jawa Island can be reached via 3 piers which include; Kali Adem (Muara Angke) with a ticket price of IDR 44,000, Ancol with a price range of IDR 130,000 - 160,000, Tanjung Pasir (Tangerang) with a ticket price of IDR 25,000.

c. Attraction, Untung Jawa Island has natural and artificial attractions, such as; Bride Bridges, Mangrove Forest Conservation, Sakura Beach, Amiterdam Beach, Sentigi Beach, Arsa Beach, Nemo Park.

d. Supporting services, an information center is provided for tourists and provides brochures, maps, and a tour guide if needed. .

SWOT Analysis

Observations made on Untung Jawa Island to see the situation on the island, researchers can summarize the results of these observations in a SWOT analysis as follows:

a. Strength
   - The location of Untung Jawa Island is very strategic because it is close to Jakarta, only takes 15-20 minutes.
   - Untung Jawa Island has a Cultural Festival every year in February which is held to commemorate the birthday of Untung Jawa Island.
   - Untung Jawa Island has a different attraction from other islands, namely it has a Mangrove Forest Conservation area which is quite wide and beautiful for photo spot.

Figure 3. Mangrove Forest Conservation

- Untung Jawa Island has a beach attraction that offers natural beauty of white sand such as Sakura Beach and Amiterdam Beach.

Figure 4. Sakura Beach

- Beach tourism that attracts tourists in Untung Jawa Island because it is also equipped with various attractions such as; banana boat, donut boat, snorkeling, and flying fish.

- Untung Jawa Island also has a camping ground, which can be used for educational and other activities.

- Environmental cleanliness in Untung Jawa Island is well maintained.

- The availability of an information center on Untung Jawa Island for tourists, so that tourists can easily get information.

- The hospitality of the people of Untung Jawa Island to tourists is very welcome to the visitors

- The quality of the road to the tourist location on Untung Jawa Island is also good, not much sand, and not land so it is not slippery.

b. Weakness

- Lack of marketing in tools Untung Jawa Island, and only rely on word of mouth.

- Limited funds owned by the community to manage the area.

- Lack of ability to maintain or manage tourist attractions.

- Tourist attractions that are less representative of visitors.

- Public restrooms are hard to find.
- Coral reefs also feel the impact so that they are also damaged by the waste that flows from the mainland of Jakarta and Tangerang
- The lack of directional directions to tourist attractions on Untung Jawa Island, researchers must use the google maps application when traveling around Untung Jawa Island.
- Lack of facilities provided at each homestay.
- The arrangement of local shop and souvenir are not well prepared.
- Places to eat for visitors are rarely found.

c. Opportunity

- High visitor interest in coastal tourism areas.
- Increase local income and local communities related to the presence of tourists. Tourism can indeed create new jobs, but it may not necessarily improve the welfare of the surrounding community.
- Access to Untung Jawa Island can be accessed from Jakarta and Tangerang, which have 3 pier to go to Untung Jawa Island, among others; Tanjung Pasir (Tangerang), Marina Ancol, Kaliadem (Muara Angke). Where this can be an opportunity to facilitate accessibility to visit Untung Jawa Island.
- Cooperation with foreign investors, in helping tourism development such as building new tourist attractions or other facilities such as hotels and restaurants. Making it easier for people to increase existing tourist visits.
- Pokdarwis is a Tourism Awareness Group which plays a very important role in helping the development of tourism in an area, therefore the important role of pokdarwis in Untung Jawa Island can help increase tourists.
- Increasing employment for the surrounding community, tourism can create new jobs that can be done by the surrounding community, such as trading, being a tour guide, snorkeling guide.

Figure 5. Sakura Beach Traders

- Selling tour packages by local travel agent which can increase the interest of tourists to visit and enjoy marine tourism offered by these tourism business actors.
- Regional autonomy in developing natural potential. This will make it easier for Untung Jawa Island in managing its tourism potential, because they have a better understanding of the potential of their own region.
- The potential for the procurement of unique souvenirs from Untung Jawa Island which is supported by the interest of tourists as a token of memory.
- Organizing other events or festivals besides the Cultural Festival, the existence of events can also increase the interest of tourists to come to visit.

d. Threat

- The number of tourist islands in the Thousand Islands apart from Untung Jawa Island that tourists are interested in visiting, such as Pari Island, Tidung Island, Bidadari Island, Macan Island, etc., have their own charm for visiting tourists.
- Tourists often destructive actions in tourist areas in Untung Jawa Island.
- Garbage from mainland Jakarta that flows into the sea and gets stuck on Untung Jawa Island. This can make it difficult for the island of Untung Jawa to damage the environment and tourist attractions in Untung Jawa Island.
- The mooring and anchoring that move because it is still not like those in Tanjung Pasir.
- A third party that does not flatten the former channel of a sand carrier ship, which can endanger visiting tourists because of the uneven surface and there is not only white sand, there are also residual building materials such as cement sacks, gravel, wood chips.

Figure 6. Used Beach Exciting

- Limited supply of raw materials from land to sea needed to sell as well as expensive foodstuffs. This can be influenced by transportation or logistical transportation that delivers to Untung Jawa Island.

- Tourists sometimes like to bring food or drinks from outside Untung Jawa Island because they think that the cost will be more expensive when buying from Untung Jawa Island.

- A decrease in the carrying capacity of the environment, one of which can be caused by too many tourists visiting without paying attention to their behavior towards nature.

- Changes in tourism trends that can make tourists switch to other tourist activities.

- Weather factors can affect in supporting tourism activities in Untung Jawa Island. Tourists tend to be less interested when visiting during the rainy season

IFAS Analysis

IFAS analysis is a form of quantitative data analysis. IFAS analysis is an analysis of strategic factors originating from within Untung Jawa Island in the form of strengths and weaknesses and then calculating the weight for each strength and weakness.

Table 3. IFAS Matrix In Untung Jawa Island

No.	Internal factors	Weight	Rating	Score
A. Strength Factor (Strength)				
1	Untung Jawa Island has a strategic location close to Jakarta.	0.053	4	**0.212**
2	Untung Jawa Island has a Mangrove Forest Conservation Area.	0.048	3	0.144
3	Untung Jawa Island has complete beach tourism attractions such as; banana boat, donut boat, snorkeling, and flying fish.	0.052	3	0.156
4	Untung Jawa Island has a camping ground.	0.046	3	**0.138**
5	Untung Jawa Island has a Cultural Festival every year.	0.05	3	0.150
6	Untung Jawa Island has a clean environment that is maintained.	0.049	3	0.147
7	Untung Jawa Island provides an information center for tourists visiting Untung Jawa Island.	0.048	3	0.144
8	Untung Jawa Island offers natural beauty in the form of white sand.	0.052	4	0.208
9	The people of Untung Jawa Island are friendly to tourists who come to visit.	0.050	3	0.150
10	Untung Jawa Island has good road quality to get to tourist sites.	0.050	3	0.150
TOTAL STRENGTH		0.498		1,599
B. Weakness factors (weakness)				
1	Lack of marketing in Untung Jawa Island, and only rely on word of mouth	0.056	4	**0.224**
2	Untung Jawa Island has limited funds to manage tourist areas	0.05	3	0.150

3	Lack of ability of the people of Untung Jawa Island in maintaining or managing tourist attractions	0.051	3	0.153
4	Untung Jawa Island has less representative tourist attractions (less attractive to tourists)	0.05	3	0.150
5	The coral reefs on Untung Jawa Island were damaged by garbage	0.053	4	0.212
6	The lack of directional directions to tourist attractions on Untung Jawa Island	0.049	3	0.147
7	The accommodation offered on Untung Jawa Island is only a homestay	0.049	3	0.147
8	The arrangement of traders on Untung Jawa Island is not yet neat	0.047	3	**0.141**
9	Public toilets on Untung Jawa Island are hard to find	0.049	3	0.147
10	Places to eat on Untung Jawa Island are rarely found	0.048	3	0.144
TOTAL WEAKNESS		0.502		1,615
TOTAL IFAS		1		3,214

From the IFAS matrix, the total score for strength is 1,599 and for the total score for weakness is 1,615. So that the total score of weakness is greater than the total score of strength with a value of 1.615. This indicates that the weakness factor has a more role in the tourism development strategy in Untung Jawa Island.

EFAS analysis

EFAS analysis is a form of quantitative data analysis. EFAS analysis is an analysis of strategic factors originating from outside Untung Jawa Island in the form of opportunities and threats, then calculating the weight for each opportunity and threat.

Table 4. EFAS Matrix In Untung Jawa Island

No.	External Factors	Weight	Rating	Score
1	High visitor interest in the coastal tourism area on Untung Jawa Island	0.055	4	**0.220**
2	Increase regional income and local communities related to the presence of tourists on Untung Jawa Island	0.05	3	0.150
3	Access to Untung Jawa Island has 3 docks to go to Untung Jawa Island	0.046	3	**0.138**
4	Opportunity for Untung Jawa Island to cooperate with foreign investors	0.046	3	**0.138**
5	Pokdarwis which plays an active role can help increase tourists on Untung Jawa Island	0.051	4	0.204
6	Increase employment opportunities for communities around Untung Jawa Island	0.051	4	0.204
7	The existence of a tour package to Untung Jawa Island as a promotional effort	0.05	3	0.150
8	Regional autonomy in developing natural potential in Untung Jawa Island	0.048	3	0.144
9	The potential for the procurement of souvenirs typical of Untung Jawa Island	0.051	4	0.204
10	Organizing other events / festivals apart from cultural festivals on Untung Jawa Island	0.049	3	0.147
TOTAL OPPORTUNITY		0.497		1,699
1	The number of tourist islands in the Thousand Islands apart from Untung Jawa Island	0.054	4	**0.216**
2	Tourists who can damage tourist attractions on Untung Jawa Island	0.05	3	0.150
3	The reduced carrying capacity of the environment in Untung Jawa Island	0.048	3	0.144
4	Garbage from mainland Jakarta which flows into the sea and gets stuck on Untung Jawa Island	0.052	4	0.208
5	Mooring and anchoring at Tanjung Pasir who like to move because it is still not feasible	0.047	3	0.141
6	Third parties who do not flatten the former channel of the sand carrier, which may endanger tourists	0.048	3	0.144
7	Limited supply of raw materials for community businesses from land to Untung Jawa Island	0.048	3	0.144
8	Changes in tourism trends that can make tourists switch to other tourist activities.	0.052	4	0.208
9	Tourists who bring food / drinks from outside Untung Jawa Island	0.052	4	0.208
10	Weather factors in supporting tourism activities on the island of Luck Java	0.051	3	0.153
TOTAL THREAT		0.502		1,716
TOTAL EFAS		1		3,415

From the EFAS matrix, the total score for opportunities is 1,699 and for the total threat score is 1,716. So that the total threat score is greater than the total opportunity score with a value of 1.716. This indicates that the threat factor has more role in the tourism development strategy in Untung Jawa Island.

SWOT Analysis Diagram

Based on the results of calculations on the IFAS - EFAS matrix, then a SWOT analysis diagram is created where there are 4 quadrants, where each quadrant has a different strategy. To determine the position of the right tourism development strategy for Untung Jawa Island, the value of the X and Y factors must first be calculated.The value of the X factor is a horizontal line where there are internal factors (strengths and weaknesses), which are obtained through a reduction between the strengths and weaknesses. The value of the Y factor is a vertical line that contains external factors (opportunities and threats), which is obtained by reducing the opportunity and threat factors. The following is a calculation of the X value and Y value;

X: Strength Factor - Weakness Factor

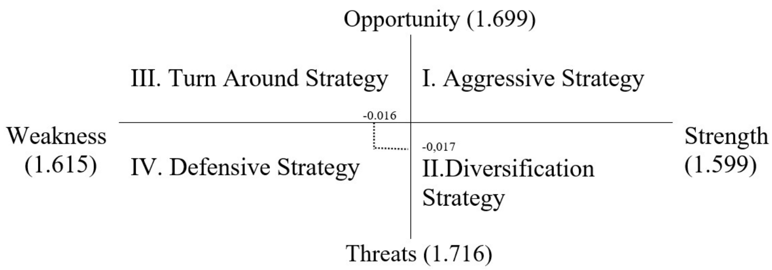
: 1,599-1,615

: -0.016

Y: Opportunity Factors - Threat Factors

: 1,699 - 1,716

: -0.017



Source: Researcher's analysis results

Figure 6. Untung Jawa Island SWOT Analysis Diagram

Based on the SWOT analysis diagram, the X value which is a horizontal line has a value of -0.016 and the Y value which is a vertical line has a value of -0.017, so the tourism development strategy in Untung Jawa Island is in quadrant 4, especially in the defensive strategy which illustrates that in the formation of a tourism development strategy focused on the weakness and threat factors. From the predetermined strategy, the researcher will develop this strategy with a defensive strategy in which there is a reduction in the possibility of a shift in tourists to other parties by improving products and protecting market share from competitors.

SWOT MATRIX

The formulation of alternative tourism development strategies in Untung Jawa Island through a SWOT analysis with 4 analyzed factors, namely; strength weakness opportunity Threat. From these factors, it will produce an alternative strategy that is appropriate and appropriate to the situation. Therefore, the SWOT matrix can describe how the existence of an opportunity and the external threats faced can be adjusted to the internal strengths and weaknesses they have. And it is important for researchers to find important problems from a company or place of research before making a SWOT matrix, so that making a SWOT matrix can help address the problems at hand.

Table 5. SWOT Analysis Matrix Of Untung Jawa Island

IFAS EFAS	S1. Untung Jawa Island has a strategic location close to Jakarta. S2. Untung Jawa Island has a Mangrove Forest Conservation Area. S3. Untung Jawa Island has complete beach tourism attractions such as; banana boat, donut boat, snorkeling, and flying fish. S4. Untung Jawa Island has a camping ground. S5. Untung Jawa Island has a Cultural Festival every year. S6. Untung Jawa Island has a clean environment that is maintained. S7. Untung Jawa Island provides an information center for tourists visiting Untung Jawa Island. S8. Untung Jawa Island offers natural beauty in the form of white sand. S9. The people of Untung Jawa Island are friendly to tourists who come to visit. S10. Untung Jawa Island has good road quality to get to tourist sites.	W1. Lack of marketing in Untung Jawa Island, and only rely on word of mouth W2. Untung Jawa Island has limited funds to manage tourist areas W3. Lack of ability of the people of Untung Jawa Island in maintaining or managing tourist attractions W4. Untung Jawa Island has less representative tourist attractions (less attractive to tourists) W5. The coral reefs on Untung Jawa Island were damaged by garbage W6. The lack of directional directions to tourist attractions on Untung Jawa Island W7. The accommodation offered on Untung Jawa Island is only a homestay W8. The arrangement of traders on Untung Jawa Island is not yet neat W9. Public toilets on Untung Jawa Island are hard to find W10. Places to eat on Untung Jawa Island are rarely found
O1. High visitor interest in the coastal tourism area on Untung Jawa Island O2. Increase regional income and local communities related to the presence of tourists on Untung Jawa Island O3. Access to Untung Jawa Island has 3 docks to go to Untung Jawa Island O4. Opportunity for Untung Jawa Island to cooperate with foreign investors O5. Pokdarwis which plays an active role can help increase tourists on Untung Jawa Island O6. Increase employment opportunities for communities around Untung Jawa Island O7. The existence of a tour package to Untung Jawa Island as a promotional effort O8. Regional autonomy in developing natural potential in Untung Jawa Island O9. The potential for the procurement of souvenirs typical of Untung Jawa Island O10. Organizing other events / festivals apart from cultural festivals on Untung Jawa Island	SO STRATEGY a. Maximizing strategic location in developing tourism (S1, S2, S3, S7, S8, O1, O2, O3, O7, O10) b. Creating educational tourism programs with schools / universities by utilizing the Mangrove Forest Conservation or camping ground. (S2, S4, O1, O2) c. Make competition events held by pokdarwis or government or private. (S5, O1, O2, O4, O5, O10). d. Making recycled souvenirs. (S6, O2, O9) e. The local government of the Thousand Islands pays more attention to and participates in tourism development (S9, O6, O8) f. Creating tourist attractions with traditional themes, such as; traditional games, learning regional dances or regional cuisine, etc. (S9, O1, O2, O6)	WO STRATEGY a. Making a profile video of Untung Jawa Island as a form of promotion (W1, O1, O3, O4) b. Cultivating coral reefs (W5, O1, O8) c. Creating a website or social media account, such as; Instagram. (W1, O1, O3, O4) d. Cooperating with tour package providers (W7, O1, O2, O3, O4, O6, O7) e. Improve more complete facilities and infrastructure. (W6, W7, W8, W9, W10, O1, O2, O6) f. Outreach for awareness of tourism to the community (W2, W3, W4, O2, O5, O6, O8

T1. The number of tourist islands in the Thousand Islands besides Untung Jawa Island T2. Tourists who can damage tourist attractions on Untung Jawa Island T3. The reduced carrying capacity of the environment in Untung Jawa Island T4. Garbage from mainland Jakarta which flows into the sea and gets stuck on Untung Jawa Island T5. Mooring and anchoring at Tanjung Pasir who like to move because it is still not feasible T6. A third party that does not flatten the former channel of the sand carrier, which may endanger tourists T7. Limited supply of raw materials for community businesses from land to Untung Jawa Island T8. Changes in tourism trends that can make tourists switch to other tourist activities T9. Tourists who bring food / drinks from outside Untung Jawa Island T10. Weather factors in supporting tourism activities on the island of Luck Java	ST STRATEGY a. Increase beach tourism attractions to attract tourists (S3, S7, S8, T1, T6) b. Implementing responsible tourism and the community can remind tourists who come (S6, S9, T2, T3, T9) c. Regular outreach to the community and implementing environmentally friendly programs (such as: Save Our Small Islands) for tourists who come (S6, S7, S9, T2, T3, T4) d. Making Mangrove Debt Conservation a mainstay attraction by providing additional attractions to match tourist interests, such as: live music (S2, S7, S10, T1, T8) e. Further exploration of tourist destinations in order to highlight a competitive advantage. (S1, S2, S3, S4, S5, S8, T1, T8, T10) f. Improved transportation access to Untung Jawa Island (S1, T5, T7, T10)	WT STRATEGY a. Installing nets so that trash does not enter the tourist area of Untung Jawa Island. (W3, W4, W5, T3, T4) b. Promotion and publication improvement (W1, T1) c. Strengthen communication with stakeholders to be able to participate in helping develop tourism (W1, W2, W3, W8, T5, T6, T7) d. Improve the quality of human resources by scheduling training programs for the community to be able to develop tourism potential. (W3, W7, W8, W10, T3, T7, T9) e. Improve the quality of tourism services and travel policies so that tourist destinations can be more attractive. (W6, W9, W10, T1, T2, T9, T10) f. The existence of a suggestion box for tourists to assist in tourism development and an open attitude towards tourist suggestions (W3, W4, T8)

Source: (Researcher , 2020)

4. Conclusion

Based on the results of the discussion, the researcher can draw the conclusion that to find out internal and external strategic factors, so that researchers can make alternative tourism development strategies that focus on these main factors.

1. IFAS matrix analysis shows that internal strength has a weak position with a total score of 1,615, so that in making alternative strategies for tourism development in Untung Jawa Island, it can further reduce and improve existing weaknesses.

2. The EFAS matrix analysis shows that the external environment of Untung Jawa Island has a strong opportunity with a total score of 1,716. So that in making alternative strategies for the development of tourism in Untung Jawa Island, it can be more focused on the existing threats.

3. From the total score on strengths (1,599), weaknesses (1,615), opportunities (1,699), and threats (1,716), it can be seen the development strategy from the the meeting of the four factors of Untung Jawa Island which is in quadrant 4 (with a value of -0.017; -0.016), namely; A defensive strategy where this strategy carries out innovative activities to counter existing threats and has a weak internal environment. Needed make improvements from the internal environment to deal with existing threats.

5. Suggestion

Based on the results of research on tourism development strategies in Untung Jawa Island, the following are suggestions that researchers can provide in realizing tourism development in Untung Jawa Island.

1. Based on the IFAS matrix, it is necessary to develop internal factors by improving facilities and infrastructure, improving the quality of human resources in managing tourist attractions, increasing promotional efforts.

2. Based on the EFAS matrix, it is necessary to develop external factors by installing nets to prevent garbage from entering Untung Jawa Island, responsible project supervision.

3. With a defensive strategy, Untung Jawa Island can (1) promote Untung Jawa Island through social media. (2) Partnering with travel agents to assist in marketing. (3) Invite influencers / travel bloggers to help with marketing. (4) Installing garbage-repellent nets and routine cleaning. (5) Conduct research on tourism trends.

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The Influence of the Personality Cognition of the City Brand of Red Destination on the Image of the Destination

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Abstract

As an important part of the tourism destination branding strategy, brand personality receives wide attention from tourism destination managers and scholars, while gaining insight into the tourist's knowledge of the image of the destination and the destination brand, the shaping of personality is critical. This paper attempts to raise the management improvement of the brand image of red tourist destination by examining the tourist's cognition of the brand personality of the red tourist destination. On the basis of reviewing the relevant research literature abroad, this paper measures the brand personality of the two cities of Ruijin and Jinggangshan from both the theoretical source and the personality scale, and clarifies the applicability of the tourism destination brand personality research to the red tourist destination.. We found that there are significant differences between the words used by tourists to describe the personality of the red destination brand and the vocabulary used in the general consumer goods brand personality dimension scale, so this paper re-establishes the scale in combination with the resource characteristics of the red tourism destination, and the red tourism established by the brand personality scale. This paper holds that the study of tourist destination image should not be limited to the manager's perspective, but should pay attention to the tourist destination image which tourists perceive from the perspective of market demand, and devote itself to exploring how to narrow the difference between the two and provide guidance for the practice of branding the red tourist destination.

Keywords: Brand Personality Scale; Tourism Destination Perception Image; Tourists City; Destination Brands

1. Background and Goals

1.1 Research background

Red tourism resource smoldering resource steam is a unique human tourism resource combining spirit and material, in recent years, China's red tourism market has developed rapidly and has gradually matured. According to the "China Tourism Industry Market Prospects and Investment Strategic Planning Analysis Report" released by the Institute of Forward Industry, as of the first half of 2018, China's red tourism key cities and classic red scenic spots achieved a total of 252.498 billion yuan in tourism revenue, an increase of 5.73%, red tourism has become a new bright spot in domestic tourism market.

1.2 Research Goals

At present, the development of red tourist destinations is in a state of extensive, homogenization phenomenon is more serious, in addition to the lack of tourist-oriented leisure product development, tourists' participation experience is not high. In this paper, the red tourism city Ruijin and Jinggangshan as the research object, combined with the tourism destination brand personality theory and the tourism destination image theory, mainly explore the following two problems: First, to explore the similarities and differences of the brand personality of the red tourist destination brand, compare the same characteristics of the brand characteristics of the two classic red tourist destination cities of Jinggangshan and Ruijin. The second is to explore the management significance of the brand personality of the red tourist destination, from the brand personality characteristics of Jinggangshan and Ruijin, two classic red tourist destinations. For marketing and management of the optimization analysis, we put forward constructive suggestions to red tourist destination.

2. Methods

2.1 Research Objects

Laurie Murphy (2007) found in a survey of tourists in north Queensland's tourist areas and the Whitsundays in Australia that the concept of brand personality that could be used to distinguish destinations was valid. Another important finding is that when destinations are compared in conjunction rather than independently, the differences are greater. Therefore, this study selected two destinations, Ruijin and Jinggangshan, to make horizontal comparisons.

This study takes the two main travel sites, The Rejin Travel and the Travel of Jinggangshan, which have been screened and organized as the analysis text.

2.2 Gauge Design

In 1997, Aaker referred to the five-factor model of personality, which is a combination of the structure and the characteristics that measure the brand's personality, and is given sincerity, excitement, competence, sophistication, ruggedness. The five major brand personality dimensions of sophistication and ruggedness are broken down into 15 levels for a total of 42 personality characteristics. But there is a problem that the combination is too broad and the adaptation to China's localization is inadequate. Therefore, the famous scholar Huang Shengbing, Lu Taihong (2003) in Aaker's scale on the basis of the construction of a traditional Chinese culture characteristics - "benevolence, wisdom, courage, music, Ya" brand personality dimension, and analysis of benevolence, wisdom, Ya and Aaker scale of sincerity, ability and three have a strong cross-cultural consistency.

The red tourist destination brand personality scale used in this study, based on extensive absorption of existing research results, focuses on the localization of Aaker (1997) brand personality dimension and Huang Shengbing and Lu Taihong (2003), and identifies the dimension of red tourist destination brand personality as "benevolence," "joy," "wisdom" and "yong" "Ya" 5 dimensions for design.

2.3 Data Collection

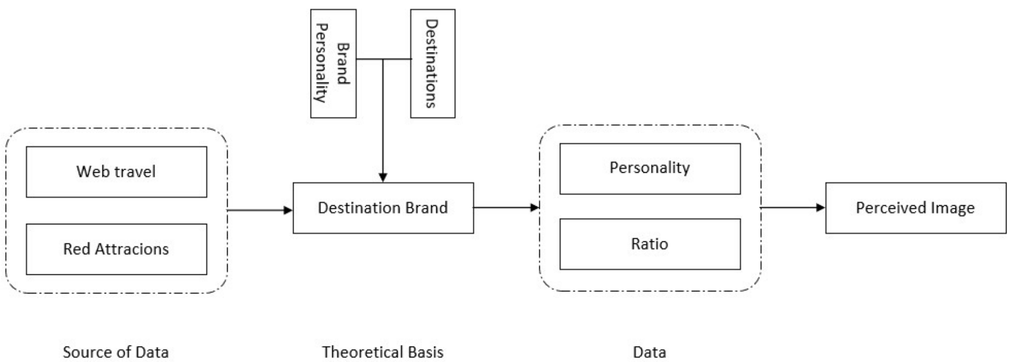
Grab the text data for the specified web site by web spider. This study takes the two major travel websites, Ctrip and Ma Fengwo, which have been screened and organized as the analysis text, of which, Ruijin Travel climbs 183 articles and Jinggangshan Travel 300 (as of February 16, 2020)

3. Results and Discussion

3.1 Formula and Equation

Gao Jing & Jia Yongbing (2014)'s brand differentiation research included Xixi Wetlands National Park in the West Lake Scenic Area and Beijing-Hangzhou Grand Canal Hangzhou Scenic Area, obtained the tourists' perception of the three places brand personality through the questionnaire. When Guo Bingxin (2015) compiled the brand personality characteristics of Jinggangshan and Lushan, he extracted special personalities such as the spirit of courage, being a spectacular tourist destination, "I felt the majesty", the tourism activities were challenging, and "I felt a firm belief". The study of the personality of general tourist destinations is difficult to apply directly to red tourist destinations. This is because, on the one hand, from the perspective of tourism resources, red tourist destinations have a complex resource, both natural resources and revolutionary heritage resources, which are common in red tourist destinations, but are relatively rare in other types of tourist destinations; Red tourist destinations often have clear policy plans, such as patriotic education bases, or tourism to help the poor ecology. Therefore, the "personality characteristics" perceived by tourists in red tourist destinations will be different from those of general tourist destinations.

Based on the above ideas, the initial research model of this study is proposed as follows:



Red tourist destination brand personality, the tourists are obviously perceived mainly "intelligence", "ya", "brave", the rest of the personality performance is not very significant. It shows that the red tourist destination, as a special destination type, has unique brand value in the more obvious brand personality. Specific red tourist destinations, there is a gap in brand personality, Jinggangshan's brand personality is mainly "Ya", followed by "intelligence" and "yong", Ruijin's brand personality is mainly in "intelligence", followed by "Ya" and "Yong". The commonality of the two scenic spots is perceived in the two dimensions of "Ya" and "Yong" and less characteristics are perceived in the "Le" dimension.

3.2 Figures and Tables

This paper extracts high-frequency personality words for the travel text of the two places through the word frequency analysis software ROST CM6.0.

3.2.1 High Frequency Word Characteristics Statistics

According to the literature review, this paper refers to Aaker' s brand personality scale vocabulary and Lu Taihong' s, tourists usually use red, busy, intensive and sunny to describe the personality of red tourist destination. Huang Shengbing's Chinese brand personality dimension vocabulary and Liang Jiangchuan's Chinese tourist city brand personality vocabulary was applied. On the basis of the reference vocabulary, the study also synthesizes some other words related to the description of cities, the frequency of higher frequency, neutral or positive, non-personality characteristics to build a word-sharing custom word list. Then count all high-frequency personality characteristics. To eliminate semantic fuzzy and abstract adjectives, to classify semantically similar and repeated adjectives, the reserved adjectives have a certain comprehensiveness, representation and difference. And to the tourism management professional teachers to consult, and finally selected 66 words as the brand personality vocabulary of the two places. According to Lu Taihong and Huang Shengbing's brand dimension design, 66 brand personality vocabulary has a high construction efficiency, so this article in the statistics of high frequency personality characteristic swords, all characteristic words by 5 factors classification, in Excel to establish two five-dimensional brand personality vocabulary table, including word frequency

The two red tourist destinations crawled through the web text Brand personality dimension and scale vocabulary can be a very practical reflection of the tourists' perceived image of the destination, revolution and education, tradition and innovation, serenity and prosperity, glory, and enthusiasm and so on, these personality characteristics reflect the Ruijin and Jinggangshan as the national patriotic and revolutionary traditional education base to perform their mission well, but also reflects that tourists in the local tourism can be not only inspired by the traditional education of the leather face, but also feel the unique customs and customs, is a diversified experience.

3.2.2 High Frequency Ratio Analysis

Of the 66 brand personality words, the remaining 35 were shared by at least one of the two. Nevertheless, there are some differences in the perception of these common brand personalities among tourists. In order to clearly show this difference, clear the brand personality of each scenic area, with

Ruijin as a molecule, Jinggangshan as the denominator, dimension as a group variable, with the use of SPSS19.0 ratio analysis of 35 common vocabulary was measured.

Table 1 Proportion of personality words of the same brand in Ruijin and Jinggangshan

		Count	Percent
Dimension	Ren	6	17.1%
	Ya	9	25.7%
	Yong	9	25.7%
	Zhi	6	17.1%
	Le	5	14.3%
Overall		35	100.0%
Excluded		21	
Total		56	

"Ya" and "Yong" are the most common brand personality vocabulary in the two places of the dimension, and "Le" is the two places share the brand personality of the two places of the two common brand personality vocabulary the smallest number of dimensions. Explain that the results of the ratio analysis and the distribution of histograms are consistent, the two places are the same red tourist attractions, and both are historical sites of the Chinese revolution, both have the site or museum, thus showing a similar personality.

Table 2 The proportion of personality words of the same brand in Ruijin and Jinggangshan

Group	Mean	Media	AAD (Average Absolute Deviation)	PRD (Price-related Differential)	COD (Coefficient of Dispersion)	Coefficient of Variance COV (Median Centered)
Ren	1.020	.782	.459	1.229	.587	105.7%
Ya	.876	.679	.357	1.153	.526	116.5%
Yong	.831	.875	.170	1.110	.194	32.8%
Zhi	.832	.850	.327	.818	.385	45.7%
Le	2.412	1.375	1.187	.987	.863	144.1%
Overall	1.101	.875	.515	1.145	.588	109.9%

Ruijin and Jinggangshan in the "le" comparison of the mean and median is larger, the same, their AAD (average absolute value deviation) and COD (discrete coefficient) difference is large, indicating that in this dimension the two places have a large difference in personality, the main reason is that, from the composition of tourism resources, Ruijin's main The attractions are the ruins of the economic and cultural activities in the "Tourism Resource classification" issued by the State Administration of Quality Supervision, Inspection and Quarantine of China, the Central Revolutionary Base History Museum, yeping tourist scenic spot, the old site of the Central Revolutionary Military Commission, etc. There are also the ruins of economic and cultural activities of the ruins of The Tsping, Huangyangjie, Jinggangshan Revolutionary Martyrs' Mausoleum and so on. In addition, in the tourism development plan, Ruijin red tourist attractions make full use of the Internet ,VR,AR and other new technology means to enrich the display of the old revolutionary site, forming a dynamic three-dimensional display. Therefore, the "representative" and "wonderful" and Ruijin brand development in the "Le" dimension coincide with the cultivation of "red tourism demonstration area", highlighting the "cradle of the Chinese revolution" of Jinggangshan red brand, innovative red tourism characteristic life experience form, to create an internationally renowned red tourist destination, the development of research tourism and other characteristic tourism activities. Therefore, Jinggangshan's "music" has "haunting", "spiritual" and other personality words.

However, Ruijin and Jinggangshan had the lowest AAD (average absolute value deviation) and COD (discrete coefficient) in Yong, with the lowest degree of dispersion. It shows that the brand personality of tourists perceived by the two places in the dimension of "braveness" is more consistent. In the eyes of tourists, they can fully appreciate the revolutionary period of hard struggle life and the brave sacrifice of soldiers. The above analysis also shows that the perceived brand personality of the two destinations is still relatively distinct.

3.3 Acknowledgments and Legal Responsibility

All acknowledgments (if any) should be included at the very end of the paper before the references and may include supporting grants, presentations, and so forth. While the advice and information in the conference are believed to be true and accurate on the date of its going to press, neither the authors, the editors, nor the publisher can accept any legal responsibility for any errors or omissions that may be made. The conference makes no warranty, express or implied, with respect to the material contained herein

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City Tour as Education Tourism: A Strategy to Sustainable Tourism Development in Indonesia

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Abstract

The increasing number of foreign students studying at universities in Indonesia, especially at Udayana University, is the potential for developing educational tourism to implement sustainable tourism development. This study aims to determine the concept of educational tourism in various literature. Describe tourism activities carried out by students in relation to the concept of sustainable tourism development. A literature study was conducted to determine the concept of educational tourism. An interviews were conducted with managers of international class at the University of Udayana to know what activities are done by the students during the study in Bali. The results show that International students can be considered as educational tourist. Their stay can benefit them and the destination (university, government, and stakeholders).There are three important components in relation to education tourism.Universities can encourage learning at their destination and improve the sustainability of the local economy, socio-culture and environment, through city tour activities.

Keywords: City tour, education tourism, sustainable development

1. Background and Goals

1.1 Background

Several phenomena underlie the importance of research related to educational tourism, city tours, and their relation to sustainable tourism development strategies. First, there are still problems related to the definition of educational tourism contained in several research results. Second, the implementation of sustainable tourism is not yet steady so that it has not contributed much to the community's economy, society and culture, and the environment. Yet if sustainable tourism is implemented properly it will provide economic benefits for the community, provide benefits for social and cultural life, both directly and indirectly. The three-city tour activities as part of educational tourism have not been used as a routine activity in educational tourism. Whereas in city tour activities, there are activities that have historical and heritage value, such as seeing museums, traditional markets, and historical buildings that can be useful for educational tour participants. After reading some of the research results, I can conclude that there are two types of educational tourism activities that have been the subject of conversation which are often referred to as education travel and edu tourism. The first is general tourists who travel for study purposes. For example, they travel to do research for weeks or months.

The second is students who are studying at a university in a country, but they also have the opportunity to take an educational journey. For example, after a lecture break, they make visits, such as seeing museums, observing people's behavior, learning Indonesian, and learning something that is an assignment of their course or because of their own will. There are also those who make study visits because they are given one week off from the semester they take at a university. For example, at Udayana University they study for one semester and one week they get one week off.

The next phenomenon that drives this research is the position of Indonesia compared to other countries in ASEAN, which has a strategic potential as a tourist attraction that is of interest to foreign tourists. The increasing number of foreign tourist arrivals proves the importance of Indonesia's position in the world tourism arena, especially since Indonesia has a prima donna tourism destination, namely Bali. Besides the increasing number of foreign tourist visits. Indonesia is also an attraction for foreign students who wish to study in Indonesia. Several research results related to educational tourism illustrate Indonesia's position, associated with the increasing interest of foreign students who want to study in Indonesia, especially at Udayana University. Student motivation to study in Indonesia also needs serious attention, why do they want to study in Indonesia, especially Bali.

There are many factors that influence them wanting to study in Indonesia, especially Bali, including those who want to learn about culture, are attracted to a friendly society and Bali has many tourist attractions, both cultural and natural attractions. Several research results illustrate the importance of educational tourism as an implementation of sustainable tourism development. Tourism activities carried out during your study can be an unforgettable experience, taking part in lectures while benefiting from the tour.

The benefits of developing educational tourism are not only beneficial for students (read tourists), because students who are studying for no more than a year can also be called tourists. Benefits are also received by universities, tourism organizations, and tourism actors (including the community). Why city tour activities are a concern, for several reasons are: city tour activities are close to campus so that they don't take a long time. City tour activities are part of campus activities for foreign students, especially mangroves planting activities as part of the concern for the environment. For socio-cultural activities, to visits foundations or orphanages where students can contribute in the form of donations, teach foreign language students and also joke. Foreign students also get benefits such as learning to dance in Bali and seeing firsthand the activities of students studying in class and outside the classroom.

The economic benefits obtained from city tour activities include students usually spending money for entrance tickets to Bali museums, shopping at traditional markets such as buying Balinese souvenirs, riding buggies. Other activities carried out by students such as visiting people's homes to find out about the community's daily activities and activities on holidays, such as Galungan and Kuningan holidays.

Students have a week of semester breaks, they usually visit outside Bali including Java, Sumatra, and even overseas such as Malaysia, Australia and Vietnam. Having free time that students have can be an opportunity to offer them city tour packages. The city tour activities offered are beneficial for foreign students as well as students from the tourism faculty and the local community. City tour activities are useful for students of the tourism faculty to implement tourism marketing theory by practicing making tour packages, becoming tour guides, and providing information related to city tour activities and tourism potential in Bali.

1.2 Goal

The objectives of this study are: 1) to build a consistent concept of the meaning of educational tourism which will be obtained from studies of several research results related to tourism and tourism development. 2) to determine the tourism activities carried out by foreign students in Indonesia and study programs (case studies at Udayana University). Based on observations made during 5 years of teaching in the foreign student program in the BIPAS and Go Bali programs at Udayana University, 3) to find out the tourism activities carried out by foreign students and study programs related to sustainable tourism, such as city tour activities and so on.

2. Methods

My research question is how the role of educational tourism in this case city tourism as a sustainable tourism development strategy. The first phase is carried out to focus on literature study research using Google scholar search engine, Ebsco, and web of the science database, academic edu and academic social network research gate with the keywords "education tourism", "city tour", and "sustainable tourism. ". The results of related journals are then analyzed to describe the meaning of educational tourism, the importance of educational tourism, tourism activities related to educational tourism, and their relation to sustainable tourism development strategies.

The second problem is answered from the results of the author's observations during his 5 years of teaching at Udayana University in the BIPAS and GO Bali programs, where most students come from Europe, especially from Germany. The third question will be analyzed using the concept of sustainable tourism development. How tourism activities are carried out and must be carried out so that they are in accordance with the concept of sustainable tourism development, namely providing economic, social, cultural, and environmental benefits.

3. Results and Discussion

3.1 Understanding City Tour

The definition of city tour or city tourism is said to be Urban Tourism. Based on literature related to urban tourism, activities that can be carried out are activities in the city, such as seeing museums, seeing the old city, seeing traditional markets and so on. City tour means activities carried out in the middle of the city, with limited time compared to full day tour activities. City tours are usually only half a day or known as a half day tour. Some tourism researchers call it a city. (Calvo-mora and Berbel-pineda, 2011)

According to (Page et al., 2020) urban tourism is the activities of international and domestic visitors as well as local residents in urban areas, contextualized by built and natural landscapes, amenities, and infrastructure. Urban areas such as towns and cities are sources of travelers, act as tourism destinations, and are gateways to other places.

3.2 Education Tourism

Understanding Educational Tourism, several studies related to educational tourism include (Nikolaeva, Maslo, and Pevzner, 2011); (Tomasi, Paviotti and Cavicchi, 2020); (Ankomah and Larson, 2000). Educational tourism is one strategy to attract the number of tourists outside of tourists in general. The tourists in question are students who want to study in Indonesia for short-term programs or regular programs (4 years), short-term programs including 1-semester programs which are divided into summer courses and winter course programs. Research related to educational tourism is associated with efforts to implement the concept of sustainable tourism development.

Regarding the implementation of sustainable tourism development, tourism activities carried out by students are expected to provide economic benefits for the university, society, and also tourism actors. It is hoped that social and cultural and environmental benefits will also be obtained by students and the community (Romanova et al., 2016); (Ankomah and Larson, 2000).The definition of tourism Education according to Bodger (1998) 'education tourism or edu-tourism "to any program in which participants travel to" location as a group with the primary purpose of engaging in a learning experience directly related to the location.

The form of Edu tourism consists of ecotourism, heritage tourism, rural / farm tourism, and student exchanges between educational institutions. Those activities were incorporated into the learning method and curricullum of the scholars' (Malihah and Setiyorini, 2014).As for countries in ASEAN that have developed educational tourism, including Singapore, Malaysia, the Philippines, Vietnam, Indonesia, Thailand, Cambodia, and Laos, using English as the language of instruction. (Maga and Nicolau, 2018). The components involved in the development of educational tourism in accordance with the results of the research found three interrelated components, namely 1) Tourism Organization, 2) University, and 3) Tourism Stakeholders. (Malihah and Setiyorini, 2014).

3.3 Sustainable Tourism Development

In the context of the tourism industry, the phrase that is always ringing and a serious topic of conversation for practitioners and academics are "Sustainable Tourism Development". The concept of tourism development is adopted from the concept of "Sustainable Development. (Liu et al., 2003); (Qian, Shen and Law, 2018). In 1987 the Brundtland Commission Report provided a definition of sustainable development as "development that meets the need of the present without compromising the ability of the future generations to meet their own needs" (WCED, 1987: 43 in (Liu et al., 2003).

Meanwhile, sustainable tourism development according to World Tourism Development (WTO, 2001) in (Liu et al., 2003) is: “Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems "

3.4 Concept of Educational Tourism

The concept of educational tourism refers to how the results of the review show that there are several meanings equivalent to educational tourism, namely travel education and Edu- tourism, but both have the same meaning, namely 'education tourism or edu-tourism' to any program in which participants travel to “location as a group with primary purposes of engaging in a learning experience directly related to the location. ”The form of Edu tourism consists of ecotourism, heritage tourism, rural / farm tourism, and student exchanges between educational institutions. Those activities were incorporated into the learning method and curriculum of the scholars' (Malihah and Setiyorini, 2014).

3.5 Student Activities in Relation to Educational Tourism

The types of activities related to educational tourism carried out by students studying at Udayana University are 1) activities carried out in accordance with the programs that have been prepared by the study program, such as visits to companies related to tourism potential in Bali, such as visiting Bali Tourism Development The current corporation is called the Indonesian Tourism Development Corporation. 2) Tour visits carried out by students themselves, such as visiting orphanages or charity programs, visiting school children, including visiting historical places such as Balinese museums, traditional markets and visiting historical places and galleries and art.

3.6 Student Tourism Activities Related to Sustainable Tourism development

Student visits to historical places in the city of Denpasar, for example, can provide knowledge to students and help the government increase income which in turn can increase people's income. With the existence of community involvement such as being a tour guide, the vehicle driver is expected to provide added value to the community. Regarding social and cultural activities, students carry out socio-cultural activities by visiting orphanages and elementary schools in addition to providing education to students, students also get the benefit of learning to dance to see first-hand the activities of elementary school children, and some of them provide cash assistance.

The strategy that students can take to implement sustainable tourism development is to increase city tour activities for students by offering city tour packages in collaboration with the government and tourism organizations so that economic, socio-cultural and environmental sustainability. The socio-cultural visit activities offered are also beneficial for the students themselves, but also for the communities they are visiting. Students can learn to dance traditional dances, learn to cook and many other activities related to daily Balinese activities. Planting mangruv trees for example is an example to implement sustainable tourism development. Tourism is not only beneficial today in the short term but is still sustainable and beneficial for future generations.

3.7 International Student Resources and Expenses

The sources of international students studying at Udayana University (Go Bali and Bipas Program) come from Germany, Spain, the Netherlands, France, Japan, Belgium, Russia, Turkey, but their dominance comes from Germany. The Go Bali program is under the Faculty of Tourism, Udayana University and the BIPAS Program is under the Faculty of Letters, Udayana University. In fact, there are several faculties at Udayana University that hold international programs such as the Faculty of Economics and Business (IBSN) and the Faculty of Engineering.

Based on the results of interviews with 15 international students and 3 Go Bali staff, it was stated that their expenses during their studies in Bali, especially at Udayana University, averaged around 5000 Euros for a one-semester or 4-month course program.

The funds are used for: 1) expenses for tuition fees of Rp. 26,000,000 (1576 euros). 2) Accommodation costs IDR 12,000,000 (727 Euros), 3) motorbike rental costs IDR 6,000,000 (264 Euros), 4) Meals and drinks costs around IDR. 24,000,000 (1477 Euro). Details are presented in Table 1.

Table 1 Types of Expenditures International Student

No	Types of Expenditures	IDR	Euro
1	Tuition Fee	26.000.000	1.576
2	Hire Accomodation	12.000.000	727
3	Hire Motor Bike	6.000.000	264
4	Food and Drink	20.000.000	1.212
5	Others (including tour/ social activities/Charity)	18.500.000	1.121
Total		82.500.000	5.000

Sources: Interview with the students and Go Bali staff, 2019 and 2020.

The number of foreign students studying at Udayana University for the Go Bali and BIPAS programs over a period of 6 years is 1,007 and 1,586. The program names in these two programs have different names, namely Summer and Winter for the Go Bali program and Spring and Autumn for the BIPAS Program. The average number of international students for 6 years for the BIPAS program is 264 people. Meanwhile, for international students in the Go Bali program, the average year is 168 people consisting of two semesters (4 months).

The number of students in the two programs since 2018 has decreased and peaked in 2010 due to the Covid 19 pandemic. The number of students at the Go Bali program in the summer semester was only 17 people who attended courses using the online system. Whereas in the BIPAS program in 2020

(Autumn) there are no students. Because most students want to study in Bali with an offline system. Because in addition to studying, they can also vacation in Bali and outside Bali while studying.

The international student program is currently managed by an institution called the Office of International Affairs or KUI Udayana University, which was previously known as the Center for International Program (CIP). Details are shown in the Table 2 and 3.

Table 2. Number of International Student in BIPAS Program

BIPAS Program			
NO	Periode	Amount	
1	Spring 2015	81	260
	Autumn 2015	179	
2	Spring 2016	116	364
	Autumn 2016	248	
3	Spring 2017	124	364
	Autumn 2017	240	
4	Spring 2018	121	287
	Autumn 2018	166	
5	Spring 2019	99	234
	Autumn 2019	135	
6	Spring 2020	77	77
	Autumn 2020	0	
	Total		1.586
		Average	264

Sources: BIPAS UNUD 2020

Table 3 Number of International Student in GO Bali Program

Go Bali Program			
NO	Period	Amount	
1	Summer15	41	188
	Winter15	147	
2	Summer 16	89	250
	Winter	161	
3	Summer17	80	218
	Winter17	138	
4	Summer18	70	168
	Winter18	98	
5	Summer 19	45	127
	Winter 19	82	
6	Summer 20	39	56
	Winter 20	17	
	Total		1.007
	Average		168

Sources: GO Bali Office Unud 2020

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Analysis of Tourist Satisfaction to Tourism Packages as a Tourist Product of Paksebali Village, Klungkun District, Bali

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Abstract

The purpose of this study was to determine the level of satisfaction of tourists who visit and enjoy tour packages as a product of the tourism village of Paksebali, Klungkung Regency, Bali. Data collection techniques by interviewing, observing and distributing questionnaires to 100 tourists (incidental sampling). Data analysis using qualitative and quantitative descriptive analysis techniques through Index Performance Analysis (IPA) and Customer Satisfaction Index (CSI). The results of the study are that the tourists are satisfied. The indicators that are considered important by tourists, but the performance is not as expected, is the friendliness of tour guides, appearance of tour guides, indicators that are considered important by tourists, and the performance is considered to be in accordance with their expectations, is tor how to receive guests), Available Natural Attractions, Cultural Attractions prepared, Tour Safety, Tour Convenience, restaurant cleanlines, Restaurant atmosphere, Waiter hospitality. Indicator is considered less important by tourists and its performance is not too special either. The indicator is Procedures for guides to guide tours, procedures for serving food and beverages, price suitability for tour packages. Indicator considered less important by tourists, and felt too excessive: The cleanliness of the village environment, the ability of tour guides to guide, the taste of food and drinks, the appearance of waiters, tourists hope that the tour time will be extended so that they can be involved in community activities as the attractions displayed.

Keywords: Tourist Satisfaction, Tourism Packages, Tourist Product, Pakse Bali

1. Background and Goals

The tourism sector is a driving force for the community's economy, which is expected to run in a sustainable manner through the development of populist tourism. In order to realize the development of community-based sustainable tourism, it is necessary to diversify tourist attractions that are oriented towards improving the welfare of the community, preserving cultural arts, and developing eco-friendly tourism. Such tourism development is now also known as 'pro-people tourism' (Putra and Pitana, 2010).

Community-based tourism development is increasingly being considered as a sustainable tourism alternative because it emphasizes the active involvement of local communities in tourism development. Community Based Tourism (CBT) is tourism that takes into account environmental, social and cultural sustainability aspects. CBT is a tool for community development and environmental conservation or in other words CBT is a tool for sustainable tourism development (Suansri, 2003; Putra ed. 2016). One representation of community-based tourism development is the development of a tourist village. The development of tourist villages today continues to be encouraged by the Indonesian government, including in Bali.

In line with the Tourism Village Development Acceleration Program implemented by the government through the Ministry of Tourism in synergy with the Ministry of Villages for Development of Underdeveloped Regions and Transmigration to create 2000 tourist villages, the Klungkung Regency Government has issued Regent Regulation No.2 of 2017 concerning the designation of tourist villages, one of which is the Paksebali village.

The manager of Paksebali Village has worked hard to explore all the potential and resources of the village to realize his dream of making Paksebali village a tourist village that has tourism products that can attract tourists to visit Paksebali village. The main tourist product that becomes reliable is the management of tourist attractions in Kali Unda, sales of food and beverages at Kali Unda restaurant and tour around the village which is named The Paksebali Tourism Village.

Paksebali Village is one of the 18 tourist villages that have been designated as tourism villages based on Klungkung Regent Regulation number 2 of 2017. Paksebali Village is one of 12 villages in Dawan District and is located east of Semarapura City which is 1 kilometer away. Paksebali Village is also one of the villages that include supporters of Adi Pura awardees. (b) Lente Dance, is a sacred dance that is usually danced during the ceremony time at the Panti Timbrah Temple. (c) *Melukat geni* or fire war, this activity is carried out by the community of Paksebali village in this case the congregation Puri Satria Kawan is done once a year. (d) Barong Dance performance, this activity is carried out if there is a request from visitors or guests who want to see this performance, usually during pre-wedding activities on the Kali Unda tour. (3) Community social tourism in the form of various handicrafts, Paksebali Village has a wide variety of handicrafts that are in great demand by local and foreign guests, including handicraft woven endek cloth, velvet.

Accessibility possessed by the tourist village of Paksebali, among others, is that the road to the village of Paksebali is the main road from the city of Semara Pura to Karangasem Regency with good condition and is supported close to the Bay Pass Prof. Ida Bagus mantra so that it is very easy to access from the tourism center of Kuta and Nusa Dua, close to the center of Semara Pura City, approximately 2 kilometers, on the tourist route, Kertagosa, and Goa Lawah and close to other tourist destinations such as Besakih Temple, Taman. Amenities owned by the tourist village of Paksebali include Kali Unda Restaurant, lodging, tracking lines, public toilets, and parking lots. Ancillary services (tourism support services) are available in the form of the provision of motorized vehicle rental, both twowheeled and four-wheeled, by the community. Paksebali Tourism Village is managed by a tourism awareness group under the management of a village-owned enterprise.

Measuring customer satisfaction is an important part for an institution or company to determine the success of its efforts to satisfy customers. Usually, customer satisfaction is assessed not only by one attribute, but also by multi-attributes for companies engaged in services or products. Even government agencies that are directly related to community services periodically calculate the level of satisfaction of the community being served, as is the case with the Tourism Village Paksebali until now the level of satisfaction with tourists who visit Paksebali Village has never been studied. The aim of this study was to determine the level of satisfaction of tourists who visit and enjoy tour packages as a product of the tourism village of Paksebali, Klungkung Regency, Bali.

2. Literature Review

2.1 Tourist Satisfaction

Tourists are customers of a tourism product, customer satisfaction is an important part of marketing products, both services and goods. Mowen and Minor in Sudaryono (2016: 78-79) customer satisfaction is defined as the overall attitude shown by consumers towards goods and services after they obtain and use them. This is a post-selection evaluative judgment caused by specific purchase selections and experiences using or consuming the goods or services.

According to Brown in Sudaryono (2016: 79) consumer satisfaction is a condition in which the needs, wants and expectations of consumers for a service product are in accordance with or fulfilled by the appearance of the products and services. Satisfied consumers will consume these products continuously, encouraging consumers to be loyal to these products or services to be happy to promote these products and services to others by word of mouth.

Wells and Prensky in Sudaryono (2016: 79) consumer satisfaction and dissatisfaction are consumer attitudes towards a product or service as a result of consumer evaluation after using a product or service. consumers will be satisfied if the service provided by the product or service pleases them. On the other hand, Kotler and Keller in Sudaryono (2016: 79) say that consumer satisfaction is consumer feelings, whether it is pleasure or dissatisfaction arising from comparing a product with consumer expectations for the product. If the appearance of the product expected by the consumer is not in accordance with reality, it can be ascertained that the consumer is not satisfied and if the product is suitable or better than expected, then satisfaction or pleasure will be felt by consumers. Consumer expectations can be known from their own experience when using these products,

According to Zikmund, MacLeod and Gilbert in Suryadana and Octavia (2015) satisfaction is an after-purchase evaluation of the comparison between expectations before purchase and actual performance. It can be concluded that consumer satisfaction is an after-purchase evaluation where the chosen alternatives are at least the same or exceed expectations consumer. Disappointment arises when the actual performance does not meet consumer expectations, but if consumers feel satisfaction will encourage consumers to repurchase the product.

Several theories that discuss customer satisfaction include:

1) Experientially affective feeling theory. According to Jones (2008) in Etta Mamang Sangadji and Sopiah (2013: 183) This theory assumes that consumer satisfaction is influenced by positive and negative feelings that consumers associate with products that have been purchased and consumed.

2) The theory of satisfaction (the expectancy disconfirmation model). Satisfaction theory suggests that consumer satisfaction and dissatisfaction is the impact of the comparison between consumer expectations before purchase with actual product performance. When buying a product, consumers have expectations about how the product will perform (product performance): (a) The product works better than expected. This is called positive disconfirmation. If this happens, consumers will feel satisfied. (B) The product performs as expected. This is called simple confirmation. The product does not provide a sense of satisfaction, but also does not disappoint consumers. consumers will have a neutral feeling. (c) The product performs worse than expected. This is called negative disconfirmation. Underperforming products,

3) Justice Theory. Another approach to understanding satisfaction is the theory of justice. Researchers have found that people analyze exchanges between themselves and others to determine the extent to which those exchanges are appropriate or reasonable. The theory of justice argues that people will analyze the ratio of their outcomes and inputs to the results and inputs of their peers in an exchange, and if they see that the ratio is higher, they will experience feelings of unfairness. According to each party involved in the exchange it must be reasonably necessary or appropriate. Thus, satisfaction occurs when the yield and input ratios for each exchange party are approximately the same.

4) Attribution theory, product failure and customer satisfaction. Attribution theory mis a way of identifying the cause of an action. The attributions that consumers make can greatly affect their post-purchase satisfaction with a product or service. There are three types of attributions according to Jones (2008) in Etta Mamang Sangadji and Sopiah (2013: 184), namely: (a) Attribution causal when an error occurs, consumers will judge who deserves to be blamed. (b) Control attribution is consumer assess whether dissatisfaction is still within marketers control or not. (c) Stability attribution mean consumers will give an assessment if they are not satisfied with the performance of the product or company, whether this is repeated at a later date or not. If they believe the answer is yes, the intensity of the dissatisfaction they feel will be even higher.

Attribute-attributes that form consumer satisfaction are the suitability of expectations which is a combination of the capabilities of a reliable product, so that a product produced can match what the company promises. According to Tjiptono (2008: 45) the attributes that make up consumer satisfaction are: (a) Ease of obtaining products, namely products or services offered by producers that are available at outlets close to potential buyers. (B) Willingness to recommend consumers who make purchases Repeat on the product for a relatively long time, then the willingness of consumers to recommend the product to friends or family is an important measure to try it.

Consumer satisfaction is measured by how much consumer expectations about products and services are in accordance with the actual product and service performance. According to Tjiptono (2006: 366) there are six core concepts of measuring customer satisfaction, namely: (a) Overall customer satisfaction: First, the way to measure customer satisfaction is to directly ask consumers how satisfied they are with the products or services of the company concerned. Second, assess and compare with products or services from competitors (b) Dimensions of customer satisfaction: The measurement method asks consumers to rate products or services based on specific items, such as speed of service, facilities, employee friendliness and determining the most important dimensions in consumer satisfaction. (c) Confirmation of expectations: Satisfaction is not measured directly, but concluded based on the suitability of consumer expectations with the performance of the company's products. (d) Re-purchase interest: Satisfaction is measured behaviorally and asks consumers whether to repurchase the product. (e) Willingness to recommend: Consumers' willingness to recommend products to friends or family. (f) Consumer dissatisfaction: Aspects of dissatisfaction include: complaints, returns (product returns), warranty costs, product recall (product withdrawal from the market), negative rumors, and defection (consumers turning to competitors).

Some of the results of research on tourist satisfaction include Dera Deviani and Rizki Anwar Rizo (2016) with the title of their research: Customer Satisfaction Analysis using the CSI and PGCV methods, the results of this research are the CSI index value of 70.44%, which shows that most consumers are satisfied. However, the company must further improve services because in the gap analysis there are several negative service variables. The main priority for improving service quality is the availability of toilets for customers, availability of suggestion boxes, warranty if there are still complaints on consumer vehicles and mechanical responses to vehicle complaints owned by consumers.

Ade Mutia Rahma (2018), with the title analysis of tourist satisfaction in carrying out activities at Pengandaran Beach. The result of this study is that we find that the satisfaction of tourists on the West Coast of Pangandaran is considered sufficient due to the existence of adequate facilities and security. Dewanto Bismantoro, Asep Agus Handaka Suryana, Wahyuniar Pamungkas, and Atikah Nurhayati (2018) Where the results in Quadrant I are the main priority for the management to be developed to increase the level of tourist satisfaction in the future. Then the result of CSI is the tourist satisfaction level of about 61%. From these results, tourists are "Quite Satisfied" with Mangrove Tourism in Karangsong Village and the results of the chi square test state that the origin of the place of residence has a correlation with tourist satisfaction.

2.2 Tourism Village Products

Tourism Village is a place of particular value which can be a special attraction for tourists with a special interest in rural life. This shows that the main attraction of a Tourism Village is the unique life of villagers that cannot be found in urban areas. As stated by Inskeep (1991) "Village Tourism, where small groups of tourist stay in or near traditional, often remote villages and learn about village life and the local environment." (Inskeep, 1991) which means "Tourism Village, is where a small group of tourists live in or close to a traditional atmosphere, usually in remote villages and learn about rural life and the local environment."

Tourism villages will be able to be developed and have attractive tourism products if the tourist villages have the following components:

1) Attractions. Called attractiveness, is a significant component in attracting tourists. Attraction, is the main potential of a tourist village. Attractions relate to what to see and what to do. What tourists can see and do in this tourist village. To find the tourism potential in a village, one must refer to what tourists are looking for. There are three main attractions that attract tourists, namely (1) Natural Resources (natural), (2) Cultural tourism attractions, and (3) Man-made attractions themselves. This tourism potential can be developed into a tourist attraction in a tourist village. Tourist attractions can be developed so that they can hold tourists for days and can be enjoyed many times, or even on other occasions tourists can visit the same place. The existence of attractions is the reason and motivation for tourists to visit a tourist village. Attraction can be in the form of natural beauty and uniqueness, local culture, heritage of historical buildings, as well as artificial attractions such as games and entertainment facilities. An attraction should have a high differentiation value, be unique and different from other villages. Various kinds of attractions that may be developed in a tourism village include: (1) rice field / field activities, (2) village art activities (3) sports activities with the village community, (4) ceremonial activities, (5) other meditation activities (6) house building activities, (7) other traditional village activities, (8) food and beverages

2) Amenities. All supporting facilities that can meet the needs and desires of tourists while in a tourist village. Agencies are related to the availability of accommodation facilities for overnight stays as well as restaurants or stalls for eating and drinking in a tourist village. Other needs that tourists may also want and need, such as: accommodation, public toilets, rest areas, parking lots, health clinics, and places of worship should also be available in a tourist village. Of course, these facilities also need to see and assess the situation and conditions of the tourist village itself and the needs of tourists. Not all amenities must be close together and be in a tourist village. Natural destinations and historical relics should be at some distance from commercial amenities, such as hotels, restaurants and rest areas.

3) Accessibility. The most important thing in the development of a tourist village. Air conditioning

accessibility, is the means and infrastructure to get to the tourist village. Road access, the availability of transportation facilities and road signs are important aspects for a tourist village destination. There are so many areas in Indonesia that have natural and cultural beauty that are worthy of being sold to tourists, but do not have good accessibility, so that when they are introduced and sold, not many tourists are interested in visiting them. It should also be noted that good road access is not sufficient without the availability of transportation facilities. For individual tourists, public transportation is very important because most of them arrange their own trips without the help of travel agents, so they are very dependent on public facilities and facilities.

4) Ancillary service. Additional services such as Tourist Information, Travel Agents and stakeholders who play a role in tourism.

5) Institutional and Community Involvement (community participation) Baiquni (2005) states that one important thing in the development of a tourism village is the problem of institutional capacity for tourism village management. The approach to increasing the capacity of local institutions (local government and society) has a varied spectrum of concepts and approaches.

All the potential of the village needs to be explored and packaged as attractively as possible by utilizing various available resources and supported by accurate data, complete information, readiness of implementing human resources, making tourism products. Tourism village products can be divided into two forms. Both have different characteristics, as follows:.

1) Goods is a work that has a form (tangible) or can be seen, touched, and felt. Some examples of products from a tourist village are: souvenir, food and drink, paintings, sculptures and others.

2) Services are “Service is all economic activities whose output is not a physical product or construction is generally consumed at that time it is produced, and provides added value in forms (such as convenience, amusement, comfort or health). (Zethaml and Bitner: 1996) "Services are all economic activities whose results are not in the form of physical or construction products, which are generally produced and consumed simultaneously and provide added value (eg. convenience, entertainment, pleasure, or health) to consumers." According to Mursid (1993:116), "Services are activities that can be identified separately, in essence they are not palpable, to meet needs and do not have to be tied to the sale of other products or services.

In terms of tourism products, tourism village development must emphasize the following product development principles: (1) Authenticity; Alternative tourism travel patterns bring tourists looking for experiences related to "Authenticity experience" or genuine or authentic experiences. This authentic experience is obtained from the cultural heritage that is maintained and preserved from generation to generation by a community in a destination. In terms of developing a Tourism Village, which includes matters of an authentic nature, such as maintaining local traditions, attitudes or daily activities, cultural values and unique natural features of a village. (2) Local Tradition; Tourist Village implies a strong traditional meaning of the local community. Tradition is something that is rooted and attached to people's life in an area which is a cultural characteristic or character that is maintained from time to time. Traditions must be preserved and preserved because in addition to maintaining the identity of a community, strong traditions will also be a concern and attraction for tourists. In the case of Tourism Village, this community tradition can be in the form of local wisdom, customs, music and dance, traditional clothing and special food from a tourist village. (3) Attitudes and Values, Attitudes and values of a culture need to be supported highly, especially by the local community to avoid value degradation due to bad influences that may arise from tourist visits. If tourists appreciate the attitudes and values of cultural heritage and the pattern of life of a community, then that community will have a special sense of pride in their cultural heritage, which will make people protect, maintain and preserve their cultural heritage. Tourism Village which has a community with good attitudes and values will also create a good image for the Tourism Village. Good attitudes and values can be shown by good behavior, friendly towards tourists, and firm against the rules that are held. (4) Conservation and carrying capacity (Conservation and Carrying Capacity), Tourism Village Development must apply the principles of preservation and in terms of function so as not to exceed the carrying capacity of the environment. This is important so that with the progress of tourism development, the maximum carrying capacity of a destination in supporting the needs of various uses will not damage nature, culture or the environment. In the management of a Tourism Village, conservation efforts can be made in regulating visiting patterns, zoning the area and determining the physical (environmental) and non-physical (cultural and community) carrying capacities.

2.3 Tour packages for tourist villages

A tour package (package tour, inclusive tour) is a tour with one or more visit destinations compiled from various components such as tourist attraction, transportation, food and drink accommodation, shopping and certain other travel facilities in a fixed travel event, and is sold at a single price which includes all components of the tour. Ismayanti (2010) states that a tour package is a trip made by a travel agency including transportation, accommodation, and consumption in one price. Lehman (in Yoeti 2001), a tour package is defined as "any advertised tour or single destination tour, including transportation and other tour elements or an offering (line a cruise) providing a holiday." a tour package is any published tour or travel for one destination, including transportation and other travel components or an offer that provides a vacation. Desky (2001) states that a tour package is a combination of several tourism products of at least two products known to be one unit prices that cannot be separated from one another.

Lehman (in Yoeti 2001),Tourism village in order to become an attractive tourist village visited by tourists Management of tourist villages. It should be noted, among others, that the management of the tourism village must be able to package the attractions that exist in the village. "The package of the tour package provides certainty for tourists who come to enjoy the tour. In tourism there is 'something to see' (something is seen), 'something to do' (something is done), and 'something to buy' (something is being bought).

The tour packages managed by the tourist village are certainly very different from conventional tour packages. Depbudpar (2001) rural tourism is a tourism activity developed in a rural area by making the overall attractiveness of a village both from social life, economy, customs, architectural buildings and others as the main attraction.

3. Methods

3.1 Operational Definitions of Variables

The research variables are:

3.1.1 Tourist Satisfaction is behaviour the visitors or tourists as a result of the evaluation of tourists after using, feel the Paksebali Village tour package

3.1.2 Paksebali tourism village tour packages are goods and or services offered by the Paksebali tourism village manager to tourists at a number of prices consisting of trips around the Paksebali village by displaying natural attractions, cultural attractions, providing food and drinking and being guided by a tour guide

3.2 Population and Sampling

The population of this study are tourists who visit Paksebali Village. The sample size is 100 tourists with the sampling technique is incidental sampling

3.3 Data Collection Techniques

Data was collected using several data collection techniques as follows:

1) Questionnaires, namely the distribution of closed question forms or with the choice of using a Likert scale of 5, and also an open questionnaire where tourists can provide comments in the form of criticism, appreciation and suggestions

2) Interviews are asking directly to tourists and tourism village managers

3) Observation, namely making direct observations of the tourism products offered by the tourism village manager

4) Documentation, namely by recording the required documents, taking photos or images needed

3.4 Data Analysis Techniques

The data obtained were analyzed using analytical techniques *Importance Performance Analysis* (IPA) It is a technique to measure the level of importance or expectation of the service / product instrument according to the consumer's view and the level of performance that is useful for developing the business being run. And divided into Cartesian Diagram continued measurement of customer satisfaction, namely *Customer Satisfaction Index* (CSI) Method of customer satisfaction index (Customer Satisfaction Index) is an index to measure the level of customer satisfaction based on certain attributes. According to Dixon (1991) there are four steps in calculating the Customer Satisfaction Index (CSI), namely: Determining the Mean Importance Score (MIS) and the Mean Satisfaction Score (MSS). This value is scaled from the average level of importance and performance as well as the formula for IPA analysis. and CSI as follows:

$$\bar{X} = \frac{\sum Xi}{n} \; dan \; \bar{Y} = \frac{\sum Yi}{n} \quad \text{...(1)}$$

$$MIS = \frac{[\sum_{i=1}^{n} Yi]}{n} \quad \text{...(2)}$$

$$MSS = \frac{[\sum_{i=1}^{n} Yi]}{\cdot\cdot n} \quad \text{...(3)}$$

$$WF = \frac{MISi}{\sum_{i=1}^{p} MISi} X\ 100\% \quad \text{...(4)}$$

$$WSi = WFi \times MSS \quad \text{... (5)}$$

$$CSI = \frac{\sum_{i=1}^{p} MIS}{HS} X\ 100\% \quad \text{...(6)}$$

Information :

MIS	*: Mean Importance Score*
MSS	*: Mean Importance Score*
n	: Number of Respondents
WF (Weight Factors)	: is the percentage of MIS value per attribute to the total MIS of all attributes.
WS (Weight Score)	: is the multiplication of Weight Factor (WF) and the average level of satisfaction (Mean Satisfaction = MSS)
Yi	: the i-th attribute importance value,
I	: the ith performance attribute value
HS	: Hight scale
P	: the number of attributes of interest 5 scale

Table 1 Value Criteria Customer Satisfaction Index

NO	*Index Value (100%)*	*Criteria*
1	81% ≤ satisfaction index ≤ 00%	Very satisfied
2	61% ≤ satisfaction index ≤ 80%	Satisfied
3	41% ≤ satisfaction index ≤ 60%	Quite satisfied
4	21% ≤ satisfaction index ≤ 40%	Less satisfied
5	0% ≤ satisfaction index ≤ 20%	Not satisfied

Source: Aritonang (2005)

4. Results and Discussion

Based on the data that has been collected, a working table can be made to analyze tourist satisfaction with tour packages using IPA and CSI analysis.

Table 1. The working table of tourist satisfaction analysis

No.	Indicator	Interest score (∑ y)	Performance Score (∑ x)	MIS	MSS	Level of conformity	WF	WS
1	Guest reception procedures	395	415	3.95	4.15	105.06	5.67	23.53
2	Natural attractions available	464	451	4.64	4.51	97.20	6.66	30.04
3	Cultural Attractions prepared	485	456	4.85	4.56	94.02	6.96	31.74
4	Cleanliness of the village environment	415	349	4.15	3.49	84.10	5.96	20.79
5	Safety Tour	440	465	4.4	4.65	105.68	6.32	29.37
6	Leisure Tour	431	435	4.31	4.35	100.93	6.19	26.91
7	Procedures for guides to guide tours	386	356	3.86	3.56	92.23	5.54	19.72
8	The ability of a tour guide to guide you	407	360	4.07	3.6	88.45	5.84	21.03
9	Hospitality guides	384	427	3.84	4.27	111.20	5.51	23.54
10	Tour Guide Appearance	363	401	3.63	4.01	110.47	5.21	20.90
11	Taste of food and drink	409	357	4.09	3.57	87.29	5.87	20.96
12	Procedures for serving food and beverages	364	375	3.64	3.75	103.02	5.23	19.60
13	cleanliness of the restaurant	437	401	4.37	4.01	91.76	6.27	25.16
14	Restaurant atmosphere	411	445	4.11	4.45	108.27	5.90	26.26
15	Waiter hospitality	403	430	4.03	4.3	106.70	5.79	24.88
16	Waiter Appearance	358	356	3.58	3.56	99.44	5.14	18.29
17	Price suitability of tour packages	414	345	4.14	3.45	83.33	5.94	20.50
	total score			69.66	68.24			
	Average (mean)			4.10	4.01	98.19		
	WT							403.24
	CSI							**80.66**

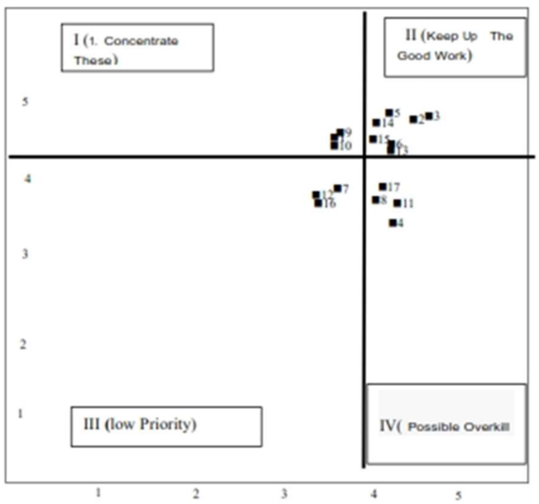

Fig. 1 Cartesian diagram Tourist Satisfaction with Tour Packages

Based on the Cartesian diagram it can be seen that:

Quadran I: contains indicators that are considered important by tourists, but the performance has not been as expected, or in other words, the level of customer satisfaction is still lacking so that the variables that enter this quadrant must be improved continuously. This quadrant: indicator 9 (Hospitality guides), 10 (Tour Guide Appearance). Based on IPA, the friendliness and appearance of the tour guides must be increased. The friendliness of delivering the tourists is very important because guests need warm communication. The appearance of the guides must also be improved, especially the physical appearance (grooming) so that tourists are not awkward in interacting

Quadran II: indicators that are deemed important by tourists, and the performance is considered to be in accordance with their expectations, or tourists are satisfied. Therefore, it must be maintained. 1(Guest reception procedures, 2 (Available Natural Attractions), 3 (Cultural Attractions prepared), 5 (Security Tour), 6 (Leisure Tour), 13 (restaurant cleanliness), 14 (Restaurant atmosphere), 15 (Waiter hospitality). In Quadrant 2 this must be maintained because they have been satisfied or what the tourists' expectations have been fulfilled.

Quadran III: indicators that are considered less important by tourists and in fact their performance is also not that special. The increase in indicators can be reconsidered because the effect on the benefits felt by customers is very small. Indicator 7 (Procedures for Guides to guide tours), 12 (Procedures for serving food and beverages), 17 (Price suitability of tour packages). Tourists do not really care about the procedures for guiding tours but need to be improved again, as well as procedures for serving food and drinks, although not too important for tourists, they also need to be improved. The food prices are not important factor for the guest, however it become an integral part of the tour package, they need to be re-analyzed or adjust with quality food.

Quadrant IV: indicators are considered less important by tourists, and are felt to be too excessive. Therefore, the indicators are controlled for indicator savings: 4 (Village environmental cleanliness), 8 (The ability of the tour guide to guide), 11 (Taste of food and drink), 16 (Waitres Appearance). Things that are felt to be excessive by tourists such as the cleanliness of the village environment may look too excessive, such as cutting down roadside trees so it needs priority, the attitude of the tour guide needs to be controlled or must behave fairly, respect guests excessively, the appearance of the waitres is too excessive, guest prefer the waitress use natural make up.

Based on the CSI (Customer Satisfaction Index) analysis, it was found that the tourist satisfaction index was: 80.66%, meaning that tourists were satisfied in enjoying the tour package as a product of Paksebali Tourism Village.

Some inputs from tourists, especially foreign tourists, include: (1) the visit is added to the time so that tourists can get more detailed information about the object, (2) tourists can be involved with the activities visited, for example making balinese paintings, weaving, making traditional umbrellas and others. (3) the existence of safety insurance guarantees at tourist objects, (4) directions for tour trips,

(5) improvement of cleanliness, especially the drainage of the village environment, (6) so that no dogs or other animals roam.

5. Conclusion and Recomendations

5.1 Conclusion

Based on the results of the study it can be concluded that the tourist satisfaction index in enjoying the tour package is satisfied, things that must be fixed and a priority are the hospitality and appearance of the tour guides. Procedures for receiving guests, available natural attractions, prepared cultural attractions, tour safety, tour comfort, restaurant cleanliness, restaurant atmosphere, waiter hospitality, indicators that are not a priority but also still have low performance are the guiding procedures to guide tours, procedures for serving food and beverages, price suitability of tour packages and indicators with excessive performance: village environmental cleanliness, ability of tour guides to guide, taste of food and drink, the appearance of the waiter in the tour package does not involve tourists in the tour program, the tour package does not have accident insurance coverage, the tour time is still too short and what can disturb the comfort of tourists is the presence of dogs that are still roaming.

5.2. Recommendation

Based on the conclusion, several things can be recommended as follows:

(1) In order for the management of a tourism village to make a product variant of a tour package with a longer time that involves tourists in the activities of the attractions visited. (2) So that the cost of the tour package is added to the accident insurance fee for tourists. (3) To be advised to the public not to let their dogs roam the streets. (4) To carry out training on hospitality, to implement health protocols. (5) To immediately develop standard operating procedures in guiding tours and food and beverage services.

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The Influence of Tourism Interpretation on the Involvement, Memory and Authenticity of Tourism Experience - Taking the Forbidden City as an Example

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Abstract

Long and vivid memories are the ideal outcome of tourism experience. Previous studies have been made to explore memorable tourism experience. However, little is known in tourism research about how involvement may facilitate memorability or authenticity. The study takes Forbidden City, a famous world cultural heritage site as case destination to discuss how tourism interpretation can enhance memorable and authentic tourist experiences and how authenticity influence memorability in the context of sightseeing tours in cultural heritage tourism. Based on scale development, the experience-involvement construct is introduced to measure tourist experience. The role of tourism involvement as a predictor of memorable and authentic experiences was emphasized and empirically tested, and four dimensions of tourism involvement were identified: emotional, mental, flow-like and social experience-involvement. SEM revealed that interactive service elements and experience environment have a significant effect on memorable and authentic tourist experience formation. The authenticity has a significant impact on tourism memorability. The findings not only contribute to the body of knowledge on tourist experience formation with potential managerial implications but fuel the emerging academic and industry discussion about the differences between services generating satisfaction and those leading to memorability.

Keywords: Tourism Interpretation, tourism involvement, tourism experience, cultural heritage tourism, authenticity

1. Background and Goals

1.1 Introduction and Research Objectives

Long and vivid memories are often regarded as the ideal outcome of tourism experience (Campos, Mendes, Valle, & Scott, 2016; Kim, 2010; Neuhofer, Buhalis, & Ladkin, 2012; Pine & Gilmore, 1999; Tung & Ritchie, 2011). Previous studies focused on finding the dimensions of memorable experience (Kim, 2010; Kim et al., 2012) or assessing the extent to which they were memorable (Dong & Siu, 2013; Hung et al., 2014). However, little is known in tourism research about how involvement may facilitate memorability (Campos, 2017). Andrades and Dimanche (2014) suggested that involvement impels the individual's physical, mental, emotional, social, or spiritual engagement in an experience, leading to increased memorability. Involvement can contribute to memorability directly (Kim et al., 2012) and may increase travel memorability by authenticity indirectly.

There is no single definition of interpretation that has been universally accepted. Tilden (1957) defined interpretation as "an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media”. When it comes to setting up heritage, Howard (2003, P.244) argues that interpretation "includes various ways of conveying heritage to people." Although tourism interpretation plays an important role in helping tourists explore tourism destinations and improve the quality of tourist experience (Diaz-Soria, 2017; Weiler & Black, 2014, 2015), it has received relatively little attention in academic literature in recent years (Weiler & Walker, 2014; Wong & McKercher, 2012). In addition, the limited study of tourism interpretation focuses on interpretation of natural attractions (Zhen, 2019; Marschal, 2016) and the factors affecting tourist experience (Dorfman, 1979).

Involvement is defined as the perceived personal relevance individuals experience in relation to objects or consumption contexts (Celsi & Olson, 1988).Many scholars claim that involvement in certain experience contributes to personal growth (Prahalad & Ramaswamy, 2004) and perceived authenticity (Gilmore & Pine, 2008). Authenticity is defined as tourists' perception of the degree of authenticity of their experience (Chhabra, 2010; Grayson & Martinec, 2004). Therefore, authenticity will be discussed as an outcome of tourism involvement. It is also argued in this paper that authentic scenic spots will produce more profound tourism memories.

To summarize, this study explores how tourism interpretation creates tourism experience with authenticity and memorability. Tourism involvement is introduced to measure tourist experience. Two main research objectives are set:

- To construct a empirical model of the influence of tourism interpretation on experience memorability and authenticity, which mediated by tourism involvement.
- To verify the correlation between tourism authenticity and tourism memory.

1.2 Literature Review and Hypotheses

Recent studies have highlighted that pleasure experience emerging from performance of activities that engage people sensorially, physically, intellectually or culturally, emotionally and socially (Kastenholz et al., 2012; Morgan, Elbe, & Curiel, 2009; Richards, 2011). Tourists are no longer passive sightseers (Ek et al., 2012) but are increasingly motivated by personal growth in consumption of experience (Tan, Kung, & Luh, 2013; Tan et al., 2014), learn through involvement of local cultural and experience (Mathisen, 2013). The same conclusion is achieved by Prebensen and Foss (2011) that interaction, involvement and participation can create more positive experiences and improve the value of participants. Therefore，assumption can be drawn that a higher level of experience involvement will bring more memorable experience to tourists.

Tourism involvement

The theory of involvement was first put forward by Sherif and Cantril in 1947. Involvement refers to the perceived personal connection experienced by an individual when it is related to the object or consumption situation (Celsi & Olson, 1988). People may feel involved in an activity, a problem, a product, a decision or situation, an advertisement (Day et al., 1995) or even a specific space environment, such as an art museum (Slater & Armstrong,2010).

In the late 1980s, the concept of involvement was developed and applied in the fields of leisure, entertainment and tourism (Carneiro & Crompton, 2009). Involvement becomes the core component of leisure experience (Dimanche, 1991), which is related to tourism products (Chang & Gibson, 2011), activities, experiences (Gross & Brown, 2006) and destinations (Carneiro & Crompton, 2009). Involvement can affect individuals' understanding of the destination and their attachment to the destination as well as the willingness to participate in recreational activities and travel (Park, Yang, Lee, Jang, & Stokowski, 2002).

Zatori (2018) revealed four dimensions of involvement: emotional, mental, flow-like and social experience-involvement. Emotional experience-involvement is developed by emotion measured by indicators: excitement, enjoyment, comprehension, infatuation and surprise. Mental experience-involvement involves our cognitive senses and shows ourselves through indicators as arousing interest, experiencing thought-provoking things, learning and activating the desire for learning. Flow-like experience involvement leads to the emotional value of cognitive perception experience. Flow represents the optimal experience of an individual (Jackson & Eklund, 2004). Social experience-involvement refers to the social experience in the process of tourism (in the context of Tour Guides), which is determined by the interaction between participants (Zatori, 2014). This study use Zatori’s dimension of involvement to measure tourism involvement.

Tourism interpretation experience

Interaction. Tourism is a system composed various elements, which is highly interactive at any stage (Binkhorst & Den Dekker, 2009; Choo & Petrick, 2014; Neuhofer, Buhalis, & Ladkin, 2013). Direct interaction is becoming increasingly important as the tourism industry moves in the direction of shortening the supply chain (King, 2002) and increasing the participation of tourists (Ihamäki, 2012).

Interaction is the core aspect of tourism experience, because it meets the social and psychological needs of tourists (Bigne & Andreu, 2004; Choo & Petrick, 2014). In addition, they can stimulate creativity, exploration and play (Ihamäki, 2012; Kastenholz et al., 2012), support self-determination and learning (Binkhorst & den Dekker, 2009), and induce comfort from others' support (Saxena, 2006).

According to DART model, interaction is measurable due to the quantity and quality of dialogue, consumer access to information (number of interaction points), transparency and risk sharing (Prahalad & Ramaswamy, 2004). Therefore, the following hypothesizes are formed:

H1a. Interaction will positively impact on tourists' mental experience-involvement.

H1b. Interaction will positively impact on tourists ' emotional experience-involvement.

H1c. Interaction will positively impact on tourists' social experience-involvement.

H1d. Interaction will positively impact ontourists ' flow-like experience-involvement.

Experience environment. Tourists look for multi-sensory experience (Kotler , 2010; MacCannell, 2011). The concept of value co-creation (Prahalad & Ramaswamy, 2004) also emphasizes the importance of experience environment as a promoter of experience co creation between consumers and providers. The concept of staged experience creation (Pine & Gilmore, 1999) places a great emphasis on formation and design of the experience environment. Thus, the following hypothesis is proposed:

H2a. Experience environment will positively impact on tourists' mental experience-involvement.

H2b. Experience environment will positively impact on tourists' emotional experience-involvement.

H2c. Experience environment will positively impact on tourists' social experience-involvement.

H2d. Experience environment will positively impact on tourists' flow-like experience-involvement.

Customization. Customization is a process dominated by consumers. Otto and Ritchie (1996) emphasized the importance of customization in tourism. Customization as a co-created standard (Wikstrom, 1996; Prahalad & Ramaswamy, 2003) is regarded as an enhancement factor of consumer experience involvement. Zatori (2016) explores the value co creation process of tour guides and defines it as a gradual process of attention, involvement and discovery. According to the needs and expectations of tourists, the following hypothesizes are proposed:

H3a. Customization will positively impact on tourists' mental experience-involvement.

H3b. Customization will positively impact on tourists' emotional experience-involvement.

H3c. Customization will positively impact on tourists' social experience-involvement.

H3d. Customization will positively impact on tourists' flow-like experience-involvement.

Authenticity. The concept of authenticity was put forward by MacCannell (1973) in the context of tourism. Authenticity is defined as tourists' perception of the degree of authenticity of their experience (Chhabra, 2010; Grayson & Martinec, 2004). Tourism and its surrounding environment can promote authenticity induced experiences (Mura, 2015). Therefore, authenticity is a concept constrained by place, and the characteristics of specific places are either combined with authenticity or embedded in authenticity (Swanson & Timothy, 2012). In other words, tourists' perception of authenticity is formed through interaction with local buildings, people, souvenirs, food, events, ceremonies, etc.

Hargrove (2002) believes that authenticity is an important part of meaningful experience, while Gilmore and Pine (2007) believe that perceived authenticity is as important as unforgettable experience in terms of consumer values. Service providers can create the greatest value by helping consumers develop themselves. There is authenticity, which can be enhanced by the best real-time experience (Pine & Gilmore, 1999). Therefore, the following hypothesizes are proposed:

H4a. Mental experience-involvement will positively impact on perceived authenticity.

H4b. Emotional experience-involvement will positively impact on perceived authenticity.

H4c. Social experience-involvement will positively impact on perceived authenticity.

H4d. Flow-like experience-involvement will positively impact on perceived authenticity.

Memorability. Memorability is an important aspect of tourism experience (Pikkemaat & Schuckert, 2007). Providing unforgettable experience is the core of experience economy (Oh, Fiore, & Jeong, 2007; pine & Gilmore, 1999). It is generally believed that tourism experiences need to be memorable (Morgan & Xu, 2009), and the ability to provide these experiences is often related to the uniqueness and competitive advantage of the organization and destination (Kim, 2010). Memory belongs to the essence of experience (Poulsson & Kale, 2004), the success of organization and destination depends on the formation of positive memory (Oh et al., 2007).

Involvement promotes physical, psychological, emotional, social, or spiritual participation in an experience that improves satisfaction and memory (Andrades & Dimanche, 2014). Kim (2010) found that Involvement, characterized by stimulation and interest in experience, led to vividness of memories and memories. Kim et al. (2012) found that involvement, defined as personal relevance, contributes to memory. Prahalad and Ramaswamy (2004) suggested that context and the level of customer involvement and engagement contribute to the formation of personal meaning, and to the perceived uniqueness of the co-created experience, both found to be leading factors of memorability (Kim et al., 2010). Therefore, the following hypothesizes are proposed:

H5a. Mental experience-involvement will positively impact on memorability.

H5b. Emotional experience-involvement will positively impact on memorability.

H5c. Social experience-involvement will positively impact on memorability.

H5d. Flow-like experience-involvement will positively impact on memorability.

The research on tourism authenticity and memory has not been carried out. Only Aikaterini (2018) explored the relationship between the authenticity of luxury hotel brand and memory impression, pointing out the brand authenticity is the key factor affecting memory impression, lifestyle consistency and brand love. Therefore, the hypothesis about the relationship between tourism authenticity and memory is proposed as follows:

H6: Authenticity will positively impact on *memorability.*

The conceptual model used in the study is showed as Fig.1.

2. Methods

2.1 Scale development

The scale development of this study includes all varieties: interaction, customization, experience environment, involvement, memorability and authenticity. Following Churchill (1995) and Rossiter (2002)'s suggestion, several steps aimed to establish a strong content validity are as follows: (1) literature review of the existing scale, (2) qualitative and exploratory research in the form of observation and interview, then (3) expert validation with tourism professional officials. Besides, a pilot study was conducted before drawing up the final version of the questionnaire.

Tourism involvement scale

The existing involvement scale in the field of leisure and tourism (Gursoy & Gavcar, 2003; Kyle, Absher, Norman, Hammitt, & Jodice, 2007; Kaplanidou & Havitz, 2010) regards involvement as a degree of enthusiasm rather than involvement in consumption. Due to the lack of effectiveness, we used the attributes of emotion, rationality, interpersonal relationship, sensory and physiological aspects as measurements of involvement scale instead since involvement is a mixture of many factors (e.g. Gentile et al., 2007; Mossberg, 2007; O'Sullivan & Spangler, 1998). The construct of flow is regarded as the highest level of involvement (Csikszentmihalyi, 1975). Although there are multiple scales to measure flow, the Flow Short Scale (Rheinberg, Vollmeyer, & Engeser, 2003) is found to be the closest to content validity. Zatori (2018) identified the four dimensions (emotional, mental, social and flow-like experience) by the multivariate analysis (FA and CFA). This paper mainly uses Zatori's measurement of tourism involvement from psychological, emotional, flow and social perspectives. All constructs were assessed through 5-point Likert-type scales using the anchors (1) "strongly disagree" to (5) "strongly agree".

Interaction scale

There are two levels of interaction between tour guide and tourists: the travel design elements related to interaction, and the tour guide's performance (Zatori, 2018). In the study of interaction, scholars use the following measures: "interesting / uninteresting", "enthusiastic / boring", "information / non-information", "interaction / unilateral communication". In the study, the following items were used to measure "what I like to travel about", "I received clear information during my travel," and "I can hear the voice of a guide correctly". Interaction elements in tourism design can be regarded as a part of value co-creation of tourists, which will have a positive or negative impact on tourism involvement. All constructs were assessed through 5-point Likert-type scales using the anchors (1) “strongly disagree” to (5) “strongly agree”.

Experience environment scale

Experience environment factors are different for every tourist, but all determine the individual perception of comfort and security. The scale of service experience can also be used to measure experience environment between tourists and tour guides (Otto & Ritchie, 1996). Apart from the formed measurement items, interviews and observations also produce scale indicators. Items “I felt (physically) comfortable during the tour”,” The schedule (timing) of the tour was precise”,” I got knowledge about the Forbidden City”, “I like the content of tourism interpretation very much”. All constructs were assessed through 5-point Likert-type scales using the anchors (1) “strongly disagree” to (5) “strongly agree”.

Customization scale

Pine (1999) divides customization into three types: adaptation, transparency and collaboration. Tour guides have the characteristics of collaborative customization, which means that before or during the service, tour guides consider the needs of individual customers to determine the travel route, content and time. Based on interviews, a sense of control over experience creation is also seen as a determinant of customization. The items can be expressed as: "tourism can be customized more according to my needs", "tourism contains spontaneous elements", "I think I have a choice in the process of tourism", "I think I can control my experience". All constructs were assessed through 5-point Likert-type scales using the anchors (1) “strongly disagree” to (5) “strongly agree”.

Authenticity scale

Authenticity is usually measured by qualitative rather than quantitative tools, with a few exceptions (e.g. Kolar & Zabkar, 2010; Lu, Chi, & Liu, 2015; Ram, Bjork, & Weidenfeld, 2016). The measurement of authenticity used in this paper is only applicable to the measurement of constructive and existential authenticity, which are two forms of perceived authenticity. The development of the scale shows that constructive authenticity is measured by indicators: "most scenic spots seem to be authentic", "tourism is a good reflection of local life and culture", "my experience seems to be real". While existential authenticity is measured by indicators: "I have experienced something related to me", "I have learned about myself during my travel", "I think it helps my personal development". As there may be some cultural differences in perception of authenticity, this study also draws on the scale of Chen 's research (2018) on cultural authenticity and loyalty. All constructs were assessed through 5-point Likert-type scales using the anchors (1) “strongly disagree” to (5) “strongly agree”.

Memorability scale

Zatori (2018) takes the measurement of tourism memory as whether it provides a good memory and whether it produces some positive things. In this study, we used three indicators to measure the memorability of the experience and the effectiveness of the content: "I will have a wonderful memory of this journey", "I will remember many positive things about this journey", "I will not forget the experience of this journey". Only elements that were considered memorable experiences were focused on.

2.2 Data Collection

To help with the design of the questionnaire and as preparation for the main study, both in- depth interviews and a pilot survey have been conducted.

In-depth interviews

In-depth interviews were performed with tourists in order to clarify key constructs of the research and generate items to develop the quantitative data collection (Dong & Siu, 2013; Leech & Onwuegbuzie, 2007). Purposive sampling was adopted (Kensbock & Jennings, 2011). Afterwards, interviews with 15 visitors and official guides at the Forbidden City were conducted in Sept. 2019.The interview shows that tourists can feel the centuries-old history, the historic buildings and the authenticity of the Forbidden City in the process of guide interpretation. Communication and interaction with tour guides notably make people feel more immersive. Meanwhile, some tourists denoted it was the history and ancient buildings of the Forbidden City that brought him "unforgettable" and "lasting" memories. These results provide support for the research hypothesis and help to design the questionnaire.

Pilot survey

A questionnaire composed of constructs and sociodemographic questions was prepared and distributed at the exit of the Forbidden City from October 15 to October 18, 2019. The initial questionnaire was first developed and written in English and afterwards translated into Chinese, back translated and then re-translated to ensure comparability of data between English and Chinese versions of the questionnaire (Harkness, 2003). The items in the questionnaire derived from the qualitative interviews and the literature review. As a result, 92 questionnaires were sent out and 85 remained valid. The internal reliability of the scales was assessed using Cronbach's alpha (Hair, Black, Babin, & Anderson, 2006). The results for this measure showed that the alphas of all constructs ranged from 0.80 to 0.93, matching or exceeding the cutoff of 0.70 (Hair, Black, Babin, Anderson, & Tatham, 2006).

The survey

The questionnaire distribution was assigned to tourists randomly at the exit of the Forbidden City. The questionnaires were issued from November 6 to November 13, 2019, from weekdays to weekends at various assigned days and time. All interviewees were informed of the research objectives and participated voluntarily. The questionnaires were distributed immediately after the tour and collected as soon as they were completed. A total of 450 questionnaires were issued, during raw data clearance, 415 valid questionnaires were recovered after incomplete questionnaires were extracted. The effective rate of the questionnaire was 92.2%.

3. Results and Discussion

3.1 Data Analysis

Profile of respondents

The socio-demographic characteristics of the total sample are shown in Table 1. About half of the total respondents are male and the other half female. In terms of age, the proportion of people aged 18-29 is the highest, accounting for 52.8%, the second is the age group aged 30-39, accounting for 28%; while the proportion of people aged 55 and over is relatively small, accounting for only 1.4%. Some 54.9% hold bachelor education degrees, 26.3% completed high school education. All respondents are Chinese domestic tourists.

Confirmative factor analysis

Confirmative factor analysis (CFA) was used in order to test the measurement model, and to test the reliability and validity of the scales. Validity is the degree to which the scale expresses the measured characteristics. The higher the validity is, the better measurement of the scale is. When the standardized factor load is significant and higher than 0.5, the combined validity and the average extraction variance are higher than 0.7 and 0.36 respectively, the scale has good polymerization validity, and when the average extraction variance is greater than 0.5, it reaches the ideal value.

Data analysis

The proposed model linking the constructs of tourism interpretation, authenticity and memorability, through tourism involvement, was estimated and tested using a SEM procedure employing the software AMOS. The most commonly used estimation methods in SEM require that data follow a multivariate normal distribution. In this study, all items are ordinal and report absolute values for skewness and kurtosis lower than 1 and 3 respectively. Previous studies show that only values higher than 2 and 7 for skewness and kurtosis produce biased SEM estimates using the maximum likelihood estimation method (Finney & DiStefano, 2006). Before testing the research hypotheses, the overall model fit was assessed which was then followed by an evaluation of the measurement model and structural model.

- Overall model fit

Results at this level show that the model reports an acceptable overall fit. Measures of fit suggest an acceptable fit: RMSEA= 0.097, values for RMSEA lower than 0.1 are indicative of acceptable. Moreover, other indexes that ranges from 0 to 1, with 1 indicating perfect fit, also report good results: GFI =0.78; NFI=0.79; RFI 0.89; IFI=0.8 and CFI =0.83.

- Measurement model fit

An adequate measurement model fit is necessary before the assessment of the structural relations and consequently of the research hypotheses. Reliability and validity are the key concepts in evaluating the measurement model. Tourism interpretation experience is measured by three items: interaction, experience environment and customization. Table 2. presents the reliability of constructs. Firstly, all alpha coefficients and composite reliability (CR) coefficients are high and exceed the recommended level of 0.7 (Bagozzi & Yi, 1988). Additionally, the average variance extracted (AVE) of the level constructs surpasses the threshold value of 0.5. These results suggest that the indicators of each constructs are strongly related and measuring the same latent variable.

- Hypotheses testing

The 21 hypotheses involving relationships between the latent constructs were evaluated by observing the sign and statistical significance of each path coefficient (Table 6). The estimates for the corresponding path coefficients have all the correct sign, positive, and are significant at a 0.01 level. H1a to H1d assumed a positive relationship between interaction and all constructs of tourism involvement, thus meaning that the more interaction the tourism interpretation, the higher the level of tourism involvement is expected to be. H2a to H2d stated a positive relationship between the experience environment and all constructs of tourism involvement which affects the memorability and authenticity of the experience. H3b conjectured that there is only a positive relation between customization and emotional experience-involvement.

H4d postulated that there is only a positive relation between the level of flow-like experience-involvement and memorability.so similarly, the higher the flow-like experience-involvement, the higher the memorability is expected to be.H5b and H5d assumed that emotional experience-involvement and flow-like experience-involvement are positive influencing authenticity.

H6 stated a positive relationship between the authenticity and memorability, and by the same reasoning the more authenticity the higher the level of memorability is likely to be. Other hypotheses are rejected based on the empirical results.

3.2 Discussion and conclusion

In this study a conceptual model concerning tourism interpretation, tourism involvement, authenticity and memorability was proposed and tested. A number of findings are noted.

Firstly, the results confirmed that interaction is the factor influencing experience-involvement the most, while the experience environment appeared to be the variable with the second most important influence. Customization only has a significant impact on emotional experience-involvement. This resonates with previous findings according to which a higher quality of experience is reached if the consumer can control the situation in which the tourist experience is formed (Prebensen & Foss, 2011). It should be noted that interaction with tour guide is seen as intangible and situational factors of the service. Other interactive experience environment aspects which are often planned in advance by tour providers, though to a lesser extent, influence experience-involvement too. The findings highlight the role of the tour guide as the most crucial factor in experience design, which bears important managerial messages.

Only flow-like experience-involvement has a significant positive impact on tourism memorability. Flow-like experience-involvement refers to a higher level of involvement characterized by perception of uniqueness, meaningfulness, escapism and lost in the story created in the process of tourism. It can be argued that transport quality, precision, security and comfort contribute rather to satisfaction as an outcome variable, than to memorable experience. For example, a tour experience might lead to satisfaction, but does not necessarily lead to an outstanding or memorable experience just because it is secure, well-timed or comfortable.

Both relationships, including the one between flow-like experience-involvement and authenticity and the one between emotional experience-involvement and authenticity have been verified. The positive impact of tourism authenticity on memorability has been proven, too. Ancient imperial buildings and profound royal culture of the Forbidden City help to deepen the memory of tourists and create unforgettable memories. It is also showed that tourism involvement can not only directly affect the authenticity of tourism, but also affect tourism memory through the intermediary role of tourism authenticity.

3.3 Contribution and limitation

Contribution and implications

Tourism interpretation has received relatively less attention in academic literature in recent years (Diaz-Soria, 2017; Weiler & walker, 2014) and most studies focus on natural tourist attractions rather than cultural heritage sites. There is scarce research on the relationship of involvement, authenticity and memory. This study discussed the impact of tourism interpretation experience with the theory of tourism involvement as the main theoretical support as well as the impact of tourism interpretation experience on authenticity and memory, and enriched the research of world heritage site tourists' interpretation experience.

This research puts forward the research hypothesis that authenticity will positively affect memory. On this basis, it constructs a theoretical model, puts forward the path hypothesis between various dimensions of tourism interpretation experience. The empirical study not only clarifies the impact of tourism interpretation on tourism involvement, authenticity and memorability formation, but also verifies the impact of authenticity on memorability.

Managerial implications can be derived from the findings that higher quality interaction, interactive experience environment, and customized service are independent variables leading to deeper tourism involvement, which then positively contributes to the perceived authenticity and memorability of the tourist experience. For tourism service providers, firms and managers, these findings may bring useful knowledge and lead to applicable implications when forming new action plans.

Limitations and future research

This investigation presents several limitations that future research should address. Most of the scales used in the study are based on the mature scales in English research. Despite modification to Chinese context, there may be some deviations in the applicability of the scales. Besides, as a world cultural heritage with relatively perfect tourism interpretation system in China, the Forbidden City is different from other scenic spots with imperfect interpretation system, or from other tourist destinations with different natures. Thus, this conclusion may not have universal applicability. Lastly, as psychology theory and research become more closely related to neuroscience approaches and methodologies, future investigations could consider the integration of instruments from this area, calling for a more inclusive and up-to-date study of tourists' experience.

3.4 Figures and Tables

Table 1. Sample Demographics

Parameter	**Criteria**	**Number (n=415)**	**Percentage (%)**
Gender	a. Male	208	50.1
	b. Female	207	49.9
Age	a. <18	14	3.4
	b. 19-29	219	52.8
	b. 30-39	116	28.0
	b. 40-54	60	14.5
	b. 55+	6	1.4
Education	b. Below high school	15	3.4
	b. High school	109	26.3
	b. Bachelor's degree	228	54.9
	b. Postgraduate and above	64	15.4

Table 2: Results for measurement model

Constructs and items	**Loading**	**Cronbach's alpha**	**CR**	**AVE**
Tourism interpretation experience				
Interaction		0.810	0.790	0.557
Int1：The interpretation was involving	0.791			
Int2：The interpretation was entertaining	0.697			
Int3：The interpretation was informative	0.748			
Experience environment		0.849	0.843	0.575
EE1：I received clear information on the tour	0.628			

EE2：I liked the content of the tour interpretation	0.747			
EE3：I could hear the guiding properly	0.834			
EE4：The schedule (timing) of the tour was precise	0.807			
Customization		0.806	0.806	0.585
Cus1：I felt I had a chance of choice during the interpretation of tour	0.830			
Cus2：I felt I have control over my experience	0.837			
Cus3：The tour contained spontaneous program elements	0.605			
Tourism involvement				
Mental experience-involvement		0.809	0.711	0.51
MEI1：I learned a lot during the tour interpretation	0.796			
MEI2：The tour interpretation is interesting	0.644			
MEI3：The tour was thought-provoking	0.617			
Emotional experience-involvement		0.863	0.780	0.515
EEI1：The interpretation was exciting	0.610			
EEI2：The interpretation was enjoyable	0.698			
EEI3：The interpretation was inspiring	0.621			
Social experience-involvement		0.875	0.854	0.662
SEI1: I liked to be with the rest of the group	0.763			
SEI2: I had a good and rich interaction with the tour guide	0.899			
SEI3: There was a good group atmosphere during the trip	0.771			
Flow-like experience-involvement		0.815	0.778	0.539
FEI1：The tour interpretation is unique	0.738			
FEI2：The interpretation and tour meant a lot for me	0.736			
FEI3：I lost myself in the story	0.728			
Authenticity		0.732	0.774	0.468
Aut1：Most of the sights seemed authentic/genuine	0.773			
Aut2：The interpretation of tour was a good reflection of local life and culture	0.741			
Aut3：It contributed to my personal development	0.694			
Aut4：I learned about myself during the tour	0.494			
Memorability		0.729	0.729	0.510
Mem1：I will have wonderful memories	0.863			
Mem2：I will remember many positive things about this interpretation of tour	0.286			
Mem3：I will not forget my experience on this tour	0.838			

Table 3. SEM results

Research Hypotheses	Standardized Coefficients	Standard Error	P	Hypotheses
H1a: Interaction→Mental experience-involvement	0.882	0.072	***	H1a is supported
H1b: Interaction→Emotional experience-involvement	0.557	0.059	***	H1b is supported
H1c: Interaction→Social experience-involvement	0.309	0.09	***	H1c is supported
H1d: Interaction→Flow-like experience-involvement	0.343	0.08	***	H1d is supported
H2a: Experience environment→Mental experience-involvement	0.609	0.058	***	H2a is supported
H2b: Experience environment →Emotional experience-involvement	0.801	0.057	***	H2b is supported
H2c: Experience environment →Social experience-involvement	0.614	0.088	***	H2c is supported
H2d: Experience environment →Flow-like experience-involvement	0.582	0.076	***	H2d is supported
H3a: Customization→Mental experience-involvement	0.156	0.072	0.04	H3a is not supported
H3b: Customization →Emotional experience-involvement	0.308	0.067	***	H3b is supported
H3c: Customization →Social experience-involvement	0.151	0.113	0.057	H3c is not supported
H3d: Customization →Flow-like experience-involvement	0.138	0.097	0.114	H3d is not supported
H4a: Mental experience-involvement->memorability	-0.894	0.399	0.019	H4a is not supported
H4b: Emotional experience involvement->memorability	0.118	0.169	0.407	H4b is not supported
H4c: Social experience-involvement->memorability	0.048	0.042	0.395	H4c is not supported
H4d: Flow-like experience-involvement->memorability	0.231	0.056	***	H4d is supported
H5a: Mental experience-involvement->authenticity	0.116	0.046	0.09	H5a is not supported
H5b: Emotional experience-involvement ->authenticity	0.632	0.223	***	H5b is supported
H5c: Social experience-involvement ->authenticity	0.032	0.043	0.394	H5c is not supported
H5d: Flow-like experience-involvement->authenticity	0.627	0.071	***	H5d is supported
H6: Authenticity->memorability	0.713	0.079	***	H6 is not supported

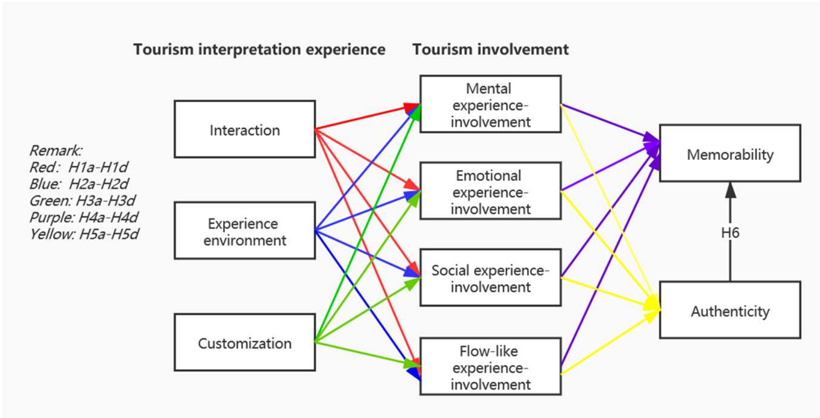

Fig 1. Conceptual Model for Hypotheses

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A Conceptual Literacy Framework for Sustainable Avitourism to Ensure Quality Birding Experiences

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Abstract

Sustainable avitourism (birding tourism) and quality birding experiences are dependent on the natural resource base – birds and bird habitat. However, the numbers of bird species are decreasing at a rapid rate in all parts of the world due to environmental problems, such as climate change. Therefore, environmental education strategies that could lead to behaviour change regarding the natural environment were investigated to progress towards the sustainability of birds, and bird habitat whether in urban areas or the wild. The purpose of this paper was to develop a conceptual literacy framework for sustainable avitourism aiming to facilitate behavioural change towards birds, the natural environment and avitourism. The research method used was secondary research, comprising the literature review (*phase 1*) and the development of a conceptual framework (*phase* 2). Building upon the definitions and theory, taken from the environmental education and environmental literacy domain, and applied to the context of birds and the natural environment, provided a solid theoretical base for the development of the conceptual framework presented in this paper.

The conceptual literacy framework for sustainable avitourism comprise five essential components, namely: environmental and avi-orientation (including awareness and affinity), bird and environmental knowledge, environmental and avi-values, behavioural intentions and actual pro-environmental and avi-behaviour. The components are presented as an environmental and avitourism literacy continuum, representing stepping-stones to prepare and enable people to become actively involved in the conservation of birds, the natural environment and ultimately sustainability avitourism. This paper used an inter-disciplinary approach to develop the conceptual literacy framework for sustainable avitourism, contributing to the body of tourism knowledge. The research also contributes to the field of environmental education to achieve changed behaviour to protect and conserve the environment for future birding experiences.

Keywords: Sustainable avitourism, environmental and avitourism literacy, birding experiences, actual pro-environmental behaviour, urban or city spaces.

1. Background and Goals

Engaging with nature through activities which enhance nature connectedness is of vital importance, in maintaining human quality of life and catalysing efforts to care for and save our planet (Richardson, Passmore, Barbett, Lumber, Thomas & Hunt 2020:835). Avitourism (travel for the specific purpose of birdwatching), an important niche market, is identified as a growth area and a continuing trend in tourism (Biggs, Turpie, Fabricius & Spenceley, 2011:80; Cordell & Super, 2000:135; Kronenberg, 2016:79). Although a considerable growth in interest and participation in birdwatching is reported in literature (Kim, Keuning, Robertson & Kleindorfer, 2010:227), researchers are also attracted to the avitourism market because of the potential economic, social and conservation benefits thereof (Biggs *et al*., 2011:80; Chen & Chen 2015:416; Kronenberg, 2014:617; Sekercioğlu, 2002:282). Therefore, various dimensions of avitourism have been addressed in literature, for example, a large proportion of the research examined economic benefits and motivational attributes of avitourists (Lee, Lee, Kim & Mjelde, 2010:697; Steven, Morrison & Castley, 2015:1264).

While these topics are important to enhance avitourism, substantial knowledge gaps remain with regard to the conservation and sustainability of the desired product that avitourists want to see and experience (i.e. birds, bird diversity, endemic species and rarities, and bird habitat are important pull factors in avitourism) (Steven *et al*., 2015:1268). This natural resource base is under increasing pressure due to environmental problems, such as climate change (Bramwell & Lane, 2013:1), and are evident in the numbers of bird species that are decreasing at a rapid rate in all parts of the world (McKechnie, 2013:36). Analysis of the changes in threat status of the world's birds over the past two decades shows that, despite the conservation efforts of governments and non-governmental organisations (NGOs) across the world, birds are increasingly becoming threatened (BirdLife International, N.d.).

The world today is characterised by pervasive consumerism, and people have formed habits and social practices that are resource-intensive, which involve negative influences on the natural environment (De Beer et al., 2017:3; Van As et al., 2012:409,412). Although habits and behaviours of society are not easy to change, social systems need to be changed through the encouragement of positive alternatives to high-carbon lives (Urry, 2011:122). Accordingly, there is a need to improve our "social ecology", which involves changes in values, mind-sets and behaviours towards the natural environment whether in urban spaces or remote areas (Wheeler, 2012:123).

Since the dependence of avitourism on avian conservation is undisputable, further research is required to address how avitourism could move forward both as an industry (offering quality birding experiences) and as a mechanism to enhance avian conservation in the wider spectrum of our daily lives (Steven *et al*., 2015:1270).

Therefore, the research on which this study is based, investigated *environmental education strategies* to progress towards the sustainability of birds, the natural environment and ultimately a sustainable avitourism industry to ensure quality birding experiences for avitourists wherever they are. The aim of this paper is to develop a conceptual literacy framework aimed to facilitating behavioural change towards birds, the natural environment and avitourism.

Secondary research was applied to develop the conceptual framework and the methodological procedure was operationalised in two phases. In *phase 1*, secondary literature from both environmental education and environmental literacy domains was examined to work towards the conceptual framework. In *phase 2*, a conceptual literacy framework focusing specifically on birds, the natural environment and avitourism was developed, based on the categories and components identified from the secondary literature.

The paper commences with the research method applied to develop the conceptual framework. ‘Sustainable avitourism’ and ‘environmental and avitourism literacy’ are then conceptualised, followed by a discussion on the literature used to develop the conceptual framework. The paper closes with the outcome thereof, namely the ‘conceptual literacy framework for sustainable avitourism’, whilst the value thereof is discussed in the conclusion.

2. Research Method : Applied to Develop the Conceptual Framework

The methodological procedure to develop the conceptual literacy framework was operationalised in two phases and illustrated in Figure 1.

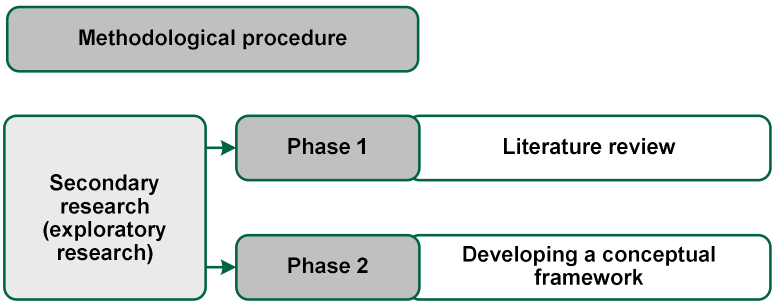


Fig 1. Methodological procedure

In phase 1, secondary literature from both environmental education and environmental literacy domains was examined to identify categories and components that could assist in facilitating behavioural change towards birds, the natural environment and avitourism. In phase 2, a conceptual literacy framework focusing specifically on birds, the natural environment and avitourism was developed, building upon the secondary literature examined in phase 1.

3. Environmental and Avitourism Literacy for Sustainable Avitourism: Towards a Conceptual Framework

This section comprises phase 1 of the methodological procedure, namely secondary literature which comprised of sustainable avitourism, ‘environmental and avitourism literacy’, as well as the mechanisms and approaches that was identified to facilitate behavioural change towards birds and the natural environment.

3.1 Sustainable Avitourism

Definitions of 'avitourism' as given in the literature includes birding and birdwatching. On the other hand, avitourism as an activity of observing, identifying and enjoying birds in their native habitats where the birder needs to take a trip away from home for the primary purpose of observing birds (Cheung, Lo & Fok 2017:817; Cobar, Borromeo, Agcaoili & Rodil, 2017:18; Biggs, 2013:394; Biggs *et al*., 2011:80; Eubanks 2010:56; Sekercioğlu, 2002:282). It is seen as a niche tourism market (both domestic and international) and a component or sub-category of nature-based, eco- and wildlife watching tourism that is focused specifically on birds and birdwatching as an activity (Biggs, 2013:394; Kim *et al*., 2010:228; Rogerson, Simango & Rogerson, 2013:122; Steven *et al*., 2015:1257). The birding activity refers to the observation and study of birds either with the naked eye or through visual enhancement equipment, such as binoculars, cameras, tripods, spotting scopes, as well as specialised audio equipment, in order to identify and/or capture images (bird photography) and sounds of birds (Cobar *et al*., 2017:18; Istomina, Luzhkova & Khidekel, 2016:371).

Sustainable avitourism takes full account of its current and future economic, social and environmental impacts, addressing the needs of avitourists, the avitourism industry, the environment, and host communities (adapted from UNWTO, 2017b). Avitourism excludes bird hunting and backyard birding, where the birder merely watches birds around the home, noticing birds while mowing the lawn or picnicking at the beach, or through trips to zoos or the observation of captive birds (Kim *et al*., 2010:228).

Sustainable tourism development principles, guidelines and management practices are applicable to all forms of tourism, including avitourism (Cooper, 2012:126; Page & Connell, 2014:324; UNWTO, 2017a). The three key pillars that support the triple bottom line approach to sustainable avitourism, are firstly: *Economic sustainability* (i.e. foreign exchange earnings from money spent on birding trips, government income taxes, and employment generation) (Hashimoto, 2015:205; (Kim *et al*., 2010:228); secondly, *social sustainability* (i.e. stimulation of regional and rural development; alternative sources of income and employment of local communities; local communities gaining a greater awareness of conservation of the natural and cultural resources, thus integrating conservation and rural development) (Biggs, 2013; Biggs *et al*., 2011:87); and thirdly, *environmental sustainability* (i.e. local awareness of the values of biodiversity and the conservation of natural resources and bird species; and providing high-quality visitor experience and ensuring good visitor behaviour) (Biggs, 2013; Ryan, 2012:53; Ellis & Vogelsong, 2004:204). Equal weighing of each pillar can be equated with *equilibrium*, meaning that a suitable balance must be established between the three pillars to guarantee long-term sustainability (Page & Connell, 2014:324; UNWTO, 2017c).

The sustainability of avitourism depend on the natural resource base, namely birds and bird habitats. However, the numbers of certain species are decreasing at a rapid rate in all parts of the world. The key role of *education* that will encourage changes in values, mind-sets and behaviour concerning the sustainability problems relating to environmental degradation was therefore highlighted in the literature review. From the environmental education and environmental literacy domains, environmental literacy is identified as an approach to promote pro-environmentalism over the long-term to improve the environmental attitudes and behaviour of secondary school learners and are discussed next.

3.2 Environmental and Avitourism Literacy

The concept 'environmental literacy' was adapted for the current study focussing specifically on birds, the natural environment and avi-tourism. This section addresses the potential of environmental literacy as a vehicle to realise the educational agenda of sustainable development.

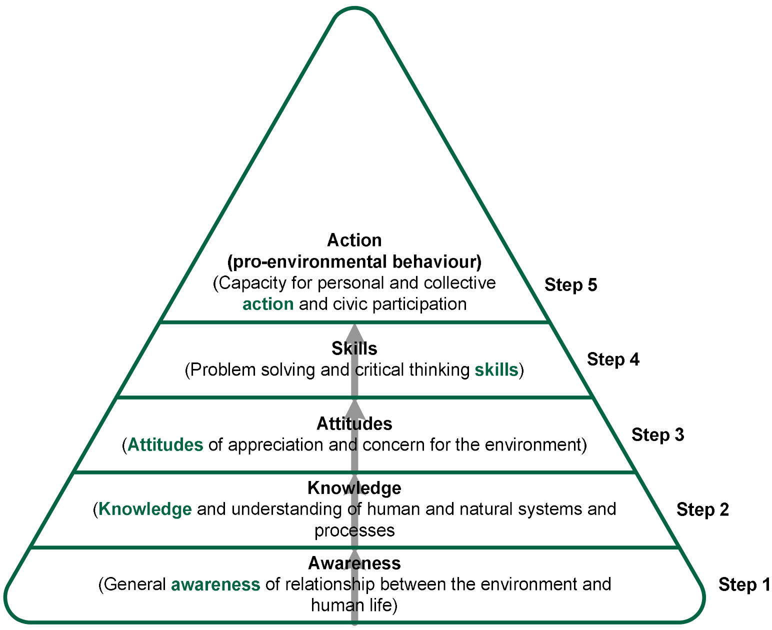
Although the terms environmental education and environmental literacy are sometimes used interchangeable in secondary literature, 'environmental literacy' is referred to as the intended outcome of the process and the fundamental goal of environmental education (Elder, 2003:7; Erdoğan, 2009:37; Farber, 2015:17; Igbokwe, 2012:649).

Perhaps the most widely recognised goals, objectives, and guiding principles of environmental education were those agreed upon at UNESCO's Tbilisi Intergovernmental Conference (UNESCO, 1978:15). The Tbilisi Declaration highlights the categories of environmental education objectives as (UNESCO, 1978:15): awareness, knowledge, attitudes, skills and participation.

- *awareness*: to help social groups and individuals acquire awareness and sensitivity to the total environment and its allied problems;
- *knowledge*: to help social groups and individuals gain a variety of experiences of, and acquire a basic understanding of the environment and its associated problems;
- *attitudes*: to help social groups and individuals acquire a set of values and feelings of concern for the environment and the motivation for actively participating in environmental improvement and protection;
- *skills*: to help social groups and individuals acquire the skills for identifying and solving environmental problems; and
- *participation*: to provide social groups and individuals with an opportunity to be actively involved at all levels in working toward resolution of environmental problems.

Harvey (1977:67), in one of the early attempts to conceptualise environmental literacy, defined an environmentally literate person as "one who possesses basic skills, understandings, and feelings for the man-environment relationship". According to Roth (1992:8), environmental literacy is the capacity to perceive and interpret the relative health of environmental systems and to take appropriate action to maintain, restore, or improve the health of those systems. Roth (1992:9) further elaborates that environmental literacy draws on four major elements, namely *knowledge*, *skills*, *affect* (environmental sensitivity, attitudes and values) and *behaviour* (personal investment and responsibility, and active involvement).

In his seminal work, Roth (1992:8) considers environmental and avitourism literacy to be a continuum of competencies ranging from zero competency to very high competency. The broad spectrum of environmental literacy ranges from complete unawareness to a deep, thorough understanding and concern for the environment (Swanepoel, Loubser & Chacko 2002:282; Loubser, Swanepoel & Chacko, 2001:318). This process is portrayed as the five steps of 'climbing the environmental literacy ladder' from general environmental awareness to collective action for the environment, as illustrated in Figure 2.



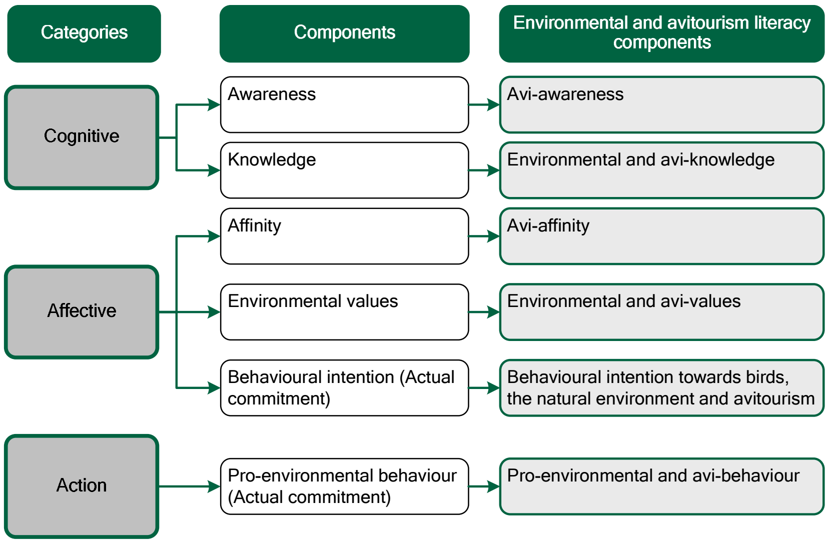
Source: Elder, 2003:16

Fig 2. Climbing the environmental and avitourism literacy ladder

The ladder illustrated in Figure 2 shows five essential components of the environmental and avitourism literacy continuum (Elder, 2003:16). Since changes towards action or pro-environmental behaviour are not easy to accomplish, it requires continuous efforts, a step-by-step build-up of environmental competencies, collecting personal experiences and an emotional attachment to nature (Ibitz, 2017:58).

In addition, according to Zsoka *et al*. (2013:128), the main goal of environmental education should thus be to engage students with a complex toolset – containing cognitive, affective and action elements, which foster behavioural change. Littledyke (2006) therefore emphasises the need for connecting the cognitive (i.e. facts, knowledge or understanding) and affective (emotion, feelings, values or attitudes) domains of environmental literacy to install sustainable behaviour among, in this case, secondary school learners.

Based on the previous discussion, Figure 3 illustrates the main categories and components in environmental literacy as applied to the context of the present study, focusing on birds and the natural environment in which birds live.



Source: Compiled from Elder (2003:16); Erdoğan (2009:47); Igbokwe (2012:651); Roth (1992:9)

Fig 3. The categories and components of environmental literacy and its application to the present study

Figure 3 illustrates that environmental literacy consists of the three main categories, namely cognitive, affective and action. The components of environmental literacy are embedded within the three main categories. The literature review provided evidence to support the selection, definition and measurement of the following environmental and avitourism literacy components included in the present study:

- environmental and avi-orientation (consisting of awareness: cognitive and affinity: affective);
- environmental and avi-knowledge (cognitive);
- environmental and avi-values (affective);
- behavioural intention (affective); and

- actual pro-environmental and avi-behaviour (action).

Based on secondary literature presented in this section, a definition for 'environmental and avitourism literacy' was developed. For the purpose of this study, 'environmental and avitourism literacy' was defined as "*an individual's awareness and affinity, knowledge, values, behavioural intention and actual pro-environmental behaviour towards birds, the natural environment, and sustainable avitourism (or birdwatching), to protect birds and improve the natural habitat of birds in which birds live for the present and future generations.*"

The literature review highlighted pro-environmental behaviour as the ultimate expression of environmental literacy (Ibitz, 2017:57). Five related environmental literacy models are summarised next.

3.3 Models relating to 'environmental literacy' and 'pro-environmental behaviour'

Building upon the definitions and theory on 'environmental and avitourism literacy', five models relating to environmental literacy and pro-environmental behaviour are discussed in chronological order, to indicate the development of theory in this field. The following models were considered in developing the conceptual literacy framework for sustainable avitourism:

- *Important variables associated with environmental literacy by Hungerford and Tomera (1985)*: The model for environmental literacy reflects both the research base and the goal structure of environmental education (Hsu, 1997:8; UNESCO, 1978:15). The model consists of eight important variables, namely ecological concepts, citizen action, values, beliefs, knowledge of issues, attitudes, locus of control and sensitivity. each of the eight environmental literacy variables interacts with all the others (Hungerford & Tomera, 1985:214). These interactions were tested by Sia (1984), and Sivek and Hungerford (1990). The results of both of these studies indicated that the eight variables drawn from the Hungerford and Tomera (1985) model of environmental literacy could serve as a valuable source regarding the predictors of pro-environmental behaviour (Hsu, 1997:8).

- *Theory of planned behaviour (TPB) by Ajzen (1985)*: The theory was based on the assumption that some conscious reasoning is involved in the formation of intentions to perform a behaviour, and that this behaviour is at least partly under the control of the individual (Ajzen, 1985). The TPB suggests that behavioural intention is the crucial antecedent to behaviour and that attitudes affect behaviour to the extent that they influence intentions (Levine & Strube, 2012:311). The TPB argues that many of the factors that predict behaviour do so indirectly by first influencing intentions (Levine & Strube, 2012:311). Support has been provided for the efficacy of the TPB components to explain a wide range of intentions and behaviours, including those relating to the environment (e.g. Bamberg & Möser, 2007:16).

- *Model of responsible environmental behaviour by Hines, Hungerford and Tomera (1978)*: Based on Ajzen and Fishbein's (1980) TPB, Hines *et al.* (1987), propose a model of responsible environmental behaviour, which is based on a meta-analysis that provided a synthesis of research that was conducted on responsible environmental behaviour (pro-environmental behaviour). According to Hines *et al*. (1987:6), knowledge alone is not sufficient to lead to action; the individual must also possess a desire to act in an environmentally friendly manner. One's desire to act appears to be influenced by a number of personality characteristics (for example, the locus of control and personal responsibility), including positive attitudes toward the environment. Furthermore, if the ability to act is also present, action will likely follow (Hines *et al*., 1987:7). Furthermore, Hines *et al*. (1987) suggest that behavioural intentions are direct determinants of pro-environmental behaviour. '*Intention to act*' (behavioural intention) is viewed as summarising the interplay of cognitive (action skills, knowledge of action strategies and issues) as well as personality variables (attitudes, the locus of control, and personal responsibility) (Hines *et al*., 1987:6). There seems to be many more factors that influence pro-environmental behaviour and Hines *et al*. (1987) call these 'situational factors', which include economic constraints, social pressures, and opportunities to choose different actions.

- *Model of environmental citizenship behaviour of Hungerford and Volk (1990)*: This model, incorporated Hines *et al*.'s (1987) determinants, and consists of three levels of variables that ultimately influence pro-environmental behaviour in a sequential fashion. The entry-level variables (1), such as environmental sensitivity and knowledge of ecology, serve as prerequisites that would "enhance a person's decision-making, once an action is undertaken" (Hungerford & Volk, 1990:11). Ownership variables (2), comprising the second level, create a sense of accountability and ownership among individuals of a particular environmental issue. Such feelings of ownership are enhanced through in-depth knowledge and personal investment in an issue. At the third level, empowerment variables (3) provide an individual with a sense that they can make a difference as it relates to a particular environmental issue (Hungerford & Volk, 1990:11).

- *Environmental literacy framework of Marcinkowski and Rehring (1995)*: This framework framework consists of four categories reflecting the cognitive, affective and action components of environmental literacy (Marcinkowski & Rehring, 1995). The framework includes the goals, objectives and key characteristics of environmental education and incorporates the predictors of pro-environmental behaviour (Hines *et al*., 1987:7; Hungerford & Volk, 1990:11).

A synthesis on the development of the conceptual literacy framework are provided next.

3.4 The Development of The Conceptual Literacy Framework: A Synthesis

The literature review conducted in phase 1 aimed towards the development of a conceptual framework for sustainable avitourism. To synthesise, the following secondary literature was considered, to compile the conceptual literacy framework for sustainable avitourism:

- The four strands of environmental literacy suggested by Roth (1992:9): knowledge, skills, affect and behaviour were considered to make a strong contribution to develop environmental and avitourism literacy;
- The definition that was developed for 'environmental and avitourism literacy';
- The components chosen for the present study represented each of the categories of environmental literacy, namely cognitive, affective and action;
- The components used in the present study were based on the environmental education objectives of the Tbilisi Declaration (UNESCO, 1978:15), which were also incorporated into the environmental literacy ladder (Elder, 2003:16);
- The TPB (Ajzen, 1985), which considers behavioural intention as central to understanding pro-environmental behaviour. The present study therefore incorporated behavioural intention as a component in the conceptual literacy framework for sustainable avitourism, since according to the TPB, attitudes do not determine behaviour directly, but rather influence behavioural intentions, which in turn shape behaviour; and
- The environmental literacy variables used in the environmental behaviour models (Hines *et al*., 1987; Hungerford & Volk, 1990) and the environmental literacy frameworks (Marcinkowski & Rehring, 1995; Hungerford & Tomera, 1985) were examined and considered in the development of the conceptual framework of the present study.

Based on the literature review, a *conceptual literacy framework*, focussing specifically on birds, the natural environment and avitourism was developed. The next section presents the '*conceptual literacy framework for sustainable avitourism'* and explains the components therein.

4. Results and Discussion: A Conceptual Literacy Framework for Sustainable Avitourism

In *phase 2* of the methodological process (based on the literature review) a conceptual literacy framework was developed as an approach for sustainable avitourism, aimed at facilitating behavioural change within secondary school learner's behaviour towards birds, the natural environment and avitourism. The components of this framework are summarised in this section. The conceptual literacy framework for sustainable avitourism, is provided in Figure 4.

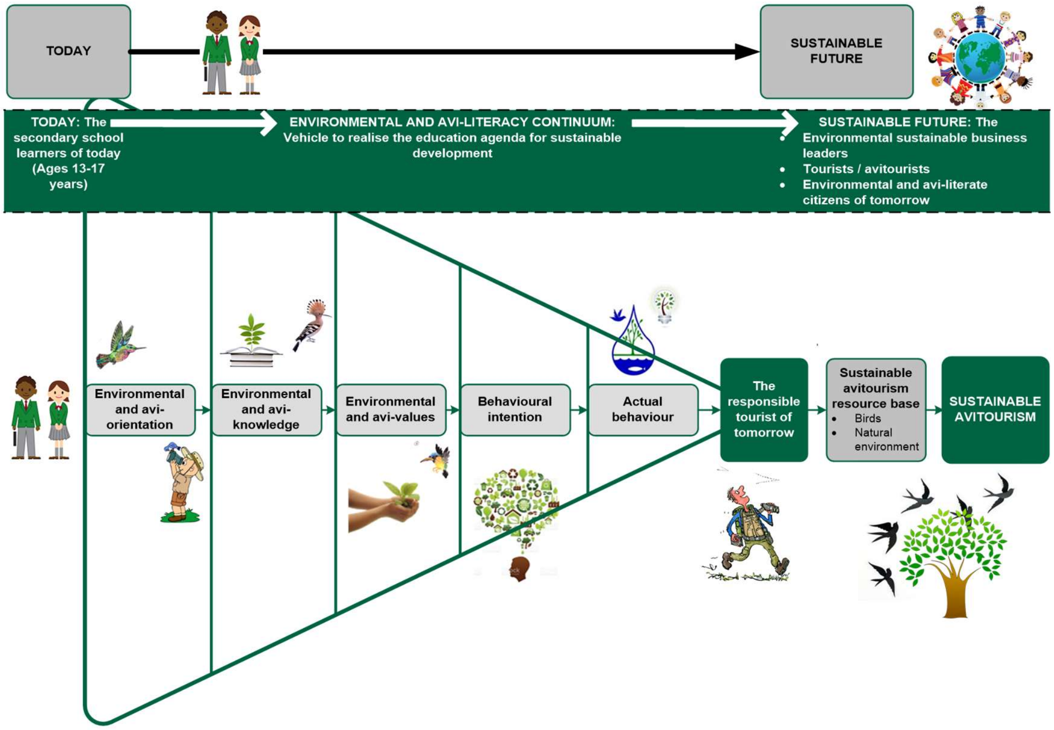


Fig 4. Conceptual literacy framework for sustainable avitourism and the responsible future tourist of tomorrow

The figure is unpacked as discussed methodologically from the literature. Figure 2 illustrates the components of the "environmental and avitourism literacy" continuum, borrowed from the environmental education and environmental literacy domains. The five components were adapted for the current study, namely; environmental and avi-orientation, bird and environmental knowledge, environmental and avi-values, behavioural intention and actual behaviour towards birds and the natural environment. Collectively, these components were described as "environmental and avitourism literacy". A short description of the meaning of each component is provided here. The definitions were adapted from existing literature from the environmental education and environmental literacy domains:

- *Environmental and avi-orientation* refers to the way in which an individual perceives the natural world, reflected in the general impression, consciousness about the importance and personal interest in birds and the natural environment in which birds live (Larson, Green & Castleberry, 2011:72).

- *Environmental and avi-knowledge*, for the purpose of this research, refers to an individual's knowledge and ability to understand and evaluate the facts, information and principles relating to the sustainability of birds and the natural habitat in which birds live; the causes of environmental problems affecting birds and bird habitat, and possible social solutions to these environmental problems (Wiernik, Ones & Dilchert, 2013:831; Zsóka *et al*., 2013:127).

- *Environmental and avi-values* refers to deeply rooted, abstract motivations that guide, justify or explain attitudes, norms, opinions and actions regarding birds and the natural environment (Davidov, Schmidt & Schwartz, 2008:421; Wiernik *et al*., 2013:830).

- *Behavioural intention* towards birds, the natural environment and avitourism is defined as a learner's perceived likelihood or subjective probability that he or she will engage in actual pro-avi- and environmental behaviour; how hard a learner is willing to try or how much effort the learners are planning to exert to perform a particular pro-environmental behaviour; and also the learner's affirmation or verbal commitment that they intends to perform environmentally sustainable behaviour towards birds and bird habitat in the future (Ajzen, 1991:181; Bamberg & Moser, 2007:15; Wiernik *et al*., 2013:843).

- *Actual behaviour* towards birds, the natural environment and avi-tourism, refers to behaviour that consciously seeks to minimise the negative impact of learner's actions on the natural and built world (for example, minimise resource and energy consumption that will support the existence of birds, reduce waste production to protect and save birds) (De Groot & Steg, 2009:61; Mobley, Vagias & DeWard, 2010).

The main idea or thinking regarding the conceptual literacy framework for sustainable avitourism was that a target group, for example, the secondary school learners of today (ages 13 – 17 years) influences the future state of the natural environment as they will be regarded as the future travellers of tomorrow (Refer to the left of Figure 4). If these school learners could go through a process of education (environmental and avi-literacy continuum, the middle of Figure 4)) that would enhance pro-environmental and avi-behaviour then these changed behaviours would lead to the responsible citizens or environmentally conscious tourists of tomorrow, the sustainability of birds and the natural environment, and ultimately sustainable avitourism (Refer to the right of Figure 4). Thus, indicating that '*the learner of today became the tourist of tomorrow*'.

The *envisaged outcome* of the conceptual framework includes, (1) a sustainable avitourism resource base (birds and bird habitat) and (2) enhanced sustainable avitourism. Firstly, it is envisaged that the framework aimed at facilitating behaviour change will lead to a *sustainable avitourism resource base*, namely birds and the natural environment in which birds live. Sustainable avitourism is dependent upon this natural resource base, which is being placed under increasing pressure.

Secondly, the proposed conceptual framework is ultimately to enhance *sustainable avitourism*, which in turn has the potential to contribute to economic (i.e. foreign exchange earnings from money spent on birding trips, government income taxes, and employment generation), social (i.e. education and upliftment of the youth, stimulation of regional and rural development; alternative sources of income and employment of local communities; local communities gaining a greater awareness of conservation of the natural and cultural resources, thus integrating conservation and rural development), and conservation benefits (i.e. local awareness of the values of biodiversity and the conservation of natural resources and bird species; and providing high-quality visitor experience and ensuring good visitor behaviour) for South Africa.

The conceptual literacy framework presented, are applicable to and could be useful for various environmental education and avitourism role-players, for example, the public and private sectors, government departments (i.e. Gauteng Department of Education, Department of Tourism), secondary schools, and NGOs (i.e. BLSA, WESA). These role-players can use the conceptual framework as a guideline on the information that should be included or be regarded as the main focus of environmental education programmes or intervention programmes that specifically focus on birds and the natural environment. In addition, the proposed conceptual literacy framework for sustainable avitourism could be applied in empirical research in future research. The literacy model may assist in producing meaningful programme evaluations that can help guide curriculum development efforts and identify those programmes and activities that are most effective at promoting pro-environmental and avi-behaviour.

5. Conclusion

Birds and environmental appreciation have become more important in the wellbeing of all, especially playing an essential role in the wellbeing of urban dwellers (Zhang & Huang, 2020:1). Avitourism has become an increasingly popular mechanism through which to integrate economic, social and environmental sustainability. It is certain that sustainable avitourism and quality birding experiences are dependent on the natural resource base, which is increasingly placed under pressure. The literature review highlighted the key role of education as our best hope to solve the current and emerging environmental problems. The potential of environmental literacy as a vehicle to realise the educational agenda of sustainable development was therefore emphasised.

The purpose of this research was to develop a conceptual framework aiming to facilitating behavioural change towards birds, the natural environment and avitourism. Secondary literature from both environmental education and environmental literacy domains was examined to advance towards the conceptual framework.

For the purpose of this study, the term ‘environmental literacy’ was taken from the environmental education domain and was applied to the context of birds and the natural environment in which birds live. A definition of ‘environmental and avitourism literacy’ was developed, which did not only provide background and context for the present study, but also assisted to operationalise and transform the concept into measurable categories and components of environmental and avitourism literacy.

The literature review further highlighted pro-environmental behaviour to be a core component and the ultimate expression of environmental and avitourism literacy. Six models relating to environmental literacy and environmental behaviour, building upon the definitions and theory, were therefore discussed and critically analysed providing a solid theoretical base for the conceptual framework that was developed in this paper.

The conceptual framework illustrated in Figure 4 outlines the five essential components of the environmental and avitourism literacy continuum, namely:

- environmental and avi-orientation (including awareness and affinity);
- bird and environmental knowledge;
- environmental and avi-values;
- behavioural intentions; and
- actual pro-environmental and avi-behaviour.

These components were based on environmental literacy in general, and were adapted for the context of this study, focusing specifically on birds and the environment in which birds live. The components are presented as an environmental and avitourism literacy continuum, i.e. the components in the conceptual framework represent stepping-stones to prepare and enable people to become actively involved in the conservation and sustainability of birds and the natural environment in which birds live.

Based on the conceptual framework, it is recommended that avitourism role-players and environmental educators (including for example interpretation centres at bird sanctuaries, nature reserves and zoos) use the environmental and avi-literacy continuum to improve the future awareness and affinity, knowledge, values and behavioural intention to facilitate behavioural change towards birds, the natural environment and avitourism. The conceptual literacy framework for sustainable avitourism is thus recommended a vehicle to realise the educational agenda on sustainability of the natural resources on which birdlife depend.

The operational definitions developed for the present study, were taken from the environmental education, environmental literacy and/or environmental psychology domains and applied to the context of the present research, thus contributing to the body of knowledge in the field of tourism management. The main contribution of this research lies in the conceptual literacy framework for sustainable avitourism presented in Figure 4, which can be used in the avitourism and environmental education context.

Since this paper is purely based on literature findings, further evidence of the viability and use of the conceptual literacy framework for sustainable avitourism, though empirical research is needed. Consequently, the conceptual framework that was developed and reported in this article could also serve as a basis for further research studies. The framework could also raise awareness of the potential of the environmental and avitourism literacy continuum to contribute to sustainable tourism and ultimately, quality birding experiences.

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Competitiveness Analysis of Halal Tourism Industry in Nusa Tenggara Barat Province

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1. Background and Goals

Tourism has an important role in national and regional development, especially in economic development. The development of tourism in tourist destination cities greatly affects economic activity in the area.

Nusa Tenggara Barat actually has many other potential tourist objects besides, it is expected that each region can become a special attraction for tourists. Receiving an award as the World's Best Halal Tourism Destination 2019 version of the GMTI (Global Muslim Travel Index) makes NTB more potential and has a greater opportunity to develop its tourism. After the earthquake that hit, NTB continues to clean up and beautify itself so that it will attract more tourists.

The stimulant from tourism drives many other sectors such as accommodation, transportation, and food and drink provision, to the handicraft industry. The broad spectrum of impacts from tourism should be able to provide added value not only economically but also socially and environmentally. Economic development due to tourism must go hand in hand with the preservation of the environment and cultural heritage. With the increasing echo of sustainable development, tourism development must also accommodate each of the Sustainable Development Goals, also known as SDGs. Therefore, this study aims to describe the potential of halal tourist destinations and determine the position of competitiveness of tourist destinations in Nusa Tenggara Barat Province.

2. Methods

In-depth interviews are conducted by conducting interviews or direct conversations with existing data sources based on interview guides. Focus Group Discussion (FGD) was held by inviting data sources to conduct discussions.

The data collection method used in this study with documentation that can provide a broader background on the subject of research that can be used as triangulation material to check data and is the main ingredient in research. Observation is to observe the object of research so that it can understand the actual conditions.

This research utilizes competitiveness variables and in 2001, the Competitiveness Monitor analysis was first introduced by the World Travel and Tourism Council (WTTC) as a measure of tourism competitiveness. This analysis uses eight indicators used to assess competitiveness, namely Human Tourism Indicators (HTI), Price Competitiveness Indicators (PCI), Infrastructure Development Indicators (IDI), Environmental Indicators (EI), Technological Progress Indicators (TAI), Human Resources Indicators (HRI), Indicators Openness (OI) and Social Development Indicators (SDI).

3. Expected Results/ Conclusion/ Contribution

Based on the calculation of the index regarding the position of the tourism industry competitiveness in Nusa Tenggara Barat, it can be stated that the average competitiveness index of the tourism industry in Nusa Tenggara Barat in 2019 is higher than the results in 2018, seven of eight competitiveness indicators show the highest index.

However, only one indicator in 2019 shows a low number, namely the infrastructure development indicator. The low index of this indicator indicates that the number of good quality roads and the number of paved roads in NTB has increased in terms of the number of asphalt roads and the number of good quality roads in NTB.

It is undeniable that tourism development will have a positive and negative impact on the development of an area. With its various dynamics, tourism development will also have an impact on achieving sustainable development goals, especially for the Province of NTB which is actively developing tourism. Sustainability is also an important aspect for the tourism sector, because without sustainability the main tourism product will be increasingly obsolete and not friendly to its users anymore. Its main tourism products are based on natural wealth and the attractions that accompany it.

The results of this study are expected to be suggestions or recommendations for halal tourism policymakers in the regional and central government, such as the Deputy of Archipelago Tourism Marketing, Deputy for International Marketing, Deputy for Tourism Destination Development, and other tourism stakeholders

Keywords: Halal Tourism, Competitiveness, Regional Economy, Nusa Tenggara Barat

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