

PROCEEDING

Sustainable Tourism
Shaping a Better Future

July 20 – July 21, 2020

Bangkok, Thailand

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Erasmus+ Programme
of the European Union



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**Sustainable tourism: Shaping a
Better Future**

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July 20th and 21st, 2020

PROCEEDINGS

**WP5 – NETWORK FOR NATIONAL AND CROSS-
COUNTRY EXCHANGE**

TOURIST: Competence Centres for the Development of Sustainable Tourism and Innovative Financial Management Strategies to increase the positive impact of local tourism in Thailand and Vietnam

TOURIST Consortium: FH JOANNEUM Gesellschaft mbH (Austria), Universidad de Alicante (Spain), Haaga-Helia University of Applied Sciences (Finland), Hue University (Vietnam), University of Social Sciences and Humanities Hanoi (Vietnam), University of Social Sciences and Humanities Ho Chi Minh City (Vietnam), Kasetsart University (Thailand), Burapha University (Thailand), Payap University (Thailand), Prince of Songkla University (Thailand), The Thailand Community Based Tourism Institute (Thailand).



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2nd TOURIST Conference Organizing Committee
July 2020



EXECUTIVE SUMMARY

The 2nd TOURIST Conference -Sustainable Tourism :Shaping a Better Future took place at Ramada Plaza by Wyndham Bangkok Menam Riverside on 20-21 July 2020 .The event convened scholars and professionals in tourism filed from Asia, Europe and North America to explore and discuss the problems, solutions and issues related to sustainable tourism .The conference was hosted by Kasetsart university and financially sponsored by European Union under Erasmus Plus Program .Approximately 100 participants from the following countries attended the event: Austria, Canada, Croatia, Spain, Finland, Portugal, Hong Kong, Japan, Sri Lanka, India, Maldives, Malaysia, Myanmar, Vietnam and Thailand .There were 38 participants presented their contribution both physically and Online at the conference .All of their papers/abstracts are included in this proceeding



DAY ONE: Monday, 20th July 2020

11:00am – 1:00pm	Registration – 20 July 2020 Location: Ping-Wang Room, 2nd Floor	
11:30am – 1:00pm	Lunch 20 July 2020 Location: The River View Restaurant, 2nd Floor	
1:00pm – 1:10pm	Welcome and opening speech by President of Kasetsart University Location: Ping-Wang Room, 2nd Floor	
1:10pm – 1:20pm	Introduction to TOURIST Project and Network By Ms.Claudia Linditsch, TOURIST project coordinator Location: Ping-Wang Room, 2nd Floor	
1:20pm – 2:50pm	Panel Discussion “Leading tourism through an era of disruption:time for regeneration in Asia” by Prof.Brian King & “(Re)generating the potential ‘new normal’:How to walk our talk of sustainability and transform the (tourism) world” by Prof.Irena Atelj Location: Ping-Wang Room, 2nd Floor Chair: Prof. Harald Armin Friedl , FH JOANNEUM – University of Applied Sciences	
2:50pm – 3:05pm	Coffee Break	
3:05pm – 4:45pm	Parallel Session 1 Location: Ping-Wang Room, 2nd Floor Chair: Prof. Harald Armin Friedl , FH JOANNEUM – University of Applied Science	Parallel Session 2 Location: Yomtara Room, 2nd Floor Chair: Eva Holmberg , Haaga-Helia Uas
4:45pm – 5:00pm	Coffee Break	
5:00pm – 6:00pm	Parallel Session 3 Location: Ping-Wang Room, 2nd Floor Chair: Dr. Nirundon Tapachai , Kasetsart University	Parallel Session 4 Location: Yomtara Room, 2nd Floor Chair: Dr. surang Hensawang , Kasetsart
5:30pm – 6:00pm	Conference feedback Location: Online	
7:30pm – 10:00pm	Cruise Gala Dinner on July 20, 2020 (Optional) Location: Asiatique Pier	



DAY TWO: Tuesday, 21st July 2020

9:30am – 12:00pm	Registration – 21 July 2020 Location: Ping-Wang Room, 2nd Floor	
10:00am – 12:00pm	Parallel Session 5 Location: Yomtara Room, 2nd Floor Chair: Dr. Nuttapon Punpugdee , Kasetsart University	
11:30am – 1:00pm	Lunch on 21 July 2020 Location: The River View Restaurant, 2nd Floor	
1:00pm – 1:40pm	Keynote speech “SMART CITIES AND TOURISM” by Prof.Malcolm Cooper Location: Ping-Wang Room, 2nd Floor Chair: Prof. Malcolm Cooper , Ritsumeikan Asia Pacific University	
1:40pm – 2:20pm	Keynote Speech “Sustainable tourism development in Thailand: A case study of applying GSTC Criteria” by Dr.Chuwit Mitrchob Location: Ping-Wang Room, 2nd Floor Chair: Dr. Chuwit Mitrchob , Southern Cross University	
2:20pm – 2:35pm	Coffee Break	
2:35pm – 4:15pm	Parallel Session 6 Location: Ping-Wang Room, 2nd Floor Chair: Dr. Oana M. Driha , University of Alicante	Parallel Session 7 Location: Yomtara Room, 2nd Floor Chair: Jarmo Ritalahti , Haaga-Helia University of Applied Sciences
4:15pm – 4:30pm	Coffee Break	
4:30pm – 5:30pm	Parallel Session 8 Location: Ping-Wang Room, 2nd Floor Chair: Dr. APIROM PROMCHANYA , Prince of Songkla University	Parallel Session 9 Location: Yomtara Room, 2nd Floor Chair: Dr. Yodmanee Tepanon , Kasetsart University
5:30pm – 6:00pm	Conference feedback Location: Online	



Full Papers & Extended Abstracts



PERCEPTIONS AND ATTITUDES OF FEMALE TOURISM GRADUATES TOWARDS RETENTION IN THE TOURISM INDUSTRY: WITH SPECIAL REFERENCE TO SRI LANKA

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ABSTRACT

Tourism industry is needed high human power because production and consumption are simultaneously taken place when consumers are serviced. Numerous of universities and technical institutions were increased to establish the related department of tourism industry to meet the manpower needs of the majority of the market. Many researches showed a very low rate student entered the related job market fields after students graduated from these universities. Out of these graduates, female graduates' retention rate is lower than the male graduates within the tourism industry. To consider this, it is interested to realize female student's perceptions and attitudes toward working in the tourism industry after studying and completing tourism degrees. This research was conducted to find the relationship between attitudes and perception of female tourism graduates to retain in the tourism industry with special reference to Sri Lanka. The researcher used 52 female tourism graduates who passed out in last 3 years from the Sri Lankan University system as the sample. The researcher collected data to analyze the relationship between perception and attitudes of female tourism graduates to retain in the tourism industry through standard questionnaire. Further, those data have been utilized for correlation and regression analysis in order to achieve the study objectives. Findings of the study revealed nature of the work and Industry-person congeniality mostly affect to the built the attitudes of the females about tourism industry. Salary and fringe benefits are not the main factors affected for the female retention in the tourism industry.

On the basis of the analysis of surveyed data and findings of the study, there are some suggestions which require immediate attention from the policy makers, top management to improve the HR practices in tourism industry and to increase the female tourism retention in the tourism industry. Through this research findings, the researcher suggested to maintain a special policy regarding female employees in the tourism industry. Further, relevant authorities should take actions to aware the community about the tourism industry and increase the value of the tourism sector.

Key words: Tourism, Female Graduates, Retention, Perception, Attitudes

INTRODUCTION

1.1 Background of the study

Despite having various definitions for tourism, the World Tourism Organization (WTO) has defined tourism "travelling to and staying in places outside their usual environment for more than twenty four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited". On the other hand, tourism is a collection of activities, services and industries that deliver a travel experience, including transportation, accommodation, eating and drinking establishments, retail shops, entertainment facilities and other hospitality services provided for individuals or groups travelling away from home (WTO, 2007).

When consider about the contribution of the women in the business world has increased in recent years, although compared to the other industry tourism has very low rate of women employment. In the tourism industry, many women working in the industry are working for low paid and unskilled jobs. Therefore, many females are not retaining in the industry.

1.2 Research Problem

A substantial number of hospitality and tourism management graduates are leaving the industry due to low job satisfaction, poor employment conditions and absence of motivating factors resulting in high turnover, wastage of trained and experienced personnel. This raises the issue out and explaining the attitudes of individuals who are likely to enter the tourism/hospitality industry work-force.

The tourism and hospitality industry worldwide, and in Australia in particular, has been confronted with the problem of attracting and retaining quality employees. This has led to a shortage of skilled personnel to staff the ever-growing number of tourism and hospitality businesses. This situation is a complex one with many different factors contributing to the problem. In Sri Lanka, there are very small number of government universities and private universities conduct tourism and hospitality degree programmes. In the preliminary study conducted by the researcher found that many female graduates who completed tourism degrees are not retaining in the industry.

The preliminary survey findings shows some students have negative perception towards working in the tourism industry. Most of the female students worked in the tourism industry with the purpose of completing their training session. And some of the female tourism students, left the tourism industry after the marriage .Therefore graduate female tourism students are low in this industry. When considering about the Sri Lankan society, it has negative perception about this industry with regard to female involvement. Therefore, girls are not willing to stay in the tourism industry.

According to Preliminary survey done with Colombo city hotel managers, the researcher found that present of female graduates are very low in the hotel. According to their interview results, following reasons were identified for low rate of women employment.

1. Hotel management factors
2. Social issues
3. Individual factors
4. Job related issues

Most of the hotels are reluctant to recruit females in to the job. Because of the impact of the legal factors and hotel profitability. When concerning about the individual factors, language barriers, low commitment to the job affect to the women employment. Shift basis working schedules, low rate of salary, physical working conditions are the job related factors. For the industry wellbeing and sustainability, women employment is very important. Today, in business world, contribution of women to national economy is very high. Day by day tourism

industry competition is increasing. As a service based industry, this should be well managed and well performed. Hence, high women employment rate should be retained in the industry.

1.3 Research Questions

- i. How does attitudes dimensions impact on the female tourism graduates' retention in the tourism industry?
- ii. How does perception dimensions impact on the female tourism graduates' retention in the tourism industry?

1.4 Research objectives

- i. To identify the attitude dimensions impact on the female tourism graduates retention in the tourism industry
- ii. To identify the perception dimensions impact on the female tourism graduates retention in the tourism industry

LITERATURE REVIEW

The perceptions of students who are likely to enter the tourism and hospitality work-force, are important in influencing their choice of career, and then the extent to which they thought tourism and hospitality, as a career, offers these factors. Riley et al. (2002) suggest that tourism employment is devastated by the confusing complexity of its own image. They further claim that the image of a particular industry will have a major effect on potential recruits perceptions of the industry, which will impact on the quality and quantity of future staff. The image of tourism and hospitality is one that has two sides. On one side the industry is seen as a glamorous one while on the other it is deemed as being one of low skill, low status and low pay (Riley et al., 2002). There are reports that the sector has a particularly poor image in the eyes of hospitality students, which suggests that the industry may have greater difficulty attracting, recruiting and retaining quality staff (Jenkins, 2001).

According to Brien (2004) discussions relating to the poor image started in 1990 when the UK industry magazine, Hospitality, reported that the industry's image was the main barrier to recruitment in the UK. In the late 1990s a BBC television series, Hotel, showed various hotels and hotel antics and highlighted the working conditions in the industry. This helped form an image that many thought was alarming, unconstructive and negative (Brien, 2004). It has been argued that this poor image is impeding the recruitment of quality staff as many potential employees are anxious about the working conditions in the industry caused by this negative portrayal (Aksu and Koksall, 2005; Brien, 2004; Kusluvan and Kusluvan, 2000). There are studies indicating that the proportion of workers in the tourism and hospitality industry who have tertiary qualifications is much lower than most other industry sectors (Australian Bureau of Statistics, 2006). There are so many questions which still need to be answered about the attitudes of young people to tourism careers. At a time when tourism is held out as one of the world's major industries and sources of employment it would be timely to know more about what potential recruits think about it, in order to provide a basis for attracting the best possible work force.

According to Getz, D (1994), the factor that had the greatest influence on career decisions of potential hospitality employees was work experience. For this reason work-based learning, either structured or unstructured, will play a significant role in tourism and hospitality students' attitudes toward pursuing a career in the industry upon graduation. Indeed many tertiary programs in tourism and hospitality require students to undertake a certain number of hours working in the industry. However, one of the concerns relating to students' undertaking casual work or work placements is that if students are given menial, boring tasks instead of exciting and worthwhile projects the experience will not be beneficial. Rather than encouraging the

students to gain skills that they will use in their future careers, the experience may actually lead to the students not pursuing a career in the industry at all (McGuire, 1985). Therefore an emphasis should be placed on ensuring that the student is given meaningful tasks and an opportunity to train in various departments or sectors of the business.

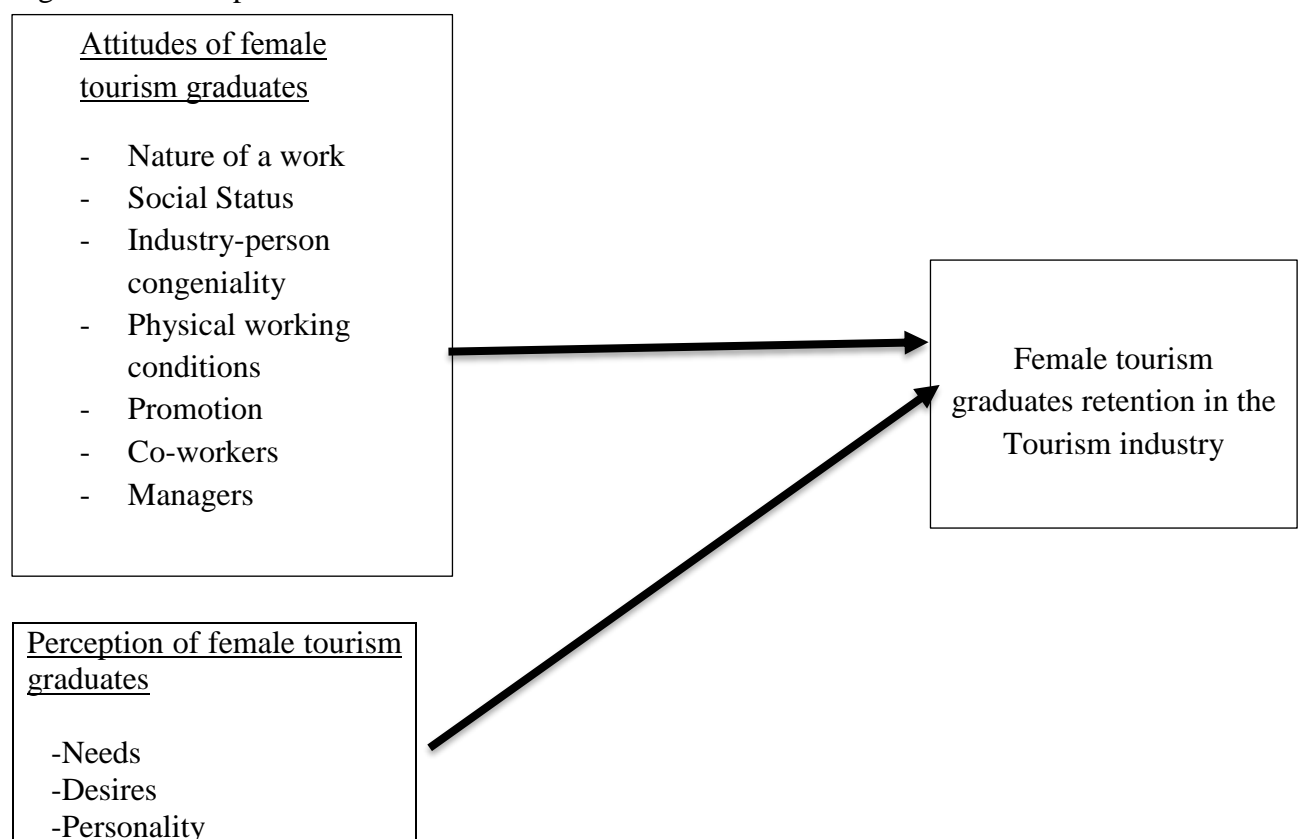
METHODOLOGY

3.1 Research Design

The researcher has used the quantitative research approach to conduct this research. Quantitative methods emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques.

3.2 Conceptual Framework

Figure 3.1 Conceptual Model



3.3 Hypothesis

H1: There is a strong relationship between Female tourism graduates attitudes and retention in the tourism industry

H2: There is a strong relationship between Female tourism graduates perception and retention in the tourism industry

3.4 Techniques of Data Collection

Primary data were collected using questionnaire female tourism graduates. In questionnaire, questions are closed ended and Likert scale method was used to measure the results.

3.5 Population & Sampling

According to the statistical data, questionnaire was given to 52 passed out female tourism graduates who followed tourism management degree programmes from various public and

private sector universities in Sri Lanka (40 Public sector and 12 private sector female graduates). Currently they are not in the Tourism industry. In this research sample size equal to the population. Because in here, it has very small population. Hence the total population was selected as the sample of the study.

3.6 Data Analyzing Tools

It is very important to check the reliability and validity of the questionnaire. In order to that will use SPSS application to do data analysis. Here, the researcher did a principal component analysis to analyze the factor which has highest variability and also a factor analysis to limit the variables.

DATA ANALYSIS

4.1 Reliability and validity Analysis

The reliability in research is a way of assessing the quality of the measurement procedure used to collect data. In order to get the best results there should be reliable.

Table 4.1 Reliability Analysis

Dimension	Cronbach's alpha	Comment	No of items
Nature of the work	0.982	Accepted	9
Social status	0.983	Accepted	7
Industry-person congeniality	0.960	Accepted	5
Physical working conditions	0.963	Accepted	4
Promotion opportunities	0.955	Accepted	3
Coworkers	0.980	Accepted	9
Managers	0.970	Accepted	5
Perception	0.954	Accepted	3
Females retention in the tourism industry	0.880	Accepted	2

Source: Survey data, 2019

According to reliability test Cronbach's alpha value used to measure reliability of the survey questions. Validity is defined as the extent to which a concept is accurately measured in a quantitative study. In this research, researcher has used KMO and Bartlett's Test for measuring validity of the questionnaire. The grounded value of the KMO test is 0.5.

Table 4.2 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.833
	Approx. Chi-Square	4191.249
Bartlett's Test of Sphericity	df	946
	Sig.	.000

Table 4.3 Results of Pearson's Correlation Coefficient

		NN	SS	IPC	PWC	PO	C	M	P	FRT	ATD
NN	Pearson Correlation	1	.944**	.922**	.893**	.940**	.848**	.939**	.908**	-.904**	.975**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	52	52	52	52	52	52	52	52	52	52
SS	Pearson Correlation	.944**	1	.942**	.868**	.938**	.846**	.923**	.895**	-.900**	.972**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	52	52	52	52	52	52	52	52	52	52
IPC	Pearson Correlation	.922**	.942**	1	.839**	.930**	.832**	.914**	.862**	-.913**	.960**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	52	52	52	52	52	52	52	52	52	52
PWC	Pearson Correlation	.893**	.868**	.839**	1	.874**	.757**	.850**	.840**	-.823**	.914**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	52	52	52	52	52	52	52	52	52	52
PO	Pearson Correlation	.940**	.938**	.930**	.874**	1	.844**	.922**	.867**	-.871**	.970**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	52	52	52	52	52	52	52	52	52	52
C	Pearson Correlation	.848**	.846**	.832**	.757**	.844**	1	.841**	.851**	-.840**	.897**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	52	52	52	52	52	52	52	52	52	52
M	Pearson Correlation	.939**	.923**	.914**	.850**	.922**	.841**	1	.873**	-.899**	.961**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	52	52	52	52	52	52	52	52	52	52
P	Pearson Correlation	.908**	.895**	.862**	.840**	.867**	.851**	.873**	1	-.847**	.916**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	52	52	52	52	52	52	52	52	52	52
FRT	Pearson Correlation	-.904**	-.900**	-.913**	-.823**	-.871**	-.840**	-.899**	-.847**	1	-
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.925**
	N	52	52	52	52	52	52	52	52	52	52
ATD	Pearson Correlation	.975**	.972**	.960**	.914**	.970**	.897**	.961**	.916**	-.925**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	52	52	52	52	52	52	52	52	52	52

**. Correlation is significant at the 0.01 level (2-tailed).

4.2. Pearson's Product Moment Correlation Coefficient

Pearson correlation coefficient between nature of the work and attitudes is 0.975. This indicates strongly positive correlation between these two variables. And also significance value is 0.000 then there is a statistically significance relationship.

Pearson correlation coefficient between social status and attitudes is 0.972. It indicates strongly positive relationship with these two variables. And also, significant value is 0.000 then there is a statistically significance relationship.

Pearson correlation coefficient between industry-person congeniality and attitudes is 0.960. It indicates there is a strongly positive relationship with these two variables. And also, significant value is 0.000 then there is a statistically significant relationship. Pearson correlation between physical working conditions and attitudes is 0.914. It indicates strongly positive relationship with these two variables. And also, significant value is 0.000 then there is a statistically significant relationship. Pearson correlation coefficient between promotion opportunities and attitudes is 0.970. It indicates strongly positive relationship with these two variables. And also, significant value is 0.00 then there is a statistically significant relationship. Pearson correlation coefficient between coworkers and attitudes is 0.897. It indicates there is a strongly positive relationship with these two variables. And also, significant value is 0.000 then there is a statistically significant relationship. Pearson correlation coefficient between managers and attitudes is 0.961. It shows there is a strongly positive relationship with these two variables. And also, significant value is 0.000 then there is a statistically significant relationship.

Pearson correlation coefficient between perception and attitudes is 0.916. It indicates there is a strongly positive relationship with these two variables. And also, significant value is 0.000 then there is a statistically significant relationship. Pearson correlation coefficient between female tourism graduates retention in the tourism industry and attitudes is -0.925. It indicates there is a strongly negative relationship with these two variables. But, significant value is 0.00 then there is a statistically significant relationship.

4.3 Regression Analysis

Table 4.4 Model Summary

Model	R	R Square	Adjusted Square	R Std.Error of the Estimate
1	.925 ^a	.855	.852	.31478

Source: Survey data, 2019

4.4 ANOVA

Analysis of Variance (ANOVA) used to test for significant differences among sample means.

Table 4.5 Analysis of Variance

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	29.294	1	29.294	295.647	.000 ^b
Residual	4.954	50	.099		
Total	34.248	51			

Source: Survey Data, 2019

Table 4.5 illustrates the significant level of the model is 0.000 hence developed model for female tourism graduates retention in the industry is significantly predicting the outcomes.

4.5 Hypotheses Testing

Table 4.6 Significance of Independent Variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	5.254	.117		45.074	.000
ATD	-.659	.096	-.929	-6.850	.000
P	.003	.084	.005	.037	.971

Source: Survey Data, 2019

Table 4.6 gives the estimates for coefficient values. P value implies the significant level of relationship between the dependent and independent variables. If p value is less than 0.05, it indicates that the coefficient is significant. If the p value is positive it indicates there is a positive relationship and negative coefficient indicate that there is a negative relationship

H1: There is a relationship between female tourism graduates attitudes and female tourism graduates retention in the tourism industry.

P value is 0.000. (Since P value is less than 0.05 and it leads to reject null hypothesis and accepted of alternative hypothesis of variable is correlated). Hence Attitudes are significantly correlated with female tourism graduates retention in the tourism industry. Conclusion is attitudes significantly have a relationship with female tourism graduates retention in the tourism industry. Hypothesis is **accepted**.

H1a: There is a relationship between nature of a work and female tourism graduates retention in the tourism industry.

P value is 0.000. (Since P value is less than 0.05 and it leads to reject null hypothesis and accepted of alternative hypothesis of variable is correlated). Hence nature of work is significantly correlated with female tourism graduates retention in the tourism industry. Conclusion is nature of the work significantly have a relationship with female tourism graduates retention in the tourism industry. Hypothesis is **accepted**.

H1b: There is a relationship between social status and female tourism graduates retention in the tourism industry.

P value is 0.000. (Since P value is less than 0.05 and it leads to reject null hypothesis and accepted of alternative hypothesis of variable is correlated). Hence social status is significantly correlated with female tourism graduates retention in the tourism industry. Conclusion is social status significantly have a relationship with female tourism graduates retention in the tourism industry. Hypothesis is **accepted**.

H1C: There is a relationship between industry-person congeniality and female tourism graduates retention in the tourism industry.

P value is 0.000. (Since P value is less than 0.05 and it leads to reject null hypothesis and accepted of alternative hypothesis of variable is correlated). Hence industry-person congeniality is significantly correlated with female tourism graduates retention in the tourism industry. Conclusion is industry-person congeniality significantly have a relationship with female tourism graduates retention in the tourism industry. Hypothesis is **accepted**.

H1d: There is a relationship between physical working conditions and female tourism graduates retention in the tourism industry.

P value is 0.000. (Since P value is less than 0.05 and it leads to reject null hypothesis and accepted of alternative hypothesis of variable is correlated). Hence physical working conditions

are significantly correlated with female tourism graduates retention in the tourism industry. Conclusion is physical working conditions significantly have a relationship with female tourism graduates retention in the tourism industry. Hypothesis is **accepted**.

H1e: There is a relationship between pay/fringe benefits and female tourism graduates retention in the tourism industry.

P value is 0.000. (Since P value is less than 0.05 and it leads to reject null hypothesis and accepted of alternative hypothesis of variable is correlated). Hence pay/fringe benefits are significantly correlated with female tourism graduates retention in the tourism industry. Conclusion is pay/fringe benefits significantly have a relationship with female tourism graduates retention in the tourism industry. Hypothesis is **accepted**.

H1f: There is a relationship between promotion and female tourism graduates retention in the tourism industry.

P value is 0.000. (Since P value is less than 0.05 and it leads to reject null hypothesis and accepted of alternative hypothesis of variable is correlated). Hence promotion is significantly correlated with female tourism graduates retention in the tourism industry. Conclusion is promotion significantly have a relationship with female tourism graduates retention in the tourism industry. Hypothesis is **accepted**.

H1g: There is a relationship between co-workers and female tourism graduates retention in the tourism industry.

P value is 0.000. (Since P value is less than 0.05 and it leads to reject null hypothesis and accepted of alternative hypothesis of variable is correlated). Hence coworkers are significantly correlated with female tourism graduates retention in the tourism industry. Conclusion is coworkers significantly have a relationship with female tourism graduates retention in the tourism industry. Hypothesis is **accepted**.

H1h: There is a relationship between managers and female tourism graduates retention in the tourism industry.

P value is 0.000. (Since P value is less than 0.05 and it leads to reject null hypothesis and accepted of alternative hypothesis of variable is correlated). Hence managers are significantly correlated with female tourism graduates retention in the tourism industry. Conclusion is managers significantly have a relationship with female tourism graduates retention in the tourism industry. Hypothesis is **accepted**.

H2: There is a strong relationship between female tourism graduates perception and female tourism graduates retention in the tourism industry.

P value is 0.000. (Since P value is less than 0.05 and it leads to reject null hypothesis and accepted of alternative hypothesis of variable is correlated). Hence perception is significantly correlated with female tourism graduates retention in the tourism industry. Conclusion is perception significantly have a relationship with female tourism graduates retention in the tourism industry. Hypothesis is **accepted**.

CONCLUSION

Tourism female graduates in tourism industry are still not in satisfactory level in Sri Lanka. When compared to the other industries, percentage of the tourism graduates are low. On the basis of the analysis of surveyed data and findings of the study, there are some suggestions which require immediate attention from the policy maker, top management to improve the HR practices in tourism industry and to increase the female tourism retention in the tourism industry. According to this research article investigation, suggest the recommendation for 2 parties. The following part provides recommendations directed for (a) The Government (b) The Industry Employers.

A. The Government - Government Should Fill The Gap Between The Industry and University. It's fundamental for the government to invest lot of money on tourism education to take some measures to ensure that hospitality graduates enter the industry upon graduation. Hence, the government, and especially the Ministry of Tourism needs to fill the gap (the period of time from student graduation till starting his\her career in hospitality related jobs), during this period students may fail to enter the industry and this ends in completing their career in other industries. This can be conducted by; establishing a unit that aims at linking fresh graduates to hospitality recruiters.

- **Establishment of the Hospitality Managers and Educators Collaborative Forum.**

This forum will strive to facilitate a long-term mutually beneficial relationship between industry professionals and educators. It will benefit immeasurably the planning and implementation of internship practices by highlighting deficiencies and indicating ways to bridge the gap between educational theory and actual practice.

- **General Tourism Awareness Activities.** This could take a number of shapes and forms ranging from informational campaigns, organization of presentations by prominent industry leaders, permissions to conduct educational field trips to hospitality establishments, participation in training programs for students and graduates.

B. The Industry Employers

- Tourism and hospitality organizations must continue to work on improving many aspects of the working conditions within the industry. The negative attitude and believes particularly in regards to pay, promotion opportunities, career prospects and job security in the tourism industry should be addressed carefully. Unless the industry changes the perceptions of a career in the industry it will continue to lose these highly skilled and trained employees.

- Industry organizations are also encouraged actively to seek partnership with the university to design internship programs for the hospitality students that ensure the students have positive experiences. This creates a win-win situation for both parties.

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SUSTAINABLE LOCAL FAMILY-OWNED TRAVEL AGENCIES IN MANDALAY

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ABSTRACT

Local family-owned travel agencies in Mandalay are facing the problem in managing its service quality and marketing strategy to meet tourists' demand and sustain their profitability. This study critically analyses the linkages between the travel agencies' marketing mix, service quality and customers' satisfaction. This research used qualitative method to obtain the insight views of 21 informants. Researcher interviewed total of 3 local family-owned travel agency managers to investigate whether there are similarities and differences on their operation and marketing management. Additionally, 18 informants were tourists from domestic and international segments in order to analyze their expectation and satisfaction on the tour package. The study reveals that tourism development in Mandalay is highly affected by the digital disruption and political. There is a strong link between these external factors and travel agencies' marketing strategy as well as model to ensure the survival of the business. The findings also offer new insights and directions for Mandalay local family-owned travel agencies not only to improve their marketing plan but also to enhance their service quality in order to develop and sustain the customers' satisfaction.

Keywords: *SUSTAINABLE TOURISM, SERVICE QUALITY, MARKETING MIX, CUSTOMER EXPECTATION AND SATISFACTION, TRAVEL AGENCY*

INTRODUCTION

Myanmar tourism industry, tourists' arrivals for Myanmar was 4.4 million visitors in 2019, a 23% climb from 2018 powered, according to government data and target of attracting 5 million tourists in 2020. According to official statistics from the Mandalay Region's Directorate of Hotels and Tourism, there are about 0.6 million travelers heading to the Mandalay Region in 2019 and there are 150 local agencies but most are branch offices of Yangon (K.M. Shwe, Director from Ministry of Hotels and Tourism- Mandalay department, July 3, 2019). However, researcher focused on only local family-owned travel agencies located in Mandalay. Statistically, there are only 15 local family-owned travel agencies and their main offices are in Mandalay which are selling the tour package (Mandalay cultural sight-seeing tour package) while the rest are undertaking only ticketing and renting the car. These local family-owned travel agencies are evidently facing the crisis of losing customers because of their limitation on knowing its markets especially on meeting the expectation and satisfaction of the domestic and international travelers. According to Vargo & Lusch (2004) and Day & Moorman (2010), these problems could affect the ability of firms to deliver value and sustainably complete effectual marketplace results. The primary aim of this research is to develop the guidelines of marketing strategies and service quality standard for local family-owned travel agencies in Mandalay to meet with the demand of both domestic and international travelers.

OBJECTIVES

There are three objectives:

1. To analyze the business situation of local travel agencies in Mandalay
2. To access domestic and international tourists' expectation and satisfaction of local family-owned travel agencies' marketing mix strategies
3. To study the tourists' expectation and satisfaction of specific tour package product and service quality of local family-owned travel agencies

For the theoretical framework, author adapted internal business environment from Hans, d. V. B (2018) and external business environment from Francis J. Aguilar (1967), Barkauskas, V., Barkauskienė, K., & Jasinskas, E. (2015), and Zhiyong, X. (2017). Marketing mix was adapted from McCarthy (1960), and Berry and Parasuraman, (1991) and service quality are adapted from Parasuraman et al (1985).

3. LITERATURE REVIEWS

In the developing world, tourism segment is viewed as a vital weapon to dispose of poverty and pledge sustainable community development (UNEP/WTO, 2004). Today, tourism is one of the largest world industries, and is still growing (Hassan. S. S, 2000). Moreover, the influence of inbound tourism on national economies is becoming increasingly important because of the growing size of the tourist market and that can stimulate economic growth in numerous ways (Ashley, C et al., 2000). Thus, researcher studied about the business environment of the Mandalay local family-owned travel agencies. Business environment means the forces, factors and institutions with which the businessman has to deal with to achieve its objectives. Business environment is the sum of all external and internal factors that influence or affect a business together. Analyzing the business environment is important for the society as it can build the organization's image, analyze the competitors' strategies and formulate their own strategies and identifying the business' strength and weakness. The internal business environment includes factors within the organization that impact the approach and success of your operations such as organization culture, organizational direction, mission and objectives, management structure and nature, human resources and miscellaneous factors (Hans, d. V. B, 2018).

This research adapted the macro environment analysis tool PESTLE model, political, economic, social, technological, legal and environmental changes in the macro environment. However, author considers legal under the political in this research thus legal is in the same content with political. The earliest known reference to tools and techniques for 'Scanning the Business Environment' appears to be by Francis J. Aguilar (1967) who discusses 'ETPS' – a mnemonic for the four sectors of his taxonomy of the environment: Economic, Technical, Political, and Social. Scholes, K., & et.al (2002) define PESTEL analysis as a model to analyze the factors affecting international companies and we can apply it to a travel agency because it operates in an international environment, in terms of macro indicators. Zhiyong, X. (2017) used the PESTLE analysis for the tourism environment of China.

Local travel agencies deal not only with the crisis but also ensuring that the tourism in Mandalay will be sustained as the income from the tourists will remain in the economy and tourists themselves could have a chance to interact with the local business provider who can make the tourists experience the authenticity of tourists attractions in Mandalay. Furthermore, by understanding the business environment of the local travel agencies, it could be overcoming the barriers and facilitators of meeting tourists' demand. The role of the travel agency in the

tourism distribution system has been affected by industry consolidation and advent development of new technologies (Ioannidis and Daughtrey, 2006). According to Buhalis, D., & Laws, R. (2008), the internet reshapes the dynamics of the exchange of information related to tourism, the way in which it is distributed and how people plan and consume trips. Moreover, there is a linkage between external business environment to internal, researcher applied integrated tourism model by Cook & et al (2001).

A number of marketing research studies supplements the relevance of each of the '7Ps' of services marketing mix (Berry and Parasuraman, 1991; Gronroos and Helle, 2012). These are product, price, place, promotion, process, physical evidence and people. Marketing mix is not a scientific theory, but merely a conceptual framework that identifies the principal decision-making managers make in configuring their offerings to suit consumers' needs (Londhe, B. R, 2014). Understanding marketing is understanding human nature, scientifically, and to meet their demand. Marketing is a set of steps that deliver value that could be remembered by customers and can create a relationship with customers as well as providing benefits to the organization (Armstrong & Kotler, 2011). Marketing exists to satisfy the needs and wants of customers (Kotler, 2005), being used to match the values to the exact customer for higher levels of outcomes (Nuseir and Madanat, 2015).

Service quality bears a strong relationship with customer satisfaction and retention in the tourism industry (Augustyn & Ho, 1998). Service quality dimensions for this research are reliability, tangibility, empathy, responsiveness and assurance. These are same factors of SERVQUAL; is a model of service quality, which was first proposed by Parasuraman et al (1985). These models of service quality are the most popular and widely used as a reference in research management and marketing services. Service quality is strongly linked with customer satisfaction thus the higher service quality provides the higher customer satisfaction. Customer satisfaction is influenced by service quality, price, environment and individual differences. Bitner, M. J. (1990) pointed out service quality equals customer satisfaction to some extent because these two concepts are the comparison between their expectation and the actual service they receive. Some scholars (e.g. Parasuraman et al., 1985, 1988) believe that service quality leads to satisfaction. Service quality decides customer satisfaction (Strandvik and Lijander 1994). Therefore, there is a positive relationship between service quality and customer satisfaction. Because service quality is the basic factor and it is also the most important factor that impacts customer satisfaction (Zeithaml&Bitner1996; Parasuraman, Zeithaml and Berry1994; Cronin and Taylor1992; Oliver1993; Bitner1990).

METHODOLOGY

The knowledge on traveler expectation and satisfaction can be strongly believed to be an inter-subjective concept rather than objective. It leads to use of qualitative as research methodology to be able to evaluate in depth and in detailed of the issue by interview questions as the tool use to understand the objectives of this study. Mmutle, T. (2017). Xin, T. K., & Chan, J. K. L. (2014) confirmed that the research will approach to expose the travel agency is through interviews. As this research is divided into travel agency side and customer side, there are two types of informants. When choosing the travel agency informant, researcher precisely collected according to the three criteria. These are travel agency has to be owned by the local (Myanmar citizen), the size must be family-owned size and they had travel agency license already and sell the Mandalay cultural sight-seeing tour package to local and foreigners. After analyzing the 150 travel agencies in Mandalay, there are only about 15 travel agencies have these criteria and chose 3 out of it. Then researcher interviewed with three well-experienced managing directors from that 3 travel agencies. For the customers' expectation and satisfaction,

researcher interviewed 6 each of ASIAN, Western and local customers who are segment of the big customers for the local family-owned travel agencies in Mandalay. Any component which specify the interviewees' identities was removed from the research record (Berg and Lune, 2012). Thus, the findings removed any specific names of all informants (Mandalay local family-owned travel agencies and 18 tour package customers) and researcher used the specific short form for each informant.

RESULTS

5.1 Business Situation of Local Family-Owned Travel Agencies in Mandalay

In this part, researcher interviewed with the experienced managing directors from three local family-owned travel agencies in Mandalay to know their business situation for sustaining their businesses. They are in the position of Managing Directors who have experienced in managing travel agencies more than 4 years. There are less than 10 staff in their companies and most are family member of the owner. Also, the owners are Myanmar citizen and the travel agencies are based on Mandalay and selling Mandalay cultural sight-seeing tour package to both local and foreigner. All are key informants to provide findings of Section 5.2 and 5.3

5.2 Internal Business Environment of Local Family-Owned Travel Agencies in Mandalay

The internal business environment includes factors within the organization that impact the approach and success of your operations such as organization chart, organizational direction, mission and objectives, management structure and nature, human resources and miscellaneous factors (Hans, d. V. B, 2018). After interviewed, human resources and organization chart factors affect to the travel agency in Myanmar while the rest do it well.

Table 5.1 shows the informants' answers on the internal business environment factors in accordance with the interview.

Table 5.1 Internal Business Environment Factors affect to the Local Family-owned Travel Agencies in Mandalay based on the Informants' answers

TA Name Factors	MGM	MD	GMB
Human Resources	Weak	Weak	Weak
Organization Chart	Weak	Weak	Weak
Mission and Objective	Good	Good	Good
Organizational Direction	Good	Good	Good
Management Structure & Nature	Good	Good	Good

*Weak – Travel agencies have weak points on that factor and should focus well.

*Good – Travel agencies are handling well on that factor.

All companies are facing the unstable staff problem and complaining from staff. They have to consider for recruiting and firing staff in proper way. The evidence of above statement is,

“According to my 18 years old experience with MGM as a managing director, we have only one issue in the organization. That is related with the drivers. They do not want to get along with the local (Myanmar citizen) as local do not give the tip money. Also, Japanese! They only want to go with the foreigners.” (ITA 1)

“I gave basic salary plus commission to my staff according to the sales of the company. Consequently, in low season, staff are resigning from job as they got the less commission at that period” (ITA 2)

“Some staff especially seamen are difficult to give the instruction to them and against the rules and regulations sometimes” (ITA 3)

As GMB companies has cruise tour, they have seaman staff as well. When researcher was interviewing, it got to know that their organizational charts have so many weaknesses about unclear job descriptions. Thus, human resources management and the organizational chart are the matters for the internal business environment for the local family-owned travel agency in Mandalay.

5.3 External Business Environment of the Local Family-Owned Travel Agencies in Mandalay

According to Barkauskas, V., Barkauskienė, K., & Jasinskas, E. (2015), Zhiyong, X. (2017), this research adapted PESTLE model for understanding external influences on a business, problems and the main causes in tourism external environment of travel agencies.

Table 5.2 External Business Environment Factors affect to the Local Family-owned Travel Agencies in Mandalay based on the Informants’ answers

TA Name Factors	MGM	MD	GMB
Political and Legal	Weak	Weak	Weak
Economics	Weak	Weak	Weak
Social	Fair	Fair	Fair
Technology	Weak	Fair	Weak
Environment	Good	Good	Good

According to Table 5.2, local family-owned travel agencies in Mandalay are facing the problem with political, economics and technology while the rest factors are working well. Researcher selected one quote related with political issue faced by the Mandalay local family-owned travel agencies from the interview with MGM travel agency.

“Even after Rohingya crisis has almost done, now AA (state army) is problem. It is happening in tourism destination – Mrauk-U, now cannot go. That is too annoying and much affecting to the tourism” (ITA 1)

According to the interview with three local family-owned travel agencies in Mandalay, all agencies are facing political issues such as crisis, domestic wars and protests. Foris, D. (2014) had also mentioned tourism has to be a part of governance act (the importance of this part is determined by the country's touristic potential and including this field in the government program) and excellence in governance is needed for tourism development.

Many sectors like exchange rate, tax and so on are included in economics issue. Unstable exchange rate is one of the reasons for tourism economics crisis.

"Myanmar currency inflation is getting increased and that effect to the exchange rate. This is not good sign for the tourism. Furthermore, tourist arrivals rate has increased but actually, this is not helpful for the economy of Myanmar because part of these tourists is Chinese and they use Chinese tour." (ITA 3)

Not only exchange rate but also payment system can affect to the tourism industry as today is digital era, customers prefer to pay by online. MGM talked about payment by visa card.

"But now, my company accepts cash system for payment but transaction rate is still higher while comparing with international rate". (ITA1)

In these days, companies are launching their product via online more than printed medias and broadcast advertising like newspaper, magazines, TV, and radio.

"For the direct sale, we use website and Facebook. But my website's just starting, it cannot give much affect. Now my Facebook has over 1M likes, but I haven't sold out full tour package to the Facebook audience" (ITA 1)

After researcher interviewed with three local family-owned travel agencies of Mandalay, every travel agency does the digital marketing and ITA 1 and 3 got less effect to their organization thus only ITA 2 is doing well with the Facebook media platform. Industry 4.0 revolution and technological developments create trends in digitalization in all sectors.

5.4 Tourists' Expectation and Satisfaction on Marketing Mix of The Tour Package by Local Family-Owned Travel Agencies in Mandalay

In marketing mix, there are seven components and these are product, price, place, promotion, process, physical evidence and people which were adapted from study of McCarthy (1960), and Berry and Parasuraman, (1991).

5.4.1 Profile of the Informants

Researcher interviewed 6 local people, 6 Asian people and 6 Western informants who used the tour package from Mandalay travel agencies. They are over 20 years old and first time using the tour package from local family-owned travel agencies from Mandalay. However, 13 out of 18 informants have tour package experience before.

5.4.2 Expectation and Satisfaction on the Marketing Mix

According to the interview with the 18 informants, from marketing mix factor, they expect on product and price highest and not surprisingly the least expectation is on physical evidence as they never go to the office but travel agencies contact via other communications

channels such as emails and telephone. Tourists normally have high contact to tour guide during the trip. They are highly satisfying on all factors besides product, process and people.

Table 5.3 Informants' answers on the marketing mix (7 Ps) on the tour package of the local family- owned travel agency in Mandalay

Marketing Mix Type (7Ps)	No. of Informants	Percentage	Keywords	Expectation		Satisfaction	
				Local	Foreigner	Local	Foreigner
Product	9/18	50%	Tour package, activities	High	High	Low	High
Price	9/18	50%	Not much, expensive, cheap, fair	Low	Low	High	High
Place	7/18	39%	Payment, mobile banking, card	High	High	High	High
Process	6/18	33%	Quality, convenience, rush schedule	High	High	Low	High
People	6/18	33%	Driver, tour guide, staff, good explaining	High	High	High	Medium
Promotion	1/18	6%	Group	Low	Low	High	High
Physical Evidence	1/18	6%	Nice office	Low	Low	High	High

*Low – Travel agencies need to focus on performance

Medium – normal situation

High – the best performance

All customers have high expectation on product and process but local customers get the low satisfaction on these factors. Local tourists have problem with the agenda of the tour package as they feel it is too tight schedule for them. Moreover, local customers experienced as staff (tour guide) is not good at leading the people (tour package users) for processing the tour package along the trip. Some tourists are not able to follow the schedule then delay for the next destinations. However, local customers are happy with the rest 5Ps; price, place, promotion, physical and people. Foreign customers expect highly on the tour staff performances but they are not highly satisfied on it because of over caring. One informant mentioned it because tour guide explained about the destinations a lot and he is getting tired of and lost his concentration on it. Highlighted interview quotes are mentioned in the following for product, people and process as customers are not highly satisfied on these factors.

Even all foreigners love the product of the Mandalay local family-owned travel agencies, most local people are not. But as tour package has tight schedule, they feel rush for it as they prefer to stay in one destination for a long time. The following interview quote was

answered by young local woman and she felt unsatisfied on the tour package's schedule for spending the time on the unnecessary things more than destinations.

"I thought I'd be so happy to go many destinations with that tour package. But actually, not! I am too tired. Even youth feel tired, how about old people? And some places, I wanted more time, but I didn't get. Some places, I feel nothing but they spent many hours. For example, like shopping for souvenirs." (I 3)

For process factor, most customers are happy on the process provided by the travel agency, but minority of informants answered their unsatisfaction on it. As they prefer to go one destination by destination quickly, sometimes they have to wait other tourists as they use same tour package. A local informant complained it as this is the weakness of the travel agency's staff, especially tour guide.

"Tour guide told to come back to bus on time but some people are too late. They just go toilet when the time has almost set. Some people take photo too much time. Some people are shopping long time. Then I have to wait even I can finish on time." (I 4)

Regarding with the people sector, a Spanish man talked about his annoying experience about the tour guide to the researcher. He loved to listen the history of the destination but there has a limitation.

"At first, I was ok. But the more he explained, the more I got annoying. He is good man but he explained me a lot about culture, destination and blah blah. I can't concentrate at all at the end" (I 12)

5.5 Tourists' Expectation and Satisfaction on Service Quality of The Tour Package by Local Family-Owned Travel Agencies in Mandalay

Travel agency is a service industry and core product are service delivered by people. Service quality are adapted from Parasuraman et al (1985) which include five components as assurance, reliability, tangibility, empathy and responsiveness.

For the service quality, tourists expect highly on the assurance, reliability and responsiveness and they are distinctly satisfied on all factors besides assurance and responsiveness.

Table 5.4 Informants' answers on the service quality (SERVQUAL) on the tour package of the local family- owned travel agency in Mandalay

Service Quality	No. of Informants	Percentage	Keywords	Expectation		Satisfaction	
				Local	Foreigner	Local	Foreigner
Assurance	10/18	56%	Service offered, politeness, respect, effective communication	High	High	High	Medium
Reliability	6/18	33%	Keep promise	High	High	High	High
Responsiveness	4/18	22%	Prompt service	High	High	Medium	High
Tangibility	4/18	22%	Facilities	Low	Low	High	High

Empathy	4/18	22%	Caring, individual attention, security	Low	Low	High	High
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*Low – Travel agencies need to focus on performance

Medium – normal situation

High – the best performance

All customers are satisfied on service quality factors except assurance and responsiveness. For assurance factor, local customers get the high satisfaction as they expected but foreign tourists face the language barriers problem and inadequate tour guides as communication is part of the assurance factor. French man shared about his experience on the communicating with the staff especially about tour guide along his journey. As he is not native English speaker, he preferred to get French tour guide but as it was not available, he faced a language barrier.

“Tour guide and driver are really ok. But I did not get French guide. Not much easy as it’s different and English is second language for us.” (I 7, I 8)

It is obvious that language barrier gives him low satisfaction on the tour guide from his answer. Moreover, some local customers are not happy on the responsiveness as they think it is delay action. An old local man felt annoying for the delay action by the tour guide on the trip as he had to wait the other tourists. He felt it is because of the unskillful tour guide.

“On tour, I have to wait other customers almost in every destination. It is because tour guide didn’t take action quickly! If she can manage the time properly, I don’t need to wait anyone” (I 1)

6. DISCUSSION AND CONCLUSION

After analyzed the interview with the 3-local family-owned travel agencies, human resources management, political and technology are affecting to Mandalay local family-owned travel agencies to sustain their business. In conclusion, human resources management is the main key for the Mandalay local family-owned travel agencies. If they could handle the human resources well like giving the relevant trainings and managing the staff, most problems will be solved inevitably. According to the interview result, tour package users are not fully satisfied on the product, process and people from service marketing mix and assurance and responsiveness from service quality. And all these factors are linked with the human resources management, if the travel can change their policy on human resources management, it will help not only to get the customers’ satisfaction but also to sustain their businesses. It is confirmed by the previous scholar Cosic, M., & Djuric, M. D. (2010) that customer satisfaction relies on not only on the service quality but also the quality of the delivery process, the excellence performance of the personnel who are in direct contact with customers.

As mentioned in literature reviews about the integrated tourism model by Cook, Roy A., Yale, Laura J., Marqua, Joseph J (2001), there is a link between internal and external business environment of the travel agency. From the interview result with the Mandalay local family-owned travel agencies, human resources management and technology are linking as travel agencies could not support the training well to the staff, they are lack of technological knowledge. In the interview, it can be obviously seen from MGM and GMB travel agencies. Even they are using the online platform to promote their tour packages but they are not able to send their information to the target customers.

Thus, Mandalay local family-owned travel agencies should focus on their marketing especially on digital marketing as it is the quickest and cheapest way to reach to the relevant customers and that can help to sustain their business in an economics perspective. Besides, they are not mentioning much about business responsibility for maintaining the environment and culture even Mandalay is cultural city.

Moreover, researcher found out the new finding that did not mention in the literature reviews. There is a linkage between technology (external business environment factor) to place and promotion from service marketing mix 7 Ps. Mandalay local family-owned travel agencies have less knowledge and implementing the technology consequently some customers do not feel reliable on their online payment system. Furthermore, it is not only effect to the place factor but also promotion since customers cannot easily find their company and tour packages from the social medias.

7. LIMITATION

Informant for this research was fairly limited, of type and size. This study was limited to local family-owned travel agencies groups bound to Mandalay sight-seeing tour only from period of September to December 2019. The views gained from the in-depth interview with three local family-owned travel agencies and 18 informants from varied countries however they used the Mandalay sight-seeing tour which comprised members of the one total population. That may not be sufficiently varied to deliver a better understanding of business situation of all travel agencies of Myanmar and customers' expectation and satisfaction on another tour packages from the other travel agencies in whole country of Myanmar.

8. RECOMMENDATION

Government requires exertion to be peaceful on the tourist destinations especially on Myauk-U, and Shan State to increase the tourist's arrival to Myanmar. Also, business should modernize their marketing strategies and well train to the staff in the perspective of human resources management from business side, product, process and people from marketing mix and last but not least, assurance and responsiveness from service quality and that can make their economy of the business to sustain.

This research mainly focuses on understanding the situation of travel agencies, customer expectation and satisfaction on the travel agencies to find out the answer and help the organization to develop and improve its marketing mix and service quality. The point of view of the service personnel working in the travel agency was left out from this study. Therefore, further research is required to recognize the travel agency staff's difficulties in order to reduce the internal affairs of the organization. According to Naumann & Giel (1995) job satisfaction plays a role in internal customer satisfaction. Thus, some research on the effect of job satisfaction on the internal business travel services could be done in the future. Moreover, a survey method can be implemented for a larger sample in the future data investigation as it is comprehensive and can be undertaken online, thereby minimizing direct contact with the people. This can be more useful as it is complicated to find direct contacts to arrange for interviews.

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THE CUBAN TOURISM INDUSTRY AND OPPORTUNITIES FOR CUBA'S RESPONSE DURING THE COVID-19 GLOBAL PANDEMIC SHUTDOWN TO EMERGE IN A MORE COMPETITIVE POSITION

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ABSTRACT

Cuba's Tourism Industry has been faced with a complete shutdown due the current COVID-19 global pandemic. Cuba is not alone in this, as many countries in the Caribbean and around the world rely heavily on Tourism. Prior to the Pandemic, Cuba's Tourism Industry was growing rapidly, growing 60% in the past 5 years, providing a much-needed source of foreign currency, but was running inefficiently. Many of the support Industries to Tourism needs to be improved. During this shutdown, Cuba can take the opportunity to enhance and improve the Tourism and Support Industries and their strategic positioning in the Caribbean tourism market. The present paper will look at the current situation facing Cuba in light of the Pandemic and make recommendations for emerging from the re-opening of Tourism in Cuba in a more competitive position.

Keywords: Cuba, Tourism, COVID-19, Global Pandemic

INTRODUCTION

The current global pandemic in 2020 caused by the COVID-19 Coronavirus has caused a complete shutdown of many industries around the world. One of the hardest hit industries has been the Travel and Tourism industries due to the prevalence of foreign visitors to tourist destinations which only exacerbates the spread of the COVID-19 virus and as evidenced by the stock market reaction to Airline and Cruise ship stocks. The Caribbean will be particularly vulnerable to the impact of COVID, as many of the islands rely heavily on tourism to support the economies and bring in foreign currency and foreign direct investment (FDI) to the countries. With the global impact of air traffic, forecast to lose as many as 1.45 billion international travelers, (Department of Global Communications, 2020), and International Monetary Fund forecasting a 3-5.2% contraction of the economy, as well as governments closing international borders to foreigners restricting tourism, will send most of these countries into recessions.

While there were 12.4 million cases of COVID-19 globally, Cuba had 2,403 cases on July 10. Cuba responded to the global pandemic by sending Doctors and Nurses to 23 countries to help combat COVID, accepted the British Cruise Ship MS Braemar, with active COVID cases, after being turned away by several ports and subsequently closed its borders on April 2. Cuba will be particularly hard hit by this pandemic as they suffer both the impact of the COVID pandemic, (Pajón Espina and Everleny Pérez Villanueva, 2020), and the continuing pressure of the U.S. Embargo, which has ramped up in recent years under the Trump administration reducing remittances and tourism travel from U.S, putting pressure on both foreign governments (to remove

Cuban doctors working abroad in exchange for currency) and businesses through enacting more portions of the Helm's Burton Act (Cuban Democracy Act), designed to facilitate regime change in Cuba, (Nugent, C., 2020, Krygier, R., 2020, Becker, 2012), which Cuba has vehemently opposed, citing companies have full legal safeguards under Law 118 of Foreign Investment Act and Law 80 of the Reaffirmation of Cuban Dignity and Sovereignty Acts (Martinez Garcia et. al., 2019).

Despite the COVID shutdown, Cuba is in a unique position, having a centralized planned economy, with complete governmental control. This allows Cuba to be enact a coordinated response to the pandemic, both economically and socially, being able to mandate hotel and restaurant closures, ensuring greater capacity utilization and economies of scale and providing a country-wide medical response. In many countries, laws and regulations differ based on local state and provincial guidelines and businesses, struggling to survive economically; open and compete, despite lower demand and underutilization of capacity, ability and willingness to engage in safeguards, leading to further inefficiencies, and putting more employees at risk.

CUBA'S TOURISM INDUSTRY RECOMMENDATIONS

Cuba has a 30-year tourism plan, under the direction of the Cuban Ministry of Tourism (MINTUR), which did not anticipate the current pandemic. Anticipated tourism growth cited at FITCuba, a Cuban International Tourism Trade Fair for 2019, demonstrate that 2020 tourism plans need to be modified, (Martinez Garcia et al., 2019). The current shutdown provides an opportunity for the government, in conjunction with foreign business partnerships in hotels and management contracts to facilitate many changes to the Tourism Industry in Cuba. As with Varadero beach area, Cuba can take the opportunity to limit Tourism upon re-opening in environmentally fragile areas such as Vinales, Baracoa, Cienega de Zapata, amongst the Biosphere Reserves to enhance protection of these zones, while opening up new opportunities in the Isla de la Juventud, working with the Ministry of Science, Technology and Environment (CITMA).

Some of the recommendations directly impacting Tourism is to update hotels, floors, facilities, tourism offerings and infrastructure, while looking at different methods to attract tourists and FDI, such as Virtual Tourism using social media and internet to promote regions, expansion and development of Ecotourism and medical tourism offerings, co-financing International targeted marketing campaigns and providing financial support to the Tourism Industry. Cuba can also capitalize on the goodwill of having Cuban doctors and nurses working abroad to help combat COVID crisis.

SUPPORT INDUSTRIES RECOMMENDATIONS

The government must also consider those sectors of the economy supporting the Tourism Industry, specifically, the government must re-evaluate their current Small Business and Agricultural sectors and revamp their ability to support the Government, Cuban citizens, and the Tourism Industry.

In 2011, the government implemented progressive economic reforms which allowed for significant expansion of private sector enterprises to support small businesses in the Cuban economy (Cuentapropistas). Originally, 250,000 small business licenses were granted by the Cuban

government in nearly 200 specific occupations to limit excess labor capacity and the migration of Cuba's citizens (especially young families) to foreign countries, (Becker, Gutierrez, Gutierrez, 2014). Cuba faces a serious challenge with more than 19% of the population of 11 million exceeding 60 years of age and with lower birth rates, will put pressure on the countries pension system as well as acquiring employees to fill the growing tourism and private sectors needs. The current infrastructure of state-run hotels and restaurants, will not be able to support the current level of growth of tourism, and it is necessary to expand the number of small business ownership, but also provide opportunities for them to receive and manage adequate micro-financing, training, supply-chain and labor management, (Becker, 2017).

In addition, the system of reforms identifying the 200 occupations, however, were limited to exclude any profession requiring a University degree and instead, focused on casa particulars (house rentals similar to Airbnb, restaurants, taxi drivers and hair salons). A missed opportunity was to allow those with University degrees and professions to support operations to government, which would limit migration and a potential brain drain in the areas of Science, Technology and Engineering for young Cubans entering the workforce as entrepreneurs rather than going to University and supporting businesses in Computers, Engineering and Sciences, (Becker 2012).

The government must also look at the Agricultural sector and expand its role, through Small business private land ownership, Cooperatives and price controls in providing inputs to the Tourism sector as well as the local Cuban population, (Nova González and González Corzo, 2015). As has been seen in recent years, food stockouts are common for the Cuban population with much of the produce is going to the Tourism industry, due to its rapid growth. Supporting and growing this industry will also benefit the government, through a reduction of imports to support the Tourism industry, and its impact on foreign currency needs (a severe problem for the government) and the balance of payments.

Currently, the Governments is continuing advancement of currency unification within Cuba of the Cuban Convertible Peso and Cuban Peso. Doing so, will cause inflationary pressures in the near term and this would have devastating effects on the Tourism Industry in the current situation by increasing wages, input prices and driving up prices in the Tourism Industry, removing a competitive price advantage Cuba has over other countries such as the Dominican Republic and Mexico. Although this is necessary in the long-run, at the current time, this should not be pursued.

The present paper has looked at several recommendations for planning and implementing a coordinated response for the Cuban government during the shutdown, so that they can emerge more efficient and effective following the pandemic.

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The Relationship between Corporate Governance and Return: An Empirical Evidence of Tourism & Leisure and Transportation & Logistics Sectors in the Stock Exchange of Thailand

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ABSTRACT

This research aims to explore the relationship between corporate governance and firm value in the tourism industry. Corporate governance is measured by board of directors' characteristics and major shareholders. Firm value is measured by return on equity (ROE) and return on assets (ROA). The sample comprises tourism companies listed on the Stock Exchange of Thailand in the service sector related to tourism businesses, including tourism & leisure and transportation & logistics. The study period covers 5 years from 2015 – 2019. The results show the significant positive relationship between major shareholders and return on equity. There also exists the significant positive relationship between executive to the board of directors and return on assets. The result confirms the role of corporate governance for increasing firm value in tourism industry.

Keywords: Tourism, Corporate Governance, SET, Return on Equity, Return on Assets

INTRODUCTION

Economists regard tourism as an industry from a materialistic point of view. In this respect tourism creates direct employment jobs in hotel, transportation, and retail organizations and has a multiplier effect which recycles direct and indirect expenditures through the economies of tourism places. Tourists also provide tax revenues which limit the strain on the local resident, and they purchase locally made products such as souvenirs gifts, etc. (Ismail Kirdar Umit, 1977). The impact of tourism as a tool for economic development and poverty alleviation is currently a growing area of research as part of the overarching disclosure on sustainable development programming (Telfer, 2014 cited in Aman Haile, 2017). The natural, cultural and historical resources in many developing countries are considered to be underutilized tourism assets that can contribute to economic growth and poverty alleviation (Telfer, 2014 cited in Aman Haile, 2017). Considering tourist statistics of Thailand from 2015 to 2019, there has been growth from 5.2 million to 5.3 million tourists, increasing approximately 3%. Chinese comprised the number one group travelling to Thailand. Chinese tourists have grown 34.78 % from 2015 – 2019 (www.atta.or.th, 2020).

Similar to every industry, tourism sustainability is caused by corporate governance. As pointed out by Lauren Moores Auchincloss (1997), corporate governance is important to the discussion of a firm's performance; a firm's performance is not only the result of competition, technology, and consumer preferences, but also its internal characteristics. Jensen (1993) cited in Lauren Moores Auchincloss (1997) provides a typology of governance mechanism that can be used to protect the rights of shareholders given the separation of ownership from control. His typology classified the corporate governance environment in terms of external mechanisms and internal mechanisms. Additionally, Denis and McConnell (2003) cited in Lauren Moores Auchincloss (1997) state that the internal mechanisms of main interest are the board of directors and the equity ownership concentration of the firm. Therefore, corporate governance is reflected by the board of directors. Hua Chi Yun (2003) describes members of the boards of directors are commonly referred to as either "insider" or "outsider," but whether or not outside directors better represent shareholder interests than insider directors is ultimately an empirical question. Independent directors play an important role during tender offers, and that majority of independent board members are more likely to use resistance strategies to enhance shareholder wealth (Hua Chi-Yun, 2003). Furthermore, Gompers, Ishii and Metrick (2003) study the power-sharing the relationship between management and shareholders and its association with investment and acquisition activity. They compute a measure, which is an increasing function of the amount of power maintained by management through anti shareholder action (cited in Lance Mati Fisher, 2007). However, besides corporate governance, sustainability should go along with value creation which can be indicated by return to shareholder or to equity holder.

As mentioned above, the tourism industry helps the economy; therefore, this research focuses on tourism and value creation for sustainability. In addition, firm value relates to corporate governance, and this research adds corporate governance and examines whether it affects to tourism business value. As a result, tourism businesses would apply for value increasing and consequently sustainable.

OBJECTIVES

The main objective of this research is to examine the relationship between corporate governance and return for tourism business companies listed in the Stock Exchange of Thailand (SET).

SCOPE OF RESEARCH

This research focused on the listed companies of the service group in the SET that relates to tourism business. The study period covers from 2015 to 2019 because the SET's website provides 56-1 form for five years.

LITERATURE REVIEW

Jensen & Meckling (1976) and Roy T. Black (1991) describe the agency

theory as the relationship between agents and investors. Agents do not act to maximize the principals but they act on their own interest. The debt level is a direct effect to the agency management. They also note that, management by the agent may lead to some trouble called the conflict of interest between investors and manager. So, investors they interested in wealth starting from the value of the firms' can be reduced such conflict from an agent by executive directors especially independent directors, internal audit and external audit. One way to motivate executive directors is to give them the compensate with conditions that depend on competence to make the profit. Therefore, the executive teams do the job with high efficiency and get higher profit for the requirement of investors. Wan Yusoff, Wan Fauziah, Adamu Alhaji, and Idris (2012) explain two theories that is the most popularity including agency theory and stewardship theory.

The overview of corporate governance is important to the discussion of a firm's performance. Lauren, Moores, and Aunchincloss (1997) report that a firm's performance is not only the result of competition, technology, and consumer preferences, but also its internal characteristics. Corporate governance and corporate performance use a measure of ownership concentration in the firm to proxy the amount of control shareholders have over management (Lauren, Moores, and Aunchincloss, 1997). Lance Mati Fisher (2007) describes the relationship between management and shareholders and its association with investment and firm value. Adu Bonna (2012) describes that good corporate governance practices, will be able to attract equity and debt financing. It help promote global financial market integrity and efficiency. However, corporate governance framework leads to equity market efficiency, innovation, entrepreneurship and economic growth.

Good corporate governance is based on the theory of law and economics by separate ownership and control from each other which leads to a conflict of interest and lead to better corporate governance to reduce conflict of interest between shareholders and executives (Tantip Srivisut, 2007). Corporate governance variables are consistent with the board of directors, board of directors' meetings, executive to the board of directors, independent to the board of directors, and board compensations (Ahmed Elbadry Mohamed Abdellatif, 2009 and Hua Chi-Yun, 2003). Independent directors are an important mechanism for good corporate governance. The role of directors is responsible for supporting the policy and benefit to the shareholders (Nitipat Klunbida, 2013). By regulation, from the Securities and Exchange Commission, Thailand (SEC), proportion of independent to the board of directors should have one – third of executive to the board of directors but not less than 3 independent boards, for the meeting should have at least 4 times each years (www.sec.or.th, 2020).

Additionally, Udom Tilkanaan (2004) describes about the relationship of proportion major shareholders and return on equity is positive. If major shareholders hold a large portion of the shares, it will give more power to inspect the work of the management. In addition, the benefits of the audit tend to be higher than the cost. Hawas, Amira Tse and Chin-Bun (2015) mention that major shareholders prefer to allocate their investment to gain the better

corporate governance. Moreover, major shareholders prefer investing in countries which high accounting disclosures and better shareholder rights. However, at the firm level, major shareholders prefer large companies that pay dividends and have better quality corporate governance.

Murdoch Brock Gordon (1984) describes that return on equity (ROE) that should be equal to the nominal rate of return to the shareholders. Return on equity, investors can get profit after tax (PAT) as a percentage of an average book value for a specific time period. Usually, the expected of ROE can measure with the same business risk (Sidharth Sinha, 1995). In addition, return on assets (ROA) is used to measure the effectiveness of the company in generating profits by exploiting its assets. This ratio may give an indication of good or bad neighbor management in implementing cost control or management of his property and ROA is often used as a tool to measure the rate of return on total assets after interest expense and taxes, the high ROA will be good for the company (Mohd, Heikal, Muammar Khaddafi, Ainatul Ummah, 2014). Return to shareholder or to equity holder would equal “the nominal rate of return to the shareholders and would be perfectly correlated with security return” (Beaver and Landsman, 1983 cited in Murdoch Brock Gordon, 1984).

Sidharth Sinha (1995) describes that return on equity (ROE) is important to distinguish between the accounting concept of return on equity in terms of which most of the discussion is carried out. Mohd Heikal, Muammar Khaddafi and Ainatul Ummah (2014) describes that return on assets (ROA) is used to measure the effectiveness of the company in generating profits by exploiting its assets. ROA is often used as a tool to measure the rate of return on total assets after interest expense and taxes (Brigham, 2001)

Sudarsan Kant (2011) argues that tourism sustainable as comprising of four essential components: “1) it was based on relatively undisturbed natural areas 2). it was non-damaging, non-degrading, ecologically sustainable 3). it directly contributed to the continued protection and management of the natural areas used, and 4). it was subject to an adequate and appropriate management regime.” In addition, Witoon Moonsri (2011) describes that sustainable tourism components will consist of 10 principles which are 1). Using Resource Sustainable 2). Reducing Over consumption and Waste 3). Maintain Diversity 4). Integrating Tourism into Planning 5). Supporting Local Economy 6). Involving Local Communities 7). Consulting Stakeholders and the Public 8). Training Staff 9). Marketing Tourism Responsible and 10). Undertaking Research. The United Nations World Tourism Organization (UNWTO) and World Travel & Tourism Council (WTTC)(2016) adapt the concept of sustainable development for travel and tourism to set up a framework for applying the various components of sustainable development to tourism, or sustainable tourism defined as “Tourism that takes full account its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”

CONCEPTUAL FRAMEWORK

The framework is exhibited in figure 1, Independent or an explanatory variable is corporate governance measured by the board of directors and major shareholders. Board of director related to corporate governance includes the number of board of directors, number of board of directors' meetings, executive board to the board of directors, independent board to the board of directors and board compensations (Ahmed Elbadry Mohamed Abdellatif, 2009 and Hua Chi-Yun, 2003). The dependent variable is return on equity (ROE) and return on assets (ROA).

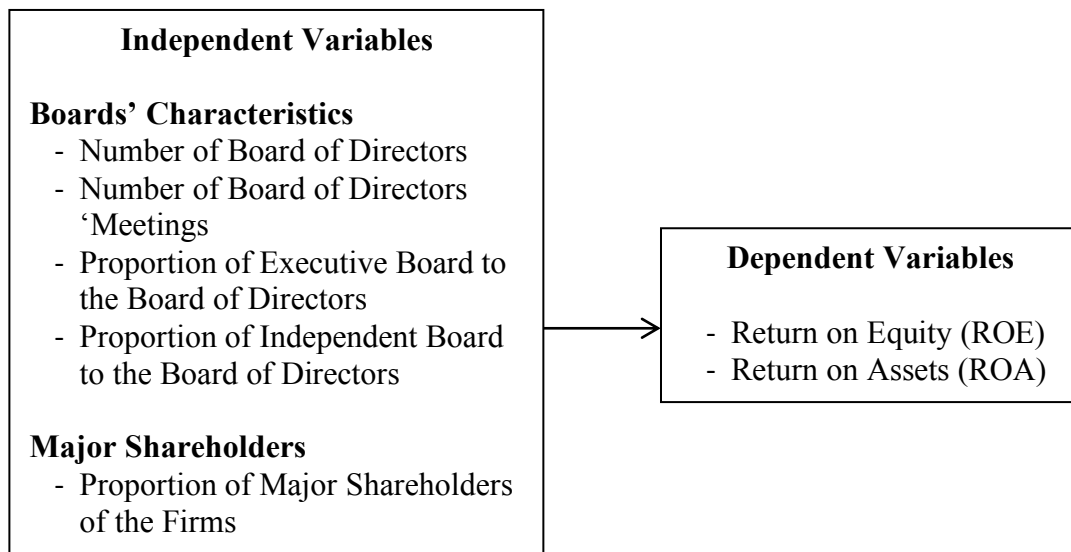


Figure 1: Conceptual Framework

RESEARCH HYPOTHESIS

This research has ten testable hypotheses as follows;

- H₁: Number of Board of Directors are positively related to ROE
- H₂: Number of Board of Directors Meetings are positively related to ROE
- H₃: Proportion of Executive Board to the Board of Directors are positively related to ROE
- H₄: Proportion of Independent Board to the Board of Directors are positively related to ROE
- H₅: Proportion of Major Shareholders are positively related to ROE
- H₆: Number of Board of Directors are positively related to ROA
- H₇: Number of Board of Directors Meetings are positively related to ROA
- H₈: Proportion of Executive Board to the Board of Directors are positively related to ROA
- H₉: Proportion of Independent Board to the Board of Directors are positively related to ROA
- H₁₀: Proportion of Major Shareholders are positively related to ROA

METHODOLOGY

Sample and Data Gathering

Listed companies of tourism & leisure and transportation & logistics sectors in the SET within five - year study period are used as a sample. Corporate governance measured by the number of the board of directors, number of the board of directors' meetings, the proportion of executive board to the board directors, the proportion of independent board to the board of directors, and the proportion of major shareholders of the firms are collected from the SET annual report (56 – 1 form). Whereas return on equity (ROE) and return on asset (ROA) are collected from the SET SMART. Considering five – year period, 15 samples remain in table 1 below. There exist 75 observations for this research.

Table 1. Number of Listed Companies of Services Group, Sectors of Tourism & Leisure and Transportation & Logistics, on SET

Group	Sector(s)	Listed Companies	Listed Companies that exist in consecutive 5 years
Services	Tourism & Leisure	13	11
	Transportation & Logistics	23	4
Total		36	15 (75 observations)

Source: The Stock Exchange of Thailand, 2020 (www.set.or.th)

DATA ANALYSIS

Independent Variable

Five independent variables that are related to corporate governance in terms of the Board of Directors and Major Shareholders are describes as followings;

Independent Variable(s)	Descriptions
Number of Board of Directors (BODSIZE)	Total number of the Boards of Directors each year

Number of Board of Directors Meeting (BODMEET)	Total of the Board Directors Meeting in one year
Proportion of Executive Board to the Board of Directors (BODEXE)	The ratio of the top executive to the board of directors
Proportion of Independent Board to the Board of Directors (BODIND)	The ratio of independent board (not management) to the board of directors.
Proportion of Major Shareholders (MAJORSHARE)	Proportion of major shareholders (not free float)

DEPENDENT VARIABLES

ROE and ROA are used as followings;

$$ROE = \frac{Net\ Income}{Shareholder\ Equity}$$

$$ROA = \frac{Net\ Income}{Total\ Assets}$$

MODEL CONSTRUCTION

The linear regression are analyzed for the relationship with significant level at 0.01, 0.05, 0.10. This research investigates the effect of each factor through simple regression and all associated factors through multiple regression as follows;

ROE;

$$ROE_{i,t} = a + b_1 BODSIZE_{i,t} \quad (1)$$

$$ROE_{i,t} = a + b_2 BODMEET_{i,t} \quad (2)$$

$$ROE_{i,t} = a + b_3 BODEXE_{i,t} \quad (3)$$

$$ROE_{i,t} = a + b_4 BODIND_{i,t} \quad (4)$$

$$ROE_{i,t} = a + b_5 MAJORSHARE_{i,t} \quad (5)$$

$$ROE_{i,t} = a + b_1 BODSIZE_{i,t} + b_2 BODMEET_{i,t} + b_3 BODEXE_{i,t} + b_4 BODIND_{i,t} + b_5 MAJORSHARE_{i,t} \quad (6)$$

ROA;

$$ROA_{i,t} = a + b_1 BODSIZE_{i,t} \quad (7)$$

$$ROA_{i,t} = a + b_2 BODMEET_{i,t} \quad (8)$$

$$ROA_{i,t} = a + b_3 BODEXE_{i,t} \quad (9)$$

$$ROA_{i,t} = a + b_4 BODIND_{i,t} \quad (10)$$

$$ROA_{i,t} = a + b_5 MAJORSHARE_{i,t} \quad (11)$$

$$ROA_{i,t} = a + b_1 BODSIZE_{i,t} + b_2 BODMEET_{i,t} + b_3 BODEXE_{i,t} + b_4 BODIND_{i,t} + b_5 MAJORSHARE_{i,t} \quad (12)$$

Where, a is constant and b_1 , b_2 , b_3 , b_4 , and b_5 are coefficients of the explanatory variables, i refer to company i , t refer to year 2015, 2016, 2017, 2018 and 2019

RESULTS

Descriptive Statistics

The mean of number of board of directors, the number of board of directors' meeting, proportion of board of executive directors, proportion of board of independent directors, proportion of major shareholders of the firms, return on equity, and return on assets are as 11.1351, 7.9865, 6.6216 %, 4.4459 %, 79.0536 %, .6008 % and 2.9444 %, respectively. Note that Tourism & Leisure and Transportation & Logistics sectors exhibit high proportion of major shareholders with the mean of 79.0536 %.

Table 2 Descriptive statistics of corporate governance measurement and ROE, ROA of the listed companies in the Tourism & Leisure and Transportations & Logistics Sector on SET from 2015 - 2019

Variable	Mean	Standard Deviation	Maximum	Minimum
Number of Board of Directors (BODSIZE)	11.1351	1.93259	17	8
Number of Board of Directors Meeting (BODMEET)	7.9865	4.72676	24	4
Proportion of Board of Executive Directors (BODEXE): %	6.6216	1.72573	11	3
Proportion of Independent to the Board of Directors (BODIND): %	4.4459	1.53625	11	3
Proportion of Major Shareholders of the Firms (MAJORSHARES): %	79.0536	13.06861	98.48	25.49

Table 2 (Continue)

Return on Equity (ROE): %	.6008	26.28582	33.47	-170.11
Return on Assets (ROA): %	2.9444	10.68236	17.35	-48.08

The relationship between Corporate Governance and Return Results

Linear regression results show the relationship between corporate governance and return present in Table 3 and 4 as follows;

Table 3 Simple linear regression results:
Relationship between boards of director, major shareholders and ROE

Variable	Dependent Variable: ROE									
	Model 1		Model 2		Model 3		Model 4		Model 5	
	Beta	Sig	Beta	Sig	Beta	Sig	Beta	Sig	Beta	Sig
(Constant)	4.268	.612	10.401	.226	-.339	.967	6.815	.413	-34.133	.102
Number of Board of Directors (BODSIZE)	-.969	.625								
Board Meeting (BODMEET)			-1.476	.209						
Executive Directors (BODEXE)					.225	.906				
Independent Directors (BODIND)							-3.003	.405		
Major Shareholders (MAJORSHARE)									.432	.093*
Adj. R ²	-0.12		.010		-.016		-.005		.029	
F	.242		1.610		.014		.702		2.908	
Sig	.625		.209		.906		.405		.093	

Note: * is indicates significant level at 0.10.

Table 4 Multiple linear regression results:

Relationship between boards of director, major shareholders and ROE

Variable	Dependent Variable: ROE	
	Model 6	
	Beta	Sig
(Constant)	24.883	.339
Table 4 (Continue)		
Number of Board of Directors (BODSIZE)	-5.730	.250
Board Meeting (BODMEET)	-1.512	.341
Executive Directors (BODEXE)	3.131	.437
Independent Directors (BODIND)	.254	.961
Major Shareholders (MAJORSHARE)	.494	.092*
Adj. R ²	.024	
F	1.305	
Sig	.275	

Note: * is indicates significant level 0.10.

According to the table 3 and 4, simple linear regression shows that proportion of major shareholders are positively statistically related to ROE at 0.10 level of significance. Number of the board of executive director, number of the board of directors, number of board of directors meeting and proportion of independent to the board of directors are statistically insignificance. However, multiple linear regressions confirms that the proportion of major shareholders is positively statistically related to ROE at 0.10 level of significance. Other explanatory variables are found insignificance similar to simple regression result.

Table 5 Simple linear regression results:

Relationship between boards of director, major shareholders and ROA

Variable	Dependent Variable: ROA									
	Model 7		Model 8		Model 9		Model 10		Model 11	
	Beta	Sig	Beta	Sig	Beta	Sig	Beta	Sig	Beta	Sig
(Constant)	4.883	.073	2.337	.282	6.860	.024	2.810	.290	5.359	.516
Number of Board of Directors (BODSIZE)	-.568	.293								
Board Meeting (BODMEET)			.020	.957						
Executive Directors (BODEXE)					-1.159	.101*				
Independent Directors (BODIND)							-.160	.886		
Major Shareholders (MAJORSHARE)									-.035	.733

Table 5 (Continue)

Adj. R ²	.002	-0.15	.026	-0.15	-0.13
F	1.122	.003	2.772	.029	.117
Sig	.293	.957	.101	.866	.733

Note: ***, **, * is indicated significant at 0.01, 0.05, and 0.10, respectively.

Table 6 Multiple linear regression:
Relationship between boards of director, major shareholders and ROA

Variable	Dependent Variable: ROA	
	Model 12	
	Beta	Sig
(Constant)	6.162	.554
Number of Board of Directors (BODSIZE)	-.611	.565
Board Meeting (BODMEET)	-.026	.960
Executive Directors (BODEXE)	-1.000	.291
Independent Directors (BODIND)	.803	.617
Major Shareholders (MAJORSHARE)	.011	.930
Adj. R ²	-.027	
F	.653	
Sig	.660	

According to the table 5 and 6, simple linear regression shows that the number of executive directors is positively statistically related to ROA at 0.10 level of significance. On the other hand, number of board of directors, number of board of directors meeting, number of independent to the board of directors, and proportion of major shareholders are statistically insignificant. However, multiple linear regressions shows that the number of board of directors, the number of board of director meeting, proportion of executive to the board of director, proportion of independent to the board of director and the proportion of major shareholders are insignificant.

CONCLUSION/ DISCUSSION

The literature on corporate governance and the firm value has been widely found. However, there exists no evidence on tourism industry in Thailand. Therefore, this research aimed to explore the relationship between corporate governance and return on equity and return on asset in tourism industry. The empirical research uses the listed companies in the Stock Exchange of Thailand on the Tourism & Leisure and Transportations & Logistics sectors.

The research result is consistent with Jensen & Meckling (1976) and Roy T. Black (1991)' agency theory. Since corporate governance measured by proportion of executive board to the board of directors and major shareholders is significantly positively related to return, it confirms the role of corporate governance as monitoring mechanism indicated by agency theory. This would be a good signal of

sustainability in terms of corporate governance by management and major shareholders. This positively relationship of major shareholder is consistent with Udom Tilkanan (2004). Additionally, the executive to the board of directors is found to be positively related to return. This confirms the role of management in tourism industry.

However, the descriptive statistics shows the average of executive board to the board of directors as 6.621 % compared with the independent to the board of directors as 4.459 %. This many led to the problem indicate by Hua Chi-Yun (2003), that firms with more independent boards do not perform better than other firms.

Therefore, tourism industry should increase independent board to the board of directors. In order to, prevent the possibility of corruption problem. However, the proportion of major shareholders is preferable for this industry because it positively related to return. However, tourism industries studied have board of director meeting on average 7.9 times which is higher than regulation as 4 times. This would be a good signal of sustainability in terms of corporate governance by the boards of directors meeting.

This research has limitations of small sample size because tourism firms tend to be small firms rather than listed companies. As for research, there also exists the limitation that small firms do not have public information as listed companies. This will be a challenge for further study.

RECOMMENDATIONS

Recommendations from research results

1. Since the research result confirms the impact of corporate governance on return, tourist business should consider in doing business in good corporate governance circumstance. For example, doing business in a more transparency. This will leads to sustainability.
2. As for corporate governance mechanism, the major shareholder is suitable for tourism business because it positively related to return on equity. Therefore, the related parties should enhance the role of major shareholders.
3. Since the independent to the board of directors proportion is less than executive to the board of directors. Therefore, tourist business should increase independent directors to monitor the conflict of interest.

Recommendation for further study

1. The research on corporate governance and firm value should be furthered conduct as increasing the other measurement of corporate governance. Also the study period should be extended.
2. The research should be further conducted by increasing explanatory variables including external and internal factors. External factors may

include economic and industry factors. Internal factors may include company specific factor such as management and leverage.

All in all, this research initiates the study on tourism industry. The further research should be done to apply the result for sustainability.

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RESPONSIBLE TOURISM BEHAVIOR OF CHINESE TOURISTS IN THAILAND

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ABSTRACT

The research objectives 1) to study Chinese tourists' intention to practice responsible tourism behavior. 2) to study Chinese tourists' attitudes towards responsible tourism, subjective norm, and perceived control behavior. 3) to study Chinese tourists' responsible tourism behavior during visiting Thailand. 4) to examine the influence of attitude towards responsible tourism, subjective norm, and perceived control behavior on the intention to practice responsible tourism behavior.

Based on the theory of planned behavior, this paper tests the influencing factors of Chinese tourists' participation in responsible tourism behaviors in Thailand by constructing a conceptual model of responsible tourism behaviors and investigates the degree of Chinese tourists' preference for 11 responsible tourism activities in Thailand. Data were analyzed by descriptive statistics including frequency, percentage, mean, and standard deviation, and hypotheses were tested by multiple regression. The result shows that responsible travel attitude, subjective norms, and perceived behavior control had positive effects on intention. Among the 11 responsible tourism behavior, Chinese tourists had a higher perception of the three tourism behaviors: protecting the historical and archaeological sites of the destination, limiting the production of garbage, and favoring environment-friendly accommodation.

Keywords: Responsible tourism, Behavior, Intention, Theory of Planned Behavior theory.

INTRODUCTION

Tourism is considered to be the largest industry in the world today. Tourism is a source of income for Thailand's economy. China's economic reform and opening up and modernization, China's rapid economic development, the average income of Chinese people increased, so have the economic ability to travel abroad, at the same time, Thailand and the unique geographical environment and natural resources, as well as the short distance, low prices, and other advantages to attract Chinese tourists, preferred destinations for Chinese tourists to travel abroad. According to statistics from the Thailand Tourism Administration, the number of Chinese tourists to Thailand has been on the rise in recent years. In 2019, the number of Chinese tourists to Thailand reached 11 million, and the rapid development of tourism has provided more employment opportunities for local people.

As a rapidly growing industry, the Thai tourism industry is not only supplied by Chinese

tourists but also adversely affected by them. According to a survey conducted by the National Tourism Administration of Thailand in 2013 on the "Impact on the rapid development of Tourism in Thailand", Chinese tourists often make noises, throw rubbish, and do not respect local laws and regulations, leaving a bad impression on residents and other foreign tourists.

Moreover, the contradiction between tourism development and environmental protection is increasingly prominent due to the one-sided pursuit of the rapid growth of the tourism economy and the excessive expansion of the tourism industry. The ecological phenomenon caused by tourists' irreversible destruction of ecological environment resources weakens the competitiveness of destinations and seriously threatens the healthy development of tourism. To eliminate the negative effects of tourism activities and expand their positive effects, people need to adopt a new way of tourism —responsible tourism.

The subject of responsible tourism is tourists, that is, in the whole process of tourism, especially in tourist destinations, tourists need to minimize the negative impact of tourism activities on the environment, social culture, and economy, to maximize the positive contribution of tourism. In recent years, mass tourism has become a boring model. Irresponsible tourism resources fill the tourism market and destination, while natural resources and cultural resources cannot bear the influx of tourists. Asia tourism is a pure natural heritage and tourism cultural tour. Second, the destruction of some destinations and the displacement of residents, pay no attention to the impact of the environment and the decline of social ethics, will only lead to the decline of the natural landscape and social spirit. Thirdly, tourists themselves don't want to have negative influences. Tourists are increasingly aware of the impact of their actions on the local economy and community, so they should selectively consume tourism products according to their understanding of the process of tourism.

The present situation of the comprehensive Chinese tourist's responsible behavior, can be found that the vast majority of tourists have realized the negative effect of destination, the stay on the surface of consciousness, and the negative effect on the tourism is not a comprehensive understanding, think destination mainly affects the environment, and far less is known about the effects of social-cultural and economic aspects. Also, most tourists do not know how to eliminate or reduce negative effects. Tourists' recognition of tourism practitioners is low. Therefore, it is urgent and important to reduce the negative effects of this new form of tourism.

Through a questionnaire survey, this paper analyzes the behavior of responsible tourism of Chinese tourists, their intention and determinants, and puts forward Suggestions of responsible tourism to promote the development of responsible tourism in Thailand.

OBJECTIVES

The research objectives are 1) to study Chinese tourists' intention to practice responsible tourism behavior. 2) to study Chinese tourists' attitudes towards responsible tourism, subjective norm, and perceived control behaviour. 3) to study Chinese tourists' responsible tourism behaviour during visiting Thailand. 4) to examine the influence of attitude towards responsible tourism, subjective norm, and perceived control behaviour on the intention to practice responsible tourism behaviour tourism.

LITERATURE REVIEW

The concept of responsible tourism

Responsible tourism is a holistic approach proposed by Krippendorf (1983), who is aware of the devastating impact of Swiss tourism on the Alpine environment and communities. Responsible tourism means that all participants in the tourism industry, including tourists, residents of tourist destination communities, and the tourism industry itself, should bring in as much revenue as possible while minimizing environmental and social damage.

In the process of tourism activities, tourists should consider the impact of economic and social behaviors on tourism destinations, and strive to reduce the negative impact of tourism behaviors. In the process of tourism activities and tourism development, the benefits of residents and the environment should be maximized. Grahams (1991) believes that "responsible travel learning should first of all have an open mind and accept rather than compare". The responsibility, the argument goes, should fall on the tourists, whose actions can negatively impact the destination. Mann (2002) believes that responsible tourism is called responsible for tourism, people-oriented, and real tourism to avoid damage to local people and the environment. Deborah (1998) posits responsible tourism is based on ethics and human rights, protecting the rights of service personnel and mountain porters of sex tourism in violation of the labor of women and children, and visitors to buy endangered species, besides, is responsible for the social support tourism travel plans, such as the family hotel, visit the museum of folk customs, and other activities of educational value, for example, volunteer tourism, poverty alleviation, and development of rural tourism and ecotourism. In a word, responsible tourism is a way to create a more suitable place to live and visit. This is also one of the ways to achieve sustainable development in tourism.

Responsible tourism in Thailand

Responsible tourism in Thailand is a relatively modern concept that took root in the late 1990s. Over the past 40 years, Thailand's inbound tourism industry has multiplied and become the backbone of the Thai economy. It argues that the development of tourism, which for decades has been one of the country's top three sources of foreign exchange income, should minimize its negative impact on local communities and ensure its positive impact wherever possible. However, this came at a heavy price. Environmental degradation, including the generation of wastewater, solid waste, and other pollutants, has begun to occur in every tourist destination across Thailand. As a fast-growing industry, tourism also attracts investment, which leads to the expansion and construction of facilities, leading to the production of carbon dioxide and the inefficient use of energy and resources. This is called responsible tourism, and it seeks to achieve sustainability through a series of experiments that attempt to practice tourism in a more environmentally sustainable way while spreading the benefits of tourism.

The Theory of Planned Behavior

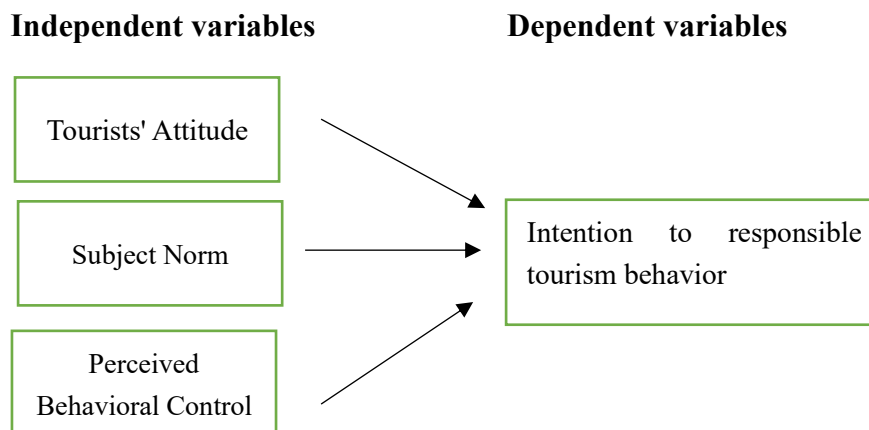
Planned behavior theory holds that a person's behavior is the result of deliberate planning, which helps to understand how a person persists and changes his or her behavior patterns (Ajzen, 1991). Behavioral intention is a sign that a person is ready to perform a particular behavior, which is considered to be the direct antecedent of the behavior (Ajzen, 2002). The stronger the intention of an individual's behavior, the more likely he is to take it. Therefore, this study focuses on behavioral intention to explore the factors influencing the willingness to participate in creative tourism. Behavioral attitude, subjective norm, and perceived behavioral control are three factors affecting behavioral intention. Among them, a behavioral attitude refers to the psychological experience of liking or disliking reflected by an individual to a specific object and is the positive or negative evaluation made by an individual to the implementation of a specific behavior.

The theory of planned behavior has been widely applied in many fields. The current theory of planned behavior can be divided into the following three categories: (1) it will not be modified, but directly apply the theory of planned behavior. (2) For different specific situations, new behavioral intention and behavioral influencing factors are added as new variables to enrich the theory of planned behavior. Fan Song (2011) took Changsha as the research object, conducted an in-depth study on the influencing factors and mechanisms of leisure tourism behavioral intention, added two new variables, demographic characteristics, and marginal influence system, and discussed the perception differences among different groups. Guo et al. (2013) studied the behavioral intention of rural tourism and show that emotional attitude, instrumental attitude, external pressure, personal norm, perceived self-efficacy perceived facilitation have significant positive influences on rural tourism intention of tourists. Shi Xiaoning (2013) points out in his research that tourism behavior attitude is an important factor affecting

tourism behavior intention. AL Ziadat (2015) investigated the intention of revisit to test the application of planned behavior theory in Tourism in Jordan.

Conceptual model and Research hypothesis

Based on the literature review, the conceptual framework was developed as followed: Figure 1. Conceptual Framework



Based on the Conceptual Framework, the hypotheses were developed as followed:

H1: Tourists' attitude on responsible tourism positively influence Chinese tourists' intention to responsible tourism behavior.

H2: Subjective norm positively influences Chinese tourists' intention to responsible tourism behavior.

H3: Perceived control behavior positively influence Chinese tourists' intention to responsible tourism behavior.

METHODOLOGY

The target population was Chinese tourists who had visited Thailand as independent tourists. A sample of 400 Chinese tourists was selected by convenience sampling method and the appropriate sample size was calculated by using Taro Yamane's formula (1967). The self-administered questionnaire was posted on <https://www.wjx.cn/> a Chinese website that provides a sample service that can be targeted to Chinese respondents. The questionnaire consists of three parts. The first part was about the demographic variables of the Chinese tourists. The second part was the intention and its determinants scale. Among them, the Intention to attend Responsible Tourism Behavior scale was modified according to the work of Ajzen, I. (1991) and Weeden, C. (2011); Attitude towards Responsible Tourism Behavior was modified based on the scale designed by Diallo, Diop-Sall, Leroux, & Valette (2015); Subjective norms and perceived behavior control mainly were adapted from the work of Del Chiappa, Grappi, & Romani (2016). The third part was respondents' responsibly travel behavior including 13 items adapted from the research literature of Chiappa, Grappi, and Romani (2016).

All items in the second and third parts were measured by Likert's five-point scale. The interpretation of the average score is 1.00 ~ 5.00. After calculation, the degree is divided into five levels with a score range of 0.8. The average score is used to describe the degree of intention, attitude, subjective norm, perceived behavior control, and preference of responsible tourism behavior. Data were analyzed by descriptive statistics including frequency, percentage, mean, and standard deviation, and hypotheses were tested by multiple regression.

RESULTS

Sample profiles

The self-administered questionnaire was posted on <https://www.wjx.cn/>, a Chinese-language website that provides sample services for Chinese respondents. A total of 400 valid questionnaires were collected in this study. In terms of gender distribution, males account for 49.25% and females for 50.75%. In terms of age distribution, 35.5% are between 26 and 30 years old, 12.5% are between 31 and 40 years old, 24.25% are between 18 and 25 years old, and 18.75% are under 18 years old. Bachelor's degree accounting for 46.25% at most; Married people account for 44.5%; In terms of careers, 31 percent are students, 27.5 percent are company employees, and 10 percent are government departments. From the perspective of personal monthly income, the respondents' income was mainly 6,001-10,000 yuan (26,289 baht-43,816 baht, converted at the exchange rate of 4.38).

Intention to practice responsible tourism behavior and Its Determinants

The study found that the overall degree of intention to participate in responsible tourism was 3.42 which means the intention of Chinese tourists to participate in responsible tourism was moderate level. See details in Table 1.

Table 1. Intention to practice responsibly travel behavior

Factors	n	Mean	Std. Deviation	Results
I intended to responsibly behave when I traveled to Thailand	400	3.69	1.145	High level
I planned to practice in responsible tourism when I traveled to Thailand	400	3.29	1.028	Moderate level
I was prepared to practice in responsible tourism when I traveled to Thailand	400	3.28	1.029	Moderate level
Overall	400	3.42	1.067	Moderate level

Among the determinants of intention to practice responsibly travel behavior, perceived behavior control of responsible tourism behavior is the highest level (mean =3.44), followed by subjective norms (mean =3.4) and tourist attitudes (mean =3.39) which both were classified as moderate level. Details of descriptive statistics are shown in Table 2-4.

Table 2. Tourists' attitude on responsible tourism

Factors	n	Mean	Std. Deviation	Interpretation
Responsible tourism enhances the well-being of host communities	400	3.68	1.234	Positive Attitude
Responsible tourism minimizes the negative social and environmental impact	400	3.36	1.088	Moderate Attitude
I am appealed to responsible tourism	400	3.37	1.065	Moderate Attitude
I feel good about responsible tourism	400	3.31	1.045	Moderate Attitude
I feel appeal for responsible tourism	400	3.35	1.091	Moderate Attitude
I would like to behave responsibly when I travel	400	3.28	1.075	Moderate Attitude
Overall	400	3.39	1.099	Moderate Attitude

Table 3. Subjective Norm

Factors	n	Mean	Std. Deviation	Interpretation
Expect me to take responsible travel behavior when I travel.	400	3.56	1.267	High influence
Think that I should practice responsible tourism when I travel	400	3.34	1.135	Moderate influence
Encourage me to responsibly behave when I travel	400	3.29	1.105	Moderate influence
Overall	400	3.4	1.169	Moderate influence

Table 4. Perceived Behavior Control

Factors	n	Mean	Std. Deviation	Interpretation
I can decide whether to responsibly behave when I travel by myself	400	3.66	1.224	High Degree
If I want to, I can behave responsibly when I travel	400	3.34	1.013	Moderate Degree
For me, it is easy to practice responsible behavior when I travel.	400	3.34	1.1	Moderate Degree
Overall	400	3.44	1.14	High Degree

Chinese Tourists' Preference for Travel Behavior

The study found that the overall mean of responsible tourism activity among Chinese tourists was 3.39, meaning the influence of responsible tourism activity among Chinese tourists was moderate level. It can be seen from Table 5 that Chinese tourists' practices at a high level included "Respecting the natural resources of the destination", "Limiting the production of garbage", "Being in contact with the traditions and culture of the local community." While practices at moderate level included "I planned to practice in responsible tourism when I traveled in Thailand", "I was prepared to practice in responsible tourism when I traveled in Thailand", "Respecting people and their local traditions", "Using transport that minimizes the impact on the environment", "Protecting the historical and archaeological sites of the destination", "Buying authentic and locally produced goods", "Asking tour operators for written codes of conduct to guarantee good working conditions, protection of the environment, and support to the local community in the destination", "Favoring restaurants offering a typical menu with local food", "Favoring local businesses", "Favoring environmentally friendly accommodation".

Table 5. The degree of Chinese tourists' preference for travel behavior

Factors	n	Mean	Std. Deviation	Results
Respecting the natural resources of the destination	400	3.67	1.219	High level
Respecting people and their local traditions	400	3.28	1.086	Moderate level
Limiting the production of garbage	400	3.44	1.056	High level
Being in contact with the traditions and culture of the local community	400	3.42	1.066	High level
Using transport that minimizes the impact on the environment	400	3.39	1.107	Moderate level
Protecting the historical and archeological sites of the destination	400	3.36	1.011	Moderate level
Buying authentic and locally produced goods	400	3.33	1.093	Moderate level
Asking tour operators for written codes of conduct to guarantee good working conditions, protection of the environment, and support to the local community in the destination	400	3.36	1.124	Moderate level
Favoring restaurants offering a typical menu with local food	400	3.33	1.079	Moderate level
Favoring local businesses	400	3.36	1.106	Moderate level
Favoring environmentally friendly accommodation	400	3.34	1.128	Moderate level
Overall	400	3.39	1.098	Moderate level

Hypothesis Testing

According to the theoretical model, the hypothesis was tested by multiple regression analysis. The results of multiple regression analysis shown in Table 6 showed that the coefficients of hypothesis 1-3 are not equal to zero. The coefficients of major predictors such as attitude, subjective norm and perceived control behavior were all significant ($T = 5.52, P = 0.00$; $T = 6.52, P = 0.00$; $T = 7.70, P = 0.00$), and was incorporated into the regression model as a predictor (regression factor). The coefficient or beta value (Table 6) reflects the degree of influence of three factors on tourism participation in responsible tourism behavior. Among them, perceived behavior control has the greatest

impact on willingness to participate in responsible tourism activities (Beta=0.331), followed by subjective norms (Beta=0.288) and attitudes to responsible tourism activities (Beta= 0.242).

Table 6. Coefficients and Significance

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.953	.129		7.386	.000
Tourists' attitude	.215	.039	.242	5.524	.000
Subjective norm	.223	.034	.288	6.525	.000
Perceived control behavior	.277	.036	.331	7.706	.000

a. Dependent Variable: Intention to Responsible tourism behavior

The total variance explained by the model is 48.8% (Table 7). Besides, the results in Table 8 show that $F = 127.821$ and $P = 0.0$, indicating that the multiple regression conforms to the data.

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701 ^a	.492	.488	.54912

a. Predictors: (Constant), Perceived control behavior, Tourists' attitude, Subjective norm

Table 8. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.629	3	38.543	127.821	.000 ^b
	Residual	119.409	396	.302		
	Total	235.037	399			

a. Dependent Variable: Intention to Responsible tourism behavior. Predictors: (Constant), Perceived control behavior, Tourists' attitude, Subjective norm

In summary, the final regression model was:

$$Y=0.542+0.238AT+0.24SN+0.377PCB+ \text{error}$$

CONCLUSION

It can be confirmed that Chinese tourists' intention in responsible tourism behavior is positively influenced by attitude toward responsible tourism, subject norms, and perceived behavior control. In other words, the more positive the behavior attitude is, the greater the subjective norms are, the stronger the perceived behavior control is, and the more positive the intention is to participate in responsible tourism behavior. This result is consistent with the theory and previous studies mentioned in the previous literature. Shi Xiao ning (2013) pointed out in his research that tourism behavior attitude is an important factor affecting tourism behavior intention. Also, the conclusion supports the opinion of Guo et al. (2013) and Li Huamin(2007) that attitudes, subjective norms, and perceived control behaviors have significant positive effects on tourists' travel intentions.

The primary reason that affects their practices in responsible tourism behaviors is perceived behavior control, that is, Chinese tourists attach great importance to whether they have their conditions when they take responsible tourism behaviors seriously. The second is the influence of subjective norms on the willingness of tourists, indicating that in addition to considering their situation, the opinions and evaluations of people around have a great impact on the willingness of tourists. Under the influence of collectivism, people around can easily influence the behavior of individuals. The attitude of tourists has the least influence on responsible tourism behavior because the concept of responsible tourism has not been launched in China for a long time, and tourists' responsible tourism has no specific cognition and attitude, so it has a small influence on responsible tourism behavior.

The study also found that for Chinese tourists who practiced responsibly travel behavior in high and moderate level, even though the idea of responsible tourism in China is still in its infancy, tourists have no clear cognition and attitude towards creative tourism, but they will restrain themselves in their travel behavior. However, such as reducing the generation of garbage, respecting local tourism resources, Being in contact with the traditions and culture of the local community, the remaining factors also indicate that the tourists are willing to take the initiative to do some responsible behaviors that are beneficial to the environment and economy of the destination and comply with the norms of behavior.

RECOMMENDATIONS

Based on the findings of this study. There are recommendations as followed:

For Chinese authorities

To reduce irresponsible travel behavior of Chinese tourists, the Ministry of Culture publicity should make full use of all kinds of media to make Chinese tourists aware of their irresponsible tourism behaviors, expose their irresponsible behaviors through TV and Internet media, and promote the improvement of all citizens' awareness of tourists' responsible behaviors.

For Thailand tourism authorities

Education authorities should promote and publicize knowledge of responsible behavior among Chinese tourists traveling abroad, strengthen education for young people, minimize the impact on local destinations, and support the local economy.

In my study, perceived behavioral control factors have the greatest impact on behavioral intentions, that is, whether Chinese tourists intend to go to Thailand to participate in responsible tourism activities is closely related to their conditions. This judgment is based on tourists' perception of the consumption level, safety degree, and transportation convenience of participating in responsible tourism activities. The deviation between judgment and reality may affect tourists' willingness to travel.

To reduce or eliminate the negative impact of these factors, the Thai tourist publicity departments need to strengthen the propaganda and to help Chinese tourists to obtain the required information through websites and other channels and confirm the acceptable price range, and the formation of responsible tourism activities and traffic routes recommend potential tourists, according to his ability to choose to travel.

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COMPETENCY IMPROVEMENT FOR COMMUNITY MEMBERS FOR COMMUNITY BASED TOURISM MANAGEMENT IN HIGHLAND: A CASE STUDY OF KANLAYANIWATTANA DISTRICT, CHIANG MAI PROVINCE AND MAE FAH LUANG DISTRICT, CHIANG RAI PROVINCE

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ABSTRACT

The research on “Competency Improvement for Community Members for Community Based Tourism Management in Highland: A Case Study of Kanlayaniwattana District, Chiang Mai Province and Mae Fah Luang District, Chiang Rai Province.” objects to develop the capacity of people in the community to become a leader in the tourism community; to develop the curriculum of leadership development and to study the guidance of development of the capabilities of developers, leaders and group members of the community-based Tourism for being the change agent. considering the process of creating and developing a learning process to strengthen the capability of personnel within two communities using the CBT development process as a tool, these things are important to the tourism development for both communities towards the sustainable tourism. Since, human resource is a major component of tourism management, conservation and preservation of the community-tourism resources, creating capability of the personnel in the community who have the qualities of leadership development, knowledgeable and capable to transfer working process from generation to generation, is the urgent issue for both communities. This research employs mixed research method collecting data through population are the members of community-based tourism networking and the local government organization in Kalayaniwattana district, the members of the community-based tourism coordination center and the local government organization in Mae Fah Luang district, Chiang Rai province. The research discovered that developing the capacity of people in highland communities to become a change agent for community-based tourism management, should focus on empowering the participants of the training program under the framework of lifelong learning, purposes to develop the technical, communication, and critical thinking skills. Otherwise, the marketing development, creating a standard of community-tourism products, working with entrepreneurs to develop the tourism route, utilizing of media technology, are needed to develop as well.

Keywords: Competency Improvement, Community-Based Tourism, Change Agent Development, Program

INTRODUCTION

The human resource is the most important to the tourism development and being a major component of tourism management for local communities towards the sustainable tourism conservation and preservation of the community-tourism resources, creating capability of the personnel in the community who have the qualities of leadership development, knowledgeable and capable to transfer working process from generation to generation (Kontogeorgopoulos, Nick, Anuwat & Varaphorn 2014), is the urgent issue for enhancing the tourism communities' potential empowering their management. The Kalayaniwattana district, Chiang Mai province and The Mae Fah Luang district, Chiang Rai province are the tourism destinations, where are ethnically beautiful, uniqueness, and distinctive identities, therefore the human resource development program for the community leaders in those areas, will be able to enhance the management's performance of both tourism communities.

OBJECTIVES

The research objects to develop the capacity of people in the community to become a leader in the tourism community; to develop the curriculum of leadership development and to study the guidance of development of the capabilities of developers, leaders and group members of the community-based Tourism for being the change agent.

METHODOLOGY

This research employs mixed research method collecting data through population are the members of community-based tourism networking and the local government organization in Kalayaniwattana district, Chiang Mai province; the members of the community-based tourism coordination center and the local government organization in Mae Fah Luang district, Chiang Rai province, where are the areas that has been granted fund by the Thailand Research Fund (TRF), aimed to manage the community-based tourism (CBT) in developing a management model of CBT until achieving a concrete result and being commercial exploitation. In addition, the check-list is conducted to select the 40 participants for the leadership development camp, this camp is operated under the process of Community Capacity Building (CCB), particularly aims to promote the capacity of local communities to develop, implement and sustain their own solutions to problems (the Western Australian Department for Community Development, 2006), with learning through the 10 steps of CBT development process (Potjana, 2003). and using the draft of change agent development program developed under the model of full range of leadership (Bass & Avolio, 1994) and change agent framework (Christine, 2009), with contents based on 4 aspects of; to become the social activist and ideologist for social development, inspiration and positive attitude, Intellectual stimulation for analyzing and organizing the thought, and individual capacity development for creating the well-communication and good teamwork as a tool for development.

RESULTS

The research discovered that developing the capacity of people in highland communities to become a change agent for community-based tourism management, should focus on empowering the participants of the training program (Asli, Kelly & Semih 2013) under the framework of lifelong learning, purposes to develop the technical, communication, and critical thinking skills. The suitable format of the event is training and developing the change agent camp, capped with developing the skills of relationships creation (Jamal & Getz 1995 and Jantararat & Williams 2000) with entrepreneurs the marketing development, creating a standard of community-tourism products (Kotler & Armstrong 2012), Information management of tourism resources in a systematic way, working with

entrepreneurs to develop the tourism route, utilizing of media technology, interpretation as well as developing skill in financial management.

DISCUSSION/CONCLUSION

According to the The research on “Competency Improvement for Community Members for Community Based Tourism Management in Highland: A Case Study of Kanlayaniwattana District, Chiang Mai Province and Mae Fah Luang District, Chiang Rai Province.”, the researcher found that in order to continuously develop the capacity of the human resources in highland tourism communities, the "Change Agent Development Program for the Highland Tourism Community" should be applied to the diverse Community-based tourism areas in the difference context, purposes to revitalize the curriculum structure, according to the advantages and disadvantages discovered from each areas, leading to become an effective program that can be used practically with various community-based tourism destinations in Thailand.

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CURRENT SITUATION AND DEVELOPMENT SOLUTIONS OF VIETNAMESE TOURISM COMPANIES PERIOD OF COVID-19

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ABSTRACT

Currently, Covid-19 is one of the most urgent social problems of the world and especially in Vietnam's tourism industry. However, among other things, the main headache question is how Vietnamese people facing the problem of worrying in the crisis period due to Covid-19, this paper provides a positive view - specific development solutions for tourism businesses to address the short-term and long-term problems of the current Covid-19 pandemic in Vietnam and how to support Vietnam's tourism businesses with sustainable tourism development.

Keywords: Covid-19, Vietnam tourism business development solution, COVID 19 pandemic period.

INTRODUCTION

According to the updated information until 7 am on 5/1/2020 from WHO: There are 212 countries and territories in the world where people have Covid-19 disease, including 3,303,850 infected people (accounting for 61%), 283,813 people died (7%), 1,039,055 people recovered (31.5%). Covid-19 is a hot international problem now, receiving the strong attention of all countries in the world and industries including Vietnam tourism. Although there are certain advantages due to the proper anti-Covid 19 policy of the Vietnamese leaders, due to the strong impact of Covid-19 on the tourism industry, it also makes Vietnamese tourism enterprises, although less affected, but also heavily affected, which requires effective solutions to recover and improve the situation of tourism businesses today. This paper presents the realities and lessons learned from some tourism businesses that survived the Covid-19 epidemic in Vietnam, and currently facing difficulties to revive the corporate economy and solutions for development. tourism businesses in the next time.

OBJECTIVES

- The most updated and objective information about Vietnam's COVID-19, mention of experience to achieve good results recently to tourism companies.
- The reality of the problems of tourism businesses in Vietnam, some lessons to cope with COVID-19 to keep liquidity and business brands when the pandemic comes
- Solutions to develop tourism businesses in the next time.

LITERATURE REVIEW

Because it is international news, but there is no radical solution - the birth of a vaccine and the dissemination of Covid 19, so far, there have been many articles and magazines. Updated daily on the situation of Covid-19 in the world and Vietnam. The information about Covid-19 in countries around the world is reliable and is read daily from the WHO.

In Vietnam, due to the specific nature of the government implementing "social isolation" to prevent epidemics and the development of information technology, information on websites of agencies and administrations; The electronic newspaper develops and is more reliable. These include reputable electronic newspapers in Vietnam such as the Website of Ministry of Culture, Sports and Tourism of Vietnam (<https://bvhttdl.gov.vn/>); Vietnam National Administration of Tourism (<http://vietnamtourism.gov.vn/>); Vietnam Ministry of Health (<https://moh.gov.vn/>). As

for Covid-19, the Ministry of Health of Vietnam has a website: <https://ncov.moh.gov.vn/> to update hourly information about COVID-19 for Vietnamese and tourists to access and connect with Support and treatment agencies; the websites of Vtc, vtv, vietnamnet, dantri... also are reliable, getting a lot of Vietnamese access every hours.

For the field of medical device manufacturing applications and Covid-19 treatment research applications in the world:

Up to the present time, in many developed countries around the world are affected and strongly affected by Covid-19, according to the report of the World Tourism Organization (UNWTO) statistics until 4/14/2020 with 213 countries, 10 countries most affected by Covid-19: America, Spain, Italy, Germany, France, England, China, Iran, Turkey, Belgium.

In April 2020, France has a tracking application to locate people infected with Covid-19, contributing to fighting the spread of Covid-19 in the community (<http://www.rfi.fr/en/ph%C3%A1p/20200406-COVID-19-ph%C3%A1p-thought%C4%A9-v%E1%BB%81-%E1%BB%A9ng-d%E1%BB%A5ng-tracking>) On 4/30/2020, the FDA (US Food and Drug Administration) plans to soon allow the use of the Remdesivir anti-virus drug in the treatment of Covid-19 after positive signals in patients (FDA (2020). *The FDA will soon approve the use of Remdesivir in the treatment of Covid-19.* <https://zingnews.vn/fda-se-som-cap-phep-su-dung-remdesivir-trong-dieu-tri-covid-19-post1079269.html>)

In Vietnam: As soon as Vietnam's medical equipment market became scarce and sold at high prices by the end of February, Universities with chemistry-related training departments produced their handwash and sewing masks to supply. For students and staff in the university such as Hanoi University of Technology, Industrial University, University of Agriculture ... The rapid response of these universities has reduced the stress load due to equipment shortage. health in universities and encourage the movement of self-production of medical equipment in the country, making Vietnam not only to overcome the shortage of domestic equipment but also to produce a surplus, to donate to countries. encountered serious Covid-19 issues later.

Besides, in January 2020, Vietnam successfully manufactured the Covid-19 disinfection chamber, located in many public places to assist people and tourists in sterilizing Covid-19. - The remote medical examination and treatment platform developed by Viettel, Vietnam to connect and consult remote medical examination and treatment. Connecting good doctors in remote areas with doctors to support better treatment results for patients on 4/18/2020 On the same day, 4/18/2020, Bluezone application was launched by Memozone research group in Vietnam to protect the community and prevent Covid-19. Bluezone is the solution to apply BLE (Bluetooth low energy) Bluetooth location technology. Bluezone installed smartphones can communicate with each other within a distance of 2m, recording close contact, when and for how long, people may be able to install the Bluezone app on their phones, to protect themselves. and the community, helping to prevent the spread of Covid-19 (Ministry of health (2020). *The Prime Minister plans to launch 2 technology products to help combat COVID-19.* https://moh.gov.vn/hoat-dong-crab-Lanh-dao-bo/-sset_publisher/TW6LTp1ZtwaN/content/thuong-du-khai-truong-2-san-pham-cong-listen-to-help-chong-covid-19)

METHODOLOGIES

To get this paper, the author has used some suitable research methodology to approach and have materials related to the research problem. Specific methods and practices are as follows: - *Scientific observation methodology*: The Covid-19 pandemic officially started in Vietnam after the first case was detected in Vietnam on January 23, 2020- when the first official patient with COVID

was officially infected. (66 years old), from Ho Chi Minh City, returning from China; So far on May 1, 2020. The author was in Hanoi - the center of the Covid-19 pandemic and observed, recorded, synthesized scientific and objective information about the research in this article.

- *Sociological survey*: In support of the results of this study, the author also moved to tourism businesses and sensitive tourism sites, influenced COVID-19, and conducted interviews. consult with business managers to obtain scientific information from the relevant witnesses

- *Method of analyzing and synthesizing information*: The author has implemented the methodology of synthesizing information related to the status of COVID-19's influence online and in fact, continuously from 12/2020 to 20h On 5/1/2020 for the most updated and scientific results.

- *Expert methodology*: To verify scientific information before writing, the author has interviewed some experts in the field of tourism in Vietnam to have expert and multidimensional views on research issues... Some experts in the field of tourism in Vietnam such as Assoc. Pham Hong Long; TS Nguyen Van Luu, business managers: Vietfoot, Hanoi tourist, Viet travel ... (from January to March 2020)

- *Hypothetical methodology*: Until the vaccine is discovered and disseminated, the effects and impacts of the Covid-19 pandemic will likely continue in Vietnam, so in some of the solutions described below... based on available data, the author can make some inevitable essential assumptions, from the author's perspective.

Research time

From December 2019 - when the Covid-19 pandemic appeared in Wuhan, China until 8 pm on May 3, 2010 - the deadline for submission of this research to the conference.

RESULTS

- Vietnam's information and experience in limiting the damage caused by Covid-19 to human resources and tourism enterprises

- Lessons of tourism businesses in Vietnam to keep the tourism business brand, the foundation for the development of tourism businesses in the next period.

DISCUSSION

Policies of Vietnamese leaders

The Covid pandemic officially affected Vietnam on January 23, 2020, when the first official case of COVID infection (66 years old), from Ho Chi Minh City, came back from China. Since then, up to 271 people have been infected (and have recovered) to the present time. However, the COVID-19 pandemic had a gradual and profound negative impact on Vietnam's tourism industry, in particular: International tourists declined due to the fear of COVID infection, limited movement and objectivity due to the right to prohibit traffic, to prohibit flight and to prohibit flight with the aviation industry, and the policy to close businesses, including tourism.

Besides, during the period of the high risk of infection in Vietnam (March and April 2020), due to the tense situation of the Covid-19 pandemic in the world and to minimize the risk of death, transmission spread by the Covid-19 pandemic in Vietnam, the Prime Minister of Vietnam issued a decision to "social distancing" with: 1/ Isolation, free treatment for people infected with Covid-19 in Vietnam; 2 / Block off cities and sensitive areas at risk of Covid-19 infection; 3 / Free food support and the minimum needs of isolated people. Since then, business establishments including restaurants and tourism have been closed, banned from operating, strictly forbidden to move between regions in Vietnam, and strictly prohibited areas where people are infected.

The impacts of COVID-19 on Vietnam tourism enterprises

Thanks to ongoing policies to limit the deaths of countries in the world, to ensure the safety of the Vietnamese people - "leaving no one behind" by the Prime Minister of Vietnam - Nguyen Xuan Phuc is at risk of spreading COVID 19 in Vietnam, which has reduced the number of deaths, making Vietnam to the present time to become a pioneer country in the movement and experience to fight back Covid 19 in the world, in the eyes of international friends, but also makes Vietnam's tourism industry "paralyzed", and has heavy impacts on the tourism economy.

In tourism businesses, the COVID-19 influence is also severe with the following consequences: Because tourism is not available, the tourism industry has no revenue to pay for renting representative offices and paying salaries. for workers, expenses for other offices ... from which they have to gradually reduce personnel, then small businesses must return business premises, close offices, stop business operations. For large enterprises such as Hanoi tourist, Saigon tourist, and 5-star hotels in Hanoi: They also fall into difficulties and are strongly affected, from which to keep the company's brand, key personnel, and their company, they have to develop industries suitable to the COVID context in Vietnam during this period, from which they promote the sale of office rice and ship to customers (Hanoi tourist, March, April/ 2020), 5-star hotels such as JW Marriott, Lotte Hotel, Fortuna Hotel Hanoi, Sofitel Legend Metropole Hanoi. Simultaneously deployed from the beginning of April 2020, JW Marriot even started this service from March 23, free delivery under 5km, minimum order from 750,000 VND to keep key personnel and brands of business. A few large businesses like Viet foot expand other businesses to save tourism through: Promote business office and high-class accommodation for tourists, to have the economy to pay employees, keep liquidity... Hotels and resorts combined with the State for rent as a basis for "social isolation", when Vietnamese leaders issue policies to people who come from abroad, will be isolated. 14 days, since then it needs many facilities to isolate the domestic tourism ...

Since then, according to the statistics of the Vietnam National Administration of Tourism, after January increased 33% over the same period, the number of international visitors, However, the economy dropped sharply in February (down 22%) and in March (down 68%) due to Covid-19 epidemic. The Vietnam National Administration of Tourism estimates Vietnam's tourism losses due to the Covid-19 epidemic, particularly in February, March, and April, between the US \$ 5.9 to 7 billion. In particular, the revenue of travel businesses decreased sharply, the revenue of catering and accommodation services decreased by 9.6% and 27.8%, respectively, compared to the same period last year. According to the statistics of the Travel Department, Vietnam National Administration of Tourism: On average every day (as of March 31, 2020) (*Ha Trang (2020). Every day, 10 travel businesses stop operating. Dan tri newspaper. Viet Nam. <https://dantri.com.vn/du-lich/doanh-nghiep-lu-hanh-kiet-suc-trong-bao-covid-19-20200331110536044.htm>. Access on 5/1/2020*): 10 Vietnamese travel and tourism businesses are asking to stop operating.

However, as of May 3, 2020, due to the positive effects of the above-mentioned policies of the Vietnamese state, the total number of people infected is only 271 cases / 1 million people, of which 230 have recovered, other cases are in the process of recovery, only 5 have recovered, but have returned positive results. Vietnam Airlines is allowed to fly domestically again, tourism offices start marketing policies to attract domestic tourists. However, we all understand that: Until the official anti-COVID-19 vaccine became available, the risk of a COVID pandemic was officially under control, after the initial period of Vietnam's victory. the prevention of COVID-19, up to now, tourism businesses can survive until now so they have a chance to start overcoming and trying to overcome difficulties in the previous period; the risk of pandemic return is still there, from there it is still necessary to have a policy that both develops, but preserves the achievements

so far, and there are solutions to prepare for the development stage of after. From there, it is necessary to propose current solutions and solutions for the future of tourism businesses.

RECOMMENDATIONS

Short-term solutions to Viet Nam tourism enterprises

- Based on the capital and capacity of their business and the situation of the Covid world and the guiding views of the Vietnamese state; tourism psychology, from which Vietnamese tourism businesses need to soon have business recovery orientations and appropriate development directions for their businesses.

The tourism industry is characterized by international cooperation and is rapidly affected by international influences and domestic development policies. Therefore, businesses need to pay attention and take appropriate decisions on international and domestic guidelines. Based on firmly grasping the international situation and the directions of the Vietnamese leadership, enterprises need to understand their capital and capacity. During the period of COVID-19 influence, tourists were limited in travel, but to retain the brand and business ability later, when the tourism period stabilized, requiring businesses with capital. big and good development path.

In Vietnam, TNT Transport Enterprise faces a difficult problem when there is no income from the transportation service business, and it is the business directly affected by Covid-19 because TNT has some employees Covid-19 infection, along with the subsequent difficulties, chose the "capital disclosure" solution of the enterprise, which is still able to maintain employee salaries, thereby calling for sharing and cooperation with HR in the company. Doing so has inspired most employees and also grasp the policy of the business with themselves and their families. This is a straightforward solution, with business ethics, going into the essence of the business and personnel in the travel business.

- Control costs, create a second source of income, cut costs inefficient to keep liquidity after the pandemic

According to the statistics of the Vietnam National Administration of Tourism, up to 10 travel businesses will stop working every day, some high-end tourism and hotel businesses in Vietnam such as JW Marriott, Lotte Hotel, Fortuna Hotel Hanoi, Sofitel Legend Metropole Hanoi to survive, it must also switch to office ship-to-door business, build a brand of clean and cheap food (Hanoi tourist) to create a second source of income for employees. The mobilization of employees to join the company in a second food product also retains skilled employees to stay in the business, waiting to recover after this crisis period. A tourism business is also a big tourism business, but in the condition of not exploiting tourists, to maintain the company must also switch to portable sales. The Viet foot is also one of the pioneering businesses with the movement to bring visitors to Europe, who also has to generate a second source of income for themselves thanks to office leasing, high-end apartment rentals, to earn revenue for key personnel and rent. Some other small and medium-sized businesses in Vietnam allow employees to work from home, cutting 30 to 50, even up to 70% of their salaries to retain important personnel, the office closed and returned. ground, but they have no other choice.

In summary, there are many solutions, which can be applied specifically depending on the capital capacity and ability of personnel in the company so that businesses can choose. These solutions are somewhat effective, maybe even become a parallel development direction for businesses later, after going through the crisis caused by COVID-19. As Hanoi tourist, according to the director of the business: Mrs. Ngan Nhu (*Ha Noi tourist director, 4/2020*): In the first stage, when the business just joined the office rice sale with the brand Rora Lema, both the leaders and employees were tired. Because we do travel, but we have no other choice, but the support of our

customers makes us quite successful, currently, in some items such as frog hotpot, our business is not enough. power to sell and provide customers thanks to our prices and services.

- Links, mergers, and coexistence before the industry storm

For small and medium-sized enterprises, which have little capital, but the same goal of surviving through this crisis period, it is necessary to quickly connect and utilize capital and relations to develop. This solution trend is also quite popular in Vietnam today, to implement it, businesses have online seminars to dismantle, divide and re-plan the tourism market, reduce spending, and develop together... The trend of linking with the aviation and hotel industry, to have package tours through discount vouchers - when customers buy services right away, but have not gone, but will choose the time to go later is also a unique marketing method. Maintain the business and future development of this group of tourism businesses.

- National unity and economic rescue packages from the Vietnamese government

To overcome the economic crisis in tourism, with tourism businesses, concentricity is needed. The recent victories from the repression of COVID-19 in Vietnam were due to the people's solidarity with the Vietnamese government. The Vietnamese government has successfully built the movement to share and conquer the COVID pandemic together. Policies to ensure people are safe during the COVID period such as calling people to wear masks, staying at home, not moving to public places, limiting going out are supported by the people. The Vietnamese also through various forms to support the government has funding to kill Covid. The most difficult is tourism businesses, to limit the damage and support the recovery, the Vietnamese government also has policies to reduce taxes, support business procedures, and food for human areas. isolated people, can't go out. The Government of Vietnam also has a policy: Taking Vietnamese people from epidemic regions around the world to Vietnam for 100% free treatment and treatment for victims of Covid-19 in Vietnam, regardless of nationality International tourists infected with Covid-19 in Vietnam The solutions and practices of the Vietnamese government have limited the difficulties for tourism businesses in the difficult context, due to the influence of Covid-19. Moreover, it also mobilizes solidarity and humanitarian spirit among the Vietnamese people, building a safe, friendly, and humane destination image for Vietnamese people during and after the Covid pandemic. to develop tourism in the next time.

- There are stronger control measures and more effective sanctions against speculation, selling high prices of personal epidemic prevention equipment to tourists. Even popular free distribution for tour buyers

One of the reasons for the decline in the number of international tourists returning to Vietnam is the unequal treatment of tourists when buying goods and when traveling in Vietnam. Situations such as cutting goods, dumping, cheating tourists have been interested in handling in recent years. During the current 2019 Covid-19 pandemic, according to Tedros Adhanom Ghebreyesus, the head of the World Health Organization (WHO) on February 7, the world is facing a shortage of protective equipment. health for epidemic prevention (*Reuters (2020). WHO warns global shortage of coronavirus devices. <https://vtc.vn/thoi-su-quoc-te/who-canh-bao-thieu-hut-thiet-bi-y-te-chong-virus-corona-toan-cau-ar526463.html> Access on 2/7/2020*). This difficulty also affects Vietnam with the situation: Many establishments purchase masks, dry hand wash, and store, then exclusively distribute at higher prices: from 5 to 10 times on weekdays. Deputy Prime Minister of Vietnam has passed regulations: Sealing and sanctioning these businesses, but the situation "speculation dumping preventive medical devices for tourism Corona" does not control. Due to the high demand of people and tourists, many shops still maintain that dumping situation. Authorities only control and fine a few facilities, the rest is still "secret operation", causing

psychological confusion, difficulties for consumers and tourists who want to buy tools preventive medicine, Covid-19 epidemic, typical in two items are disposable medical masks and dry hand sanitizers in Vietnam today.

For tourism businesses, businesses need to store and give away free tools such as 70-degree hand rubs, safety soap, dry hand sanitizer, gloves, medical masks according to tour dates, medical dry and wet wipes, antipyretics, tour water ... these first aid kits should be packed in 1 small medical bag for each individual on the free tour, to create a sense of security and comfort for tourists in Vietnam. Updated to 10/3/2020, Vietnam Tourism has discovered 1 case of Covid-19 positive of which were foreign tourists (*Vietnam News Agency (2020). Quang Ninh publishes a schedule of four foreign tourists infected with COVID-19. <https://vtv.vn/trong-nuoc/dich-covid-19-quang-ninh-cong-khai-lich-trinh-bon-du-khach-nuoc-ngoai-nhiem-benh-20200309094432812.htm> .Access on 3/10/2020*). Thus, the risk of infection from international tourists to Vietnam is very high. Therefore, at the representative offices, when visiting the tour, exchanging about services also need to have mandatory regulations on Presenting a health certificate when entering Vietnam - no Covid 19 infection; measure body temperature for customers who come to trade at offices, place antiseptic dry hand cleaners, clean doorknobs, sanitize utensils regularly several times a day to avoid the risk of infection from the international tourists

- Maximum support for customers and organic suppliers in the event of cancellation of tour and reservation service

According to a report of the Da Nang Tourism Department, Vietnam: In the first 9 months of 2019, the total number of visitors and tourists to Da Nang reached 7.17 million, up 18.4% over the same period in 2018, reaching 87.6% of the 2019 plan. all deposits or money paid to tourism businesses. Theoretically and according to the contract signed between the business and the tourist, the business is not wrong, but in the long-term strategy of "building a friendly, business-friendly tourism enterprise brand". also affects the psychology of visitors, although the impact is due to the objective context. Therefore, businesses need to have the maximum support policy for customers who have booked tours and related service providers to build a sustainable development relationship. According to Mr. Nguyen Huu Y Yen (General Director of Saigontourist Travel Service Company, Vietnam, 1/2020): Due to the anxiety of customers who have booked tours to China, the company has decided to cancel all tours to China during the Lunar New Year 2020. Customers who bought this tour were transferred to other tours of similar price. without incurring any charges. For those who do not want to tour, the company will refund the cost after calculating the costs incurred with partners. Through random tourist interviews: Ms. Thanh Tam (Ho Chi Minh City) just spent nearly 20 million VND to buy tickets to Khanh Hoa for a group of 9 people (6 adults, 1 child, and 2 babies). After consulting with a tourism group in Khanh Hoa, she decided to spend 6 million VND to change the schedule to April 30, 2020. There are still many areas in Vietnam that are still relatively safe for tourism during the Covid-19 period with tourists such as Da Nang, Quang Nam, Quang Ngai, Quy Nhon, Phu Yen and Ninh Thuan, Phu Quoc, Con Dao. Businesses can advise tourists to select these destinations to change previously selected travel programs.

- Add 1 more Tourist condition to travel to Vietnam: Must have a safety certificate with Covid-19 upon entry

According to the Viet Nam Ministry of Health's Covid-19 origin survey into Vietnam: 100% of people infected with Covid-19 came from abroad. While international tourists are a strong source of guests in Vietnam's tourism industry. Therefore, the next time, to be more secure,

requires the issuance of a safe medical certificate with Covid-19 upon entry. This may cause Vietnam tourism to receive fewer tourists, but will make Vietnam's tourism industry more sustainable development.

- Call for innovation and improvement from the specific personnel of each enterprise in the company to overcome the general crisis.

To promote the bright, useful improvements for businesses in each of their tourism business segments, business leaders also need regular and urgent meetings; Leaders need to encourage people from different departments to come up with initiatives to develop their business during the pandemic crisis, so each specialized department needs to present difficulties and solutions to overcome them. business problems for the company to analyze together with advantages and difficulties; solution The convergence, sharing, and the same direction of personnel in the business at this stage are necessary to overcome the general crisis of this tourism industry.

- Regularly clean offices and office equipment with medical cleaners and safety

The number of Vietnamese tourists is heavily decreasing, but it will soon overcome the crisis and pick up tourists again. However, in the coming time, businesses still need to pay attention to the cleaning and disinfecting office tools- according to the instructions of the Ministry of Health and the epidemic prevention agencies; to build a business image that meets the basic standards of hygiene and safety in the eyes of travelers. Need to pay attention to public tools such as doorknobs, carriage handles, elevator buttons, personal computers, office equipment... are frequently used tools; and reminded of cleaning this office regularly according to the working hours of the day.

Strategic solutions

- Restructuring tourism products

According to TNT, Hanoi tourist, TASS, and foot tour: The Covid-19 period can also be considered a good period for restructuring tourism products. According to the reality of Vietnam's tourism businesses today, it is necessary to take advantage of the domestic environment that is somewhat safer than world tourism to develop domestic tourism. However, tourism products in the coming time should avoid tours with wild destinations and restrict the development of large-scale tourist types because of the post-COVID epidemic mentality, tourists will increase again, but the psychology of tourists will want to find safe, deserted destinations that will become a taste.

The Covid-19 pandemic originated from a virus strain in the wild, so tourism programs provided to guests of businesses, to wild destinations such as Bat caves (Ha Long Bay); Bat Cave and Mia Pagoda (Hanoi); wildlife tours, eco-tours) in Vietnam at this stage should avoid exploiting and putting into tourism programs during this period to be safer for tourists. Besides, food tours and cooking tours should also be restricted during this period to avoid the risk of contamination from fresh food or avoiding tourists to highly contagious areas. In particular, Covid-19 is easily dispersed in a crowded environment, through communication, so the annual tourist destinations in Vietnam such as: Huong Pagoda (- welcomes 1.5 million visitors every year in 2018 (*Ministry of Culture, Sports and Tourism (2018). Summary report on organization of national tourism year. <http://vietnamtourism.gov.vn/index.php/tags/chua-Huong>. Access on 2/4/2020*). Lim association (Bac Ninh); Yen Tu Association (Quang Ninh) (- welcoming from 2 million to 2.5 million visitors each year); Bai Dinh pagoda festival (Ninh Binh); Tran temple festival (Nam Dinh); Lam Kinh Association (Thanh Hoa); New rice ceremony (Tay Nguyen); Dam Buffalo Association (Central Highlands); Lady Princess Association (An Giang) ... Businesses should avoid giving tourists the focus on the crowd by dividing the hours of service travel as in Ha Long Bay (a tourist destination

to welcome 12 each year millions of tourists) (Vietnam News Agency (2020). *Quang Ninh publishes a schedule of four foreign tourists infected with COVID-19* <https://vtv.vn/trong-nuoc/dich-covid-19-quang-ninh-cong-khai-lich-trinh-bon-du-khach-nuoc-ngoai-nhiem-benh-20200309094432812.htm>. Access on 3/10/2020). Enterprises need to request a clear division of the official operating hours of the ships taking tourists to the bay. Then, the tour guide or the operator of the company will request to transfer the train ticket to the hotel for guests first, until the time of departure only boarding the ship to the bay to minimize the possibility of infection due to concentration bronze. At the stalls to welcome tourists, it is necessary to arrange free hand-wash water for tourists, regulations on wearing masks should become mandatory when traveling, since after in Ha Long (Quang Ninh) recently announced the presence of four international tourists, who were positive for Covid-19, being quarantined (Vietnam News Agency (2020). *Quang Ninh publishes a schedule of four foreign tourists infected with COVID-19*. <https://vtv.vn/trong-nuoc/dich-covid-19-quang-ninh-cong-khai-lich-trinh-bon-du-khach-nuoc-ngoai-nhiem-benh-20200309094432812.htm>. Access on 2/4/2020). Health issues, safety for travelers should be more focused on tourism products next time. Compared to the current tourism development in the world, Vietnam is still a safe tourist destination, so it is necessary to prioritize the development of domestic tourism. Some inland tourism products can focus on development, based on the advantages of Vietnam's tourism resources such as marine tourism products (Nha Trang, Khanh Hoa, Phu Quoc), spiritual tourism (Chua Huong, Chua Dau, But Thap), cultural tourism (Ninh Binh), event tourism (sports, culture ...), nature exploration and experience tourism (SaPa, Y Ty, Phan Thiet ...)

- Businesses need to choose partners that provide food service with safe origins, accommodation facilities that are accredited by reputable medical facilities, safe and hygienic.

According to Maslow's demand hierarchy, one of the needs of travelers is a sense of security. For the current Covid-19 pandemic in Vietnam: The path that can be spread through eating and drinking while traveling is very high. Therefore, businesses need to be more selective than restaurants and food of safe origins, which is playing an important role by reputable establishments. The tourist shops to Vietnam can be more assured when eating and consuming food for tourists has been confirmed by the units such as Food Safety Department, Ministry of Health; city food safety management; Veterinary Department; Preventive health centers; Department of food safety and hygiene are facilities licensed to practice and have safety standards for tourists. Researcher Philip Kotler has encouraged investors in Vietnam to become "the world's kitchen" - that shows: Vietnamese cuisine is increasingly prestigious in the international culinary tourism market. However, in the context of the current Covid-19 pandemic, to ensure the safety needs of tourists: The variety of cuisines for international visitors also needs the inspection and stricter selection for tourists. While ordering food, culinary services for a tourist's tour, tour operators and guides need to be more attentive to wildlife-based foods on sale in Vietnam; insects and animals that easily cause allergies or negative impacts on guests' health in the current period to avoid the infection or negative impact on guest perception such as Turtle meat, duck eggs, birds copper, rat, snake, hamster meat ... The fresh vegetables and fresh processing methods popular by international visitors such as Salat, cucumber, fruit, beef, ribs ... also need to be limited and sure. The origin was verified in Vietnam during the current pandemic before providing to tourists on tour.

Due to the characteristics of tourist destinations in remote villages, destinations far from the city center are often chosen by international tourists. Tourists are often staying in stilt houses

(Mai Chau), sleeping tents (Cuc Phuong, Ninh Binh), or going to ethnic minority areas ... However, safety issues for tourists still need to ensure hygiene, safety ... Businesses, tourism operators need to choose accommodation facilities to ensure certain hygienic safety conditions. Besides, it is also necessary to require alcohol-based cleaning of door handles, elevators, and personal belongings that tourists often use at lodging facilities to avoid spreading Covid-19 to tourists. calendar.

- Strengthening the leadership, personnel structure, and business development strategy

A smarter, more modern way of operating and managing a tourism business - a job that had not been considered before. In the trend of digitalization, technology development in the direction of artificial intelligence (AI), the consolidation of management, perfection, and purification of personnel is essential for the post-pandemic Covid-19... The above enterprises also said that this difficult period is also a good time to purify the personnel apparatus, develop professional personnel, find and retain personnel who are both qualified and ethical. Germany to stick with its tourism business after the COVID-19 pandemic. Since then, in Vietnam's tourism industry, in almost any tourism business, the reduction and reduction of salaries of less important and less dedicated personnel have taken place as a viable solution.

Besides, due to the influence of Covid-19, it is necessary to develop a business conduct framework for international visitors during the epidemic. In Vietnam last January 2020 there was a receptionist hotel staff, through contact with 2 Chinese tourists should have been infected with Covid-19, positive test results, and isolated treatment. This suggests that direct contact with travel agents, even though not regular tour guides (tour guides), can also cause corona virus infection.

In tourism, the way of communication, creating a friendly feeling, and harmony with tourists is a positive factor for visitors. However, in the context of the increasing spread of viruses in Vietnam today, these behaviors need to be limited and established more generally. To avoid spreading to service and tourism staff; regular and continuous provision of medical masks and protective gear when communicating with guests; avoid shaking hands, kissing tourists when welcoming, and seeing off with direct service staff during this period. It is necessary to maintain a safe distance from tourists and a further distance from those with signs of cough, fever, and fatigue during the tour. When tourists show signs of suspecting corona, need to isolate visitors and take them to quarantine facilities for verification and immediate treatment; Avoid spreading in the community.

In the framework of industry conduct with the service sector staff in Vietnam, it is also necessary to supplement basic mandatory requirements such as Coughing, sneezing, using elbows to cover your mouth, opening doors with elbows ... fever, cough, and tiredness are rested to check for risk immediately before returning to work; measure body temperature with employees before going to work before and after leaving. Sanitize and isolate employees' outerwear before entering the office.

- Buy risk insurance and set up a risk reserve fund in the business

Up to now, Vietnam is dominating the fight against COVID-19, but it has not won because the COVID-19 vaccine has not been widely distributed. The COVID-19 virus has a more complex variant, so there is a risk of a return of COVID-19 or similar pandemics. From there, through this stage for sustainable development, businesses need to deduct part of their profits to buy travel business risk insurance is necessary. This solution will reduce or minimize the difficulties caused by the COVID-19 pandemic or other business-related pandemics.

In some businesses, if the business environment is good, it is also possible to set up its risk reserve fund for its employees and businesses, to receive shares or minimize unanticipated risks. ant.

- *Contribute to the community, build a safe, friendly, and professional business brand*

One of the most important reasons for determining Vietnam's success in the Covid-19 war is the consensus of the state and departments, with the majority of Vietnamese people sharing and opposing Covid-19. The movement and slogan are not only enforced domestically but also with foreigners; on the territory of Vietnam and internationally. Thanks to the motto "not leaving anyone behind" by Prime Minister Nguyen Xuan Phuc, the people unanimously contributed and shared with the government to eradicate the epidemic, including international visitors in Vietnam; Vietnam also supports countries with Covid crisis about masks and medical equipment to combat Covid-19. This approach is necessary, to arouse humanity in people, before the great problem, the unanimity of many people is needed. In each tourism business, it is necessary to encourage and implement similar ways, so that each individual is a factor of success, the tourism business sector develops sustainably.

CONCLUSION

In the context of the tourism industry's general difficulties due to the global pandemic problem - Covid-19, up to now, Vietnam has just repelled Covid-19, creating more favorable conditions for the recovery of tourism. However, for tourism businesses to have sustainable economic growth again, it requires businesses to have immediate solutions and long-term solutions. Until the anti-COVID-19 vaccine became widely available, concerns about a pandemic continued to exist in tourism businesses, thus creating a thorough, stimulant policy. An optimal Vietnamese calendar is still not possible. However, we need to have an optimistic, correct attitude; understanding of Covid-19, the consensus and responsible living with the tourism community to minimize unnecessary risks, believe in the return to the development of Vietnamese tourism businesses in the future. not far away, after this crisis in Covid-19.

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PANDEMICS – THREAT OR EVEN INDISPENSABLE FOR SUSTAINABLE TOURISM? A SYSTEMIC APPROACH TO RE-CONCEPTUALIZE THE MEANING OF THE “CORONA VIRUS” FOR THE RESILIENCE OF THE GLOBAL TOURISM SYSTEM.

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ABSTRACT

The global spread of the Corona virus in the year 2020 is perceived by many tourism stakeholders as a tragedy due to significant loss of visitors. In this paper, the conceptualisation of such an outbreak as a fundamental threat for sustainable tourism is challenged by the question, if such a potential pandemic might even be an indispensable condition to reach sustainability in tourism by building up system resilience.

In order to answer this question, the Socratic method of maieutic has been executed by challenging mainstream assumptions through critical questions from a meta-level perspective. Thus, a new, extraordinary or apparently “absurd” assumption about the research field of sustainable tourism has to be developed in order to falsify it or, in the best case, to identify new helpful approaches which could allow the deduction of innovative solutions for current problems in the field of sustainable tourism. In a second step, the essential terms “sustainability”, “tourism”, “communication” and “crisis” will be critically analysed in order to identify vague, misleading or even contradictive comprehensions and application of them, as these kinds of errors are quite common causes for creating dysfunctional social reality.

In a third step, the vulnerability of highly effective global networks will be discussed on the base of three different types of potential “infections”: collective mind infections by rumours, structural infections by over-tourism and biological infections by viruses. It will be argued that the mainstream approach of maximizing growths by enforcing efficiency while economizing preventive measures of protections against potential threats leads to growing vulnerability of these complex networks due to their lack of resilience. It will be shown that sustainability without resilience is a fundamental contradiction. In order to correct this deficit, long-term SWOT analyses and further research about crisis prevention in tourism are recommended.

Keywords: System, Sustainability, Crisis, Threads, Resilience

INTRODUCTION

We seem to live in critical times for tourism as the virus COVID-19, so-called “Corona” shakes hard the booming development of tourism in Asian countries such as Thailand and Vietnam. Even the mega-hub of Dubai Airport is already highly alerted by the after having identified cases of infected passengers (Airport.TV, 2020). And this might be the only begin of a global tourism crisis. In the meantime, even meetings of international projects are effected...

In times of globalized mass tourism, “viruses” are threatening to “conquer” the whole system, undermining it and finally leading to its collapse (Hallikas, Karvonen, Pulkkinen, Virolainen & Tuominen 2004; Wang, Chen, Liu & Hill 2020). This might be in a virtual manner caused by a destructive program spreading through electronic networks, in a biological manner caused by a destructive organism spreading among human bodies through the highly complex networks of business and tourism flows by air traffic and other forms of mobility, or in an intellectual

manner caused by a destructive idea or a false information spreading through social media and other communicational networks (Wang, Qiu, Yu & Zhang 2020).

Paradoxically, this phenomenon of network vulnerability to virus attacks is an expression of a fundamentally intended functionality of any kind of network: high-quality interconnection with the lowest barrier possible in order to enable the distribution of information on minimum costs and maximum speed possible. The case of the “Corona virus”, a highly infectious genome (Paraskevis, Kostaki, Magiorkinis, Panayiotakopoulos, Sourvinos & Tsiodras 2020), makes evident in a way fundamentally counterproductive to the main intention of globalized networks the high degree of functionality of it. With other words: The theoretical possibility of a global pandemic perfectly fit to the UNWTO’s vision of an ideal world of “universally accessible tourism” (UNWTO 2020a), where everybody either travels to everywhere with the help of a perfectly developed tourism network - or welcomes travellers, with only one, but fundamental difference: In the case of the Corona virus, including emotionalizing information about it in the way of horrifying images, the highly efficient tourism network is abused by an “unwanted passenger”.

But if a pandemic might be interpreted, from a meta-level perspective, only as the “unwanted” side of the same medal, the highly appreciated functionality of tourism (or any kind of) networks bringing into contact as many of its stakeholders (businesses, media consumers, tourists...) as possible, this different, but neutral perspective might allow to better understand the role of global networks for the “sustainable growth” of tourism industry (Pablo-Romero & Molina 2013; Lyócsa, Vašaničová & Litavcová 2019). Following this conceptual idea, a pandemic could be interpreted “just” as another kind of critical events worth to be feared by tourists, hospitality industry stakeholders and the rest of the world, as it is the case for bad weather during an open-air festival, for social unrest in a booming UNESCO-certified city or just the mere suspect of terrorist activities in a paradise-like holiday destination. Certainly, at a first glance, the immediate impacts of those kinds of threat scenarios might be quite different compared to those of pandemic, as only limited areas are effected. But their mid- and long-term impacts could be as dramatic as those of pandemic thanks to global (social media) networks, where everybody might take notice of any threatening local event and attributing contextual “meaning” to it. In consequence, the global image damage of a local destination could be dramatic.

OBJECTIVES

As it seems, there might be a critical structural condition of the interrelations between the mainstream paradigm of never-ending tourism growth at the one hand and growing threats on the other hand which haven’t been adequately discussed by researchers yet. As the context of this conference is sustainable tourism, in consequence, the fundamental question should be the interrelation between sustainability in tourism and a pandemic, which leads to the following questions:

1. Should the risk of a pandemic be conceptualized as the biggest possible threat to a flourishing tourism industry, undermining fundamentally any aspect of sustainability and leading to the pressing need for immediate actions against such a threat?

2. Or might it be also possible from a different theoretical point of view, that a pandemic might be, conceptualized in a completely different way, even an integral part of sustainable tourism?
3. And finally, to go even further behind the red line of mainstream tourism concepts: What, if the occasional occurrence of pandemic might even be an indispensable condition for the development of sustainability in tourism?

METHODOLOGY

As this is a conceptual paper, the implied method is the old philosophical tradition of the Socratic method of maieutic (Hanke 1990; Shell, Brooks, Trainin, Wilson, Kauffman & Herr 2009; Ivlampie 2014; Firrincieli 2017), which means to research a problem by challenging mainstream assumptions through critical questions from a meta-level perspective. The aim of this analytical method is, according to Ludwig Wittgenstein, to “show the fly its way out of the fly’s trap” (1958): By taking a new reflective position out of the system in question, it becomes possible to see this system as a whole organism interacting with its environment. According to the “*Incompleteness Theorem*” of the Austrian philosopher and mathematician Kurt Gödl (1992), from the perspective of this meta-position it becomes possible to identify mainstream views, interpretations and assumptions of such a system which, in consequence, determine mainstream approaches of analysing problems as well as concluding solutions (Kotlarski 2004). This fundamental aspect of a paradigmatic approach determining the specific perception of a reality and its structure and its “meaning” (Foerster, 2003) can’t be underlined enough as an indispensable starting point in order to discover possible paradigmatic blind spots which lead to typical problems within a system – such as the estimated “perversion” of a system’s functionality through any form of “infections”.

The first main instrument of this method is the creative development of a new, extraordinary or even seemingly “absurd” assumption about a research field with the intention to falsify it or, in the best case, to identify new helpful approaches allowing the development of new solutions for current problems.

The second main instrument of this method is the critical and precise analysis of terms in the field of the research problem in order to identify and modify vague, misleading or even contradictive comprehension and application of them, as these kinds of errors are quite common causes for creating dysfunctional social reality (Watzlawick, Bavelas, & Jackson, 2011); in this paper, the analysed terms are “sustainability”, “tourism”, “communication”, “crisis” and “resilience”.

In the best case, this method could support the development of a new paradigmatic concept of the analysed “reality” which may help to better cope with it, e.g. by identifying new challenges and developing new strategies and methods to cope with them or even prevent them.

In this paper, the negatively connoted definition of a “virus” as an “infectious agent of small size and simple composition that can multiply only in living cells” (Wagner & Klug 2020) leading to the threat of its hosting system, is challenged by the following assumption:

The confrontation of a system with any kind of virus is an indispensable condition for enhancing the system's "resilience", conceptualized as the ability to cope with stress and other kinds of threats typically arising from a system's environment by adapting well instead of collapsing (American Psychological Association, cit. by Southwick, Bonanno, Masten, Panter-Brick & Yehuda 2014). In this perspective, a virus is assumed by the author as a potential indicator of a system's vulnerability. Expressed with other words, a virus puts into question the functional "health" of a system by challenging it in order to stimulate the system to "learn" about the environment by better improving existing or newly developing protection against those specific threats. To give a better picture which makes this idea easier to understand: In a world without viruses and other kinds of environmental threats we wouldn't need any protecting boundary such as a skin or a wall. But in a world full of threats and potential attacks to build up proper forms of protection is the only chance to keep up the system's sustainability. But what exactly does sustainability mean?

LITERATURE REVIEW

Sustainability

In its simplest conceptualisation, the term "sustainability" describes the enduring existence of a system (Fedkin 2018) in the sense of "the quality of being able to continue over a period of time" (Cambridge Dictionary 2014). As we know from our live experience, nothing in this world lasts forever because the universe is in a permanent evolving process. In this sense, sustainability must always be related to a specific context of time and space (Espinoza-Tenorio, Espejel, Wolff & Zepeda-Domínguez 2011) whereas absolute sustainability doesn't exist.

In transcending this reductionist concept of sustainability, this term is normally used to describe an enduring interrelation between a complex system and its environment. Systems can be defined as the ensemble of a limited number of elements (or sub-systems) which stay in a certain order and interactive relation to each other (Backlund 2000), like in a network. This ensemble of connected parts has a more or less permeable limit or bound in order to stay differentiated from its environment. While the kind and number of elements determines the characteristics of the system's inner dynamic, its limit determines the characteristic of a system in general in relation to its environment. It is this limit which allows the system to control and regulate the exchange of energy with its environment. In this sense, a system is understood as "an adaptive agent interacting within a dynamic environment, that itself is a system of systems" (Hieronymi 2013, p. 585).

This interaction between two adaptive systems shall be defined here as "communication" (Friedl 2015a). From this perspective, the sustainability of a system describes its ability to maintain a process of balancing energy exchange with its environment in order to endure for a certain time. This means that the system's need of energy in order to keep up its inner structures and dynamics must be interrelated with the available amount of energy in the system's environment. A system is sustainable if it is capable to adopt its present needs to keep up its main structures to a changing environment. This adaption may go in both directions: by growing and gaining complexity in case of more energy available, or by shrinking and reducing complexity, also called "de-growing" (Friedl, 2015b) in case of lacking needed resources in the environment.

From this perspective, the permanent growth of a system can't be estimated as sustainable if this process of growth, conceptualized as the ongoing integrating of new elements by building up the complexity of the system's structure, doesn't relate to the limitation of resources taken from its environment (e.g. energy, water, fresh air, information, food, money, confidence, market demand...) as well as to the limitation of the environment's capacities to absorb the system's waste energy. In consequence of such an unrelated direction of growths detached from limited resources, a system will become destabilised as soon as those resources needed to keep up its structure are lacking. In the best case, such a process of destabilisation may turn into an adaptive process of de-growth. In the worst case, the system will collapse as its structures can't be "sustained" anymore: the system will "dies from starving" (Friedl & Becken 2015). The comparable consequence has to be faced in case of overusing the environment's capacity to absorb waste energy, leading into a "autointoxication" of the system by "being overpowered by poisons generated within [the] system" (Bynum 2001). Again, this leads, in the best case, to a process of re-balancing by de-growth of the system, or, in the worst case, to its collapse. Have these systemic principles anything to do with tourism (growth) and its sustainability?

Tourism

The UNWTO defines sustainable tourism as "*Tourism that takes full account of its current and future [short and long-term; added by the author] economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities*" (UNWTO 2020b). Here, the conceptualisation of tourism as a system can be roughly identified, as several sub-systems are mentioned, such as the different stakeholders which are in a strong interaction process. Certainly, in reality there are many more stakeholders as tourism has transformed in the meantime into a global system, integrating more or less almost all kinds of social and economic activities and a growing number of societies¹ into a worldwide functioning network (Netto 2009) of business with mobile consuming culture (Friedl 2013, p. 258). Nevertheless, the UNWTO definition already acknowledges the need of a certain balance between its stakeholders.

More critically reviewed, the UNWTO-definition conceptualizes "the environment" itself as a stakeholder with specific "needs" instead of its fundamental role as the environment "per se" of the tourism system. It is the tourism's environment, a single planet, which is necessarily determining and limiting any long-term growth of the tourism system. In this way, the concept of "environment" employed by the UNWTO seems to terribly mislead any suitable understanding of a "sustainable" tourism system as it assumes the principle possibility of negotiable "environmental needs". Although the environment is also a very complex system itself, it is not a person with negotiable needs or rights not has the environment an advocates. It is the needs and rights of stakeholders in relation to this environment as a source for their sustainable living which is in question. To compromise their environment means to undermine the disposability of their natural resources undermining their long-term chances to survive. As it becomes obvious, this doesn't fit to sustainable development defined as "*development that*

¹ During his last journey to the south-eastern Pakistani region of Sind in February 2020, the author was able to experience the unexpected situation of a culture without any significant experience with tourism, expression in patterns of behaviour among the population which can be defined as very openhearted, hospital, friendly and interested, while patterns of bargaining in order to make money were extremely rare, except in the typical hotspots of tourism, such as the duty-free area of the Karachi Airport.

meets the needs of the present without compromising the ability of future generations to meet their own needs” by the World Commission on Environment and Development in 1987 (cit. by Jarvie 2020).

But even if sustainable tourism is conceptualized as the “sustainability of tourism” (Saarinen 2006), the degradation of any tourism’s environment undermines the ability of the tourism industry itself to develop on the long run, which is particularly evident for nature tourism. Unfortunately, this approach to sustainability by “keeping clean my house” while disposing any waste to the environment is also inherent to the system of the European Community by (Hipólito Leal & Cardoso Marques 2019).

Additionally, the UNWTO-definition leaves open the crucial question for consequences of “taking full account of its... impact”. This and the misleading role of the environment may explain why the tourism industry simply goes on growing as if there wouldn’t be any limits, but rather if the main question would be about how to sustain the growth of the industry (Göğüş, Sarper Karakadılar & Apak 2013; Higgins-Desbiolles 2018; UNWTO 2019a). In consequence, Buckley observes that the industry would still favours market measures while avoiding environmental restrictions to foster growth, which would “not yet close to sustainability” (2019). In the face of environmental challenges such as climate warming (Chen & Unsworth, 2019), the pest of plastic in the oceans and overfishing (Stafford 2019) or “Overtourism” (Seraphin, Zaman, Olver, Bourliataux-Lajoie & Dosquet 2019), to mention just a few, there can be identified fundamental fields of urgently necessary adaption of tourism practices in order to keep the tourism system in balance with its environment on the long run. Nevertheless, the UNWTO doesn’t stop to regularly jubilees new records of growth of International Tourist Arrivals (2019b).

As it has been shown, this development is evidently not compatible with the concept of “sustainable tourism”. It’s one and only aspect of “sustainability” is the – yet ongoing – perdurability of permanent growth, as long as there is not a clear signal of limiting this system development from its environment, e.g. through the effects of a virus entering the tourism system from the “environment”, some kind of unexpected and destructive “communication”.

Communication

According to Friedl, the term communication signifies the process of coordination of behaviour between connected persons or systems (2015a). Systems need to interact with their environment in order to be able to adapt to its specific characteristics and their changes. This process of interaction takes place through “feedback” in form of reactions of a system on specific sets of irritations. These reactions are necessarily determinate by the inner structure of the reacting system. From this perspective, climate warming can be interpreted as a feedback of the atmosphere on the global human practice of burning fossil energy resources; the plastic pest can be interpreted as a feedback of the oceans on the global human practice of producing one-way-use plastic without adequate patterns of collecting, recycling and preventing plastic waste; on the other hand, the above mentioned UNWTO report about growing numbers of visitors (2019b) can be interpreted as a positive feedback on effective investments in tourism, while growing numbers of arrivals can be interpreted as positive feedback on effective marketing strategies having created an attractive image of a destination, etc. In a nutshell, all these systems are interacting or rather communicating with each.

These given examples of communicating sub-systems, such as tourism customers or tourism investors, all have their own specific “limits” for filtering information according to their specific triggers. Due to human brain structure, humans tend to actively search for positive feedback confirming their own behaviour while they tend to avoid negative feedback contradicting to their own behaviour. This pattern of communication can be easily observed in the case of climate warming which still doesn’t play a significant role for the majority of tourism customers as well as investors, as it is not perceived yet as a relevant threat by many of those stakeholders (Weir 2017) due to “individual framings of climate change” (de Guttry, Süsner & Döring 2019, p. 98), while global tourism demand is growing. This can be explained by the main communicational paradigm of tourism culture, where successful tourism consumption is defined rather by stimulating positive experiences (Schulze 2005) than by getting challenged by complex environmental impacts, as the majority of tourists are enjoyment-orientated consumers instead of critical and mindful moralists (Higgins-Desbiolles 2010). In this perspective, tourism business can be conceptualized as the activity of using existing natural resources in order to create and sell stimulating experiences instead of actively protecting those resources, as the majority of the stakeholders in the tourism industry are mostly profit-oriented entrepreneurs and quite seldom convinced environmentalists. In consequence, the critical feedback signals of the environment don’t reach the relevant players within the tourism system. Everything goes on the same way as ever, enforcing continuous growth, confirmed and encouraged by positive feedback of growing profits...

This process continues as long as there are no significant feedbacks from the environment which are strong enough to overcome the filtering limits of the sub-systems, e.g. signals which could undermine the stakeholders’ confidence in the stability of their specific environment of (tourism) activities: signals of significant and relevant risks for customers.

The tourism industry is almost allergic to any kind of relevant risk to their customers (Brown 2015) while some of them, e.g. adventure tourist, are even activity seek fear and thrills as a way to stimulate extraordinary experiences (Carter 2006). But while feelings of thrilling adventures are the result of perfectly designed and controlled tourism products, the perception of uncontrolled or, even worse, uncontrollable risks evoke the spread of immediate and fundamental fear among customers. This feeling arises from the confrontation with the unmasked social and natural environment behind any “designed” and arranged “front stage”. Tourists are frightened when they realize the irritation or even panic in the eyes of their tour operator, recognizing that it is not a thrilling game anymore (Shepherd 2015). In these moments, if the industry isn’t well prepared by reacting professionally in order to regain control over the perceived risk caused by the “pure” and authentic reality beyond the tourism system, and especially if the industry doesn’t succeed to regain control over the emerging dynamics of misleading communication among customers, then the tourism system could fall into a severe crisis (Alipertia, Sandholz, Hagenlocher, Rizzic, Freya & Garschagen 2019).

Crises

There are many different definitions for crises (Richtie & Jiang 2019). For this paper, a crisis is conceptualized as a process of fast and unforeseen system-change leading into the loss of orientation and, in consequence, the loss of ability to react in a meaningful way in order to regain system balance (Zanaldi 2015). According to this concept, a crisis can be overcome only

by active learning about the changed relationship between the system in crisis and its environment. Therefore, the causes of the crisis have to be understood which makes it indispensable to change the perspective from which the system in crises is analysed. This may lead to a new understanding about the configuration of the system in question, e.g. how different stakeholders are influencing or even undermining the system through their over-reaction on the information about a virus, although without any specific intention. This leads to the urgent question about how intervene in order to counter-balance the uncontrolled process and finally, after having reached balance again, about how to modify the system in order to “make” it resilient to further crises (Prayag 2018): how to learn from the overcome crisis, how to develop and to implement adequate instruments to protect the system against further similar “unpleasant” signal from the environment in order to save resources, as a crisis is always very costly if not lethal to the system. In consequence, to use the unwanted experience of a crisis for system learning is a fundamental aspect of system sustainability.

To illustrate this process of overcoming a crisis and transforming such an unintended experience into system resilience, three kinds of “virus infections” causing a crisis will be described.

Example One: The Collective Mind Infection by Rumours

Tourism is the business with desires and dreams. The main products are images and stages of “paradises” where customers can happily enjoy their holidays. In consequence, tourists are looking for places which are perceived as safe while avoiding destinations with a “dangerous” image. In their search for information, the majority of tourists is using social networks, such as Facebook, Instagram, but also commercial networks such as Trip advisor. These networks are extremely closely linked with each other with the consequence, that information with highly irritating content is extremely fast spreading (He, Zheng & Zeng 2016). This kind of information is also mirrored by classical media as all kinds of them are elements of the “economy of attention” (Falkinger 2007), where the most valued content is that which is likely to attract attention (Marwick & Lewis 2017). In consequence, due to economic forces, mass media reproduce and further distribute especially emotionally compelling information according to the old principle of newspaper business: “Only bad news are good news”. Unlike intellectually arduous, critically discussed and neutrally presented news, irritating, shocking or frightening as well as enthusing news are much more widespread as their emotionalized messages are processed by the emotional spheres of the human brain, triggering immediate, unreflected reaction (Amting, Miller, Chow & Mitchell 2009), e.g. forwarding a triggering message about a “threat of pandemic or cancelling a holiday because of fear of “Corona”. This behaviour is just expressing normal tourist behaviour as described above: searching for comfort and joy while avoiding danger and irritation. This fundamental pattern is the base of the global tourism culture and the driver for its steady growth. Unfortunately, this successful system of tourism culture is not yet equipped with an applied tourist behaviour to react on the information about a potential threat through a virus in a mindful, well-informed and critically reflected way. Instead, mass cancellations can be observed, leading to the economic destabilisation of tourist destinations, or simple ignorance of any risk.

There are many other examples of incidents where bad rumours about asserted threats for visitors in specific destinations led to the significant damage of their tourism industry. E.g. the tourism industry in Egypt in the year 2013 suffered severely from a dramatic decline after

disturbing images of violence at the Tahrir Square in Cairo had been diffused, although there were no signs of significant danger in tourism destinations at the Red Sea, as the Author was able to observe personally. It was both the thrilling media image of violence in combination with the global media network which caused this immediate reaction of customers and the tourism industry on the constructed reality of “danger”. This example illustrates very well the systemic principle about the construction of meaning within a highly interconnected social system: Its reaction on a signal from the environment doesn’t reflect its “objective” relevance. It rather reflects the cultural set-up of this social system, the way of how a society is perceiving, consuming, communicating and processing emotionalizing news.

In the case of the Corona virus, the current media hype about this phenomenon can be interpreted as the expression of the current (social and digital) media structure as well as a widespread media illiteracy, expressed by excessive consummation of thrill rather than the critical search for neutral and differentiated information about how to adequately react in face of a potential risk of a pandemic. But does this structurally related cultural pattern necessarily lead to a catastrophe, or could this communicational “over-reaction” also be seen as a self-regulating process: a kind of immediate slowdown in a situation of extreme successful tourism development which tends to lead to phenomenon such as over-tourism?

Example Two: The Structural Infection by “Over-Tourism”

The well-functioning tourism networks of communication and transport are perfect hosts of a growing number of tourists who are following the above mentioned “law of attention”. They want to see in reality, what all their peer-groups have already visited and documented by their “Selfie” on Facebook and Instagram. This result of well-functioning destination marketing strategies, the viral power of social media and global traffic networks leads to an overwhelming concentration of interest for specific places (Christou, Farmaki, Saveriades & Georgio 2020), such as Barcelona, Dubrovnik, Hallstadt or Venice (Seraphin, Sheeran & Pilato 2018) in Europe, but also in Vietman and Thailand (Hess 2019).

At the first glance, the phenomenon of over-tourism is a huge success. At a second glance, over-tourism is the expression of a system out of control, as its own feedback-processes are catalysing a permanent, accelerating growth, like a viral pandemic, with crucial unintended impacts, and with no end to be seen yet (Friedl 2018a; Seraphin, Zaman, Olver, Bourliataux-Lajoinie & Dosquet 2019). And there are no plausible reasons to expect a sudden change of this development as long as relevant stakeholders, such as destination managers, tourism politicians and the tourism industry itself are still making profit. But the same is also true for those tourism stakeholders who are paving the road for future tourism managers, such as tourism lecturers and authors of tourism curricula: Within their sub-system, they also continue to this tourism dynamic leading to over-tourism and other unsustainable impacts of uncontrolled tourism growth.

While all stakeholders of the system just reproduce their usual behaviour well applied to their system perception, the whole system itself might transform or change by passing specific tipping points. Those tipping points might be social unrests in destinations concerned by over-tourism, or massive consequences of a pandemic which finds in destinations concerned by over-tourism the perfect environment to spread. But it doesn’t even need a biological virus to “re-

balance” and downsize a destination “infected” by over-tourism: A bad news could already suffice to initiate this painful effect of abrupt “re-balancing” a local system.

The main question which arises from such a harsh experience of an unwanted, radical “self-regulation” of a tourism system is the following: Wouldn’t it be more sustainable both on an economic and social level to invest early enough into preventive measures against unintended effects of uncontrolled tourism growth? Wouldn’t it make sense to critically reflect our paradigm of permanent tourism growth without evaluating its impacts? Is it really necessary to wait for the bitter experience of a brutal down-sizing of a tourism gold-rush in order to initiate learning about sustainable tourism practices? Do we really need a highly aggressive “virus” to initiate change?

Example Three: The Biological Infection by a Biological Virus

As already described in the problem statement, biological viruses can spread extremely fast because of our existing global networks of trade and travel. Viruses take profit of tourist as their hosts by getting everywhere within short time. In consequence, mass tourism is the perfect vehicle for a potential pandemic. The difference between a simple “mind infection” or a region infected by over-tourism and a real pandemic lays in the global dimension of economic and social impacts passing every possible imagination (Bricaire, & Derenne 2006) as already suffered from in the case of the “Spanish Flue” in 1918 (Karlsson, Nilsson & Pichler 2014).

Confronted with this enormous risk of getting effected again by another pandemic, the present measures of prevention taken by different states in order to curtail the spread of the virus have significant economic and social effects on regional and global tourism. But most notably, these measures are significant steps in order to protect tourism or even the whole economy of a country from a fundamental collapse. The alternative of just going on with usual practices would intensify the present structures of global mass tourism, but this would also raise the risk of a pandemic even further, according to the “law” of functioning networks: the better the traffic networks to carry tourists, the more tourists will concentrate on popular places, the easier can aggressive viruses spread, and the costlier are the economic and social consequences of a pandemic. This wouldn’t be sustainable at all. From this perspective, the present risk of a pandemic seems to be a significant signal from the environment strong enough to initiate processes of adaption in order to develop system resilience.

Resilience

Every crisis leads to an adaption of the system. If the process of adaption is successful, the system becomes stronger, less vulnerable and, in consequence, balanced again, professionally labelled as “sustainable” (Schneider, Kallis & Martinez-Alier 2010). From this perspective, crises can be seen as a kind of “training” as it is the case for any biological and social systems. A health crisis caused by an infection, if not fatal, will lead to the immunisation of the body as a consequence of the adaption process of the organism. A mental crisis, like a burn-out, can be a chance to reconceptualise and reorganize the personal life in order to develop a new way of sustainable and healthy living which is better applied to the challenges of a surrounding global culture driven by unsustainable values such as permanent growth, highest performance and maximum profit. Over all, every system has to build up structures of resilience in order to better cope with these stress factors.

In the case of tourism, given its regional contextuality and dynamics, it is certainly not easy to find out what the right measures for building up resilience may be. Roostaie, Nawari & Kibert underline the challenges of proposing a single framework to fully integrate the two concepts of sustainability and resilience due to the complexity surrounding the issues of these two concepts as well as the “differences between their definitions, methodology, and areas of applicability”. In consequence, any “fitting” framework integrating sustainability and resilience “must be tailored and customized to fit the case-by-case nature of projects, based upon the location, climate, and type of natural hazards to which the area is vulnerable. The integration process also requires the active involvement of different stakeholders in all stages” (2019, 141).

For the case of the Corona virus, obviously a globally coordinated learning process seems to take place, with measures taken such as control of movement of travellers, medical controls and finally quarantine in case of critical symptoms. These measures are artificial barriers in order to keep control over the spread of the virus. They are investments in the security and stability of our global tourism system, certainly for the price of regional tourism de-growth, but for the profit of preventing a global pandemic including a global collapse of tourism.

DISCUSSION

In his presentation at the last TOURIST conference in Hanoi, the author of this paper asked about a well comprehensible and universally valid explanation for sustainability, offering the definition of “...an abstract symbol for a globally spread concept for ‘*being well on the long run*’ ” (Friedl 2019). This quest for “being well”, unfortunately mostly practiced as “more of the same” by the mainstream of the tourism industry, will raise the vulnerability of the highly complex networks of both the tourism industry itself as well as that one of the global society. In consequence, the rising intensity of risks are reaching critical tipping-points where outbreaks of these threats with dramatic impacts become more probable. Among these growing risks are, beside the already discussed virus pandemic, global climate warming, the sudden end of cheap oil exploitation, another global financial burst, global cyber-attacks, black-outs of electric networks, or terrorist events of global impacts like the one of 9/11: All those potential risks are resulting from the high efficiency of dynamic global networks.

In most of these potential fields of network-related risks, active research is done in order to build up system resilience against those potential threats (Goh, Lim & Meng 2007; Häntsch & Huchzermeier 2016; Cano, Moguerza & Alonso-Ayuso 2016; Malang et al. 2019; Bostanci & Yilmaz 2020; Liu et al. 2020). In contrast, research in preventive risk management in tourism is extremely underrepresented (Becken & Hughey 2013; Ritchie & Jiang 2019). Obviously, the confidence of the tourism industry in the insatiable desire of human beings for travelling is still too strong, and the cost effects of the Corona-virus on the global tourism industry are still too weak that this critical event is strong enough to initiate a fundamental learning process of critically reflecting the vulnerability of the global tourism system, lacking resilience. Unfortunately, there are fundamental neuro-biological and structural reasons which undermine realistic hopes for such a process of transition (Friedl 2018b): Humans tend to go on to follow the traditionally successful way, no matter what a dynamic future will bring.

RECOMMENDATIONS

From a rational perspective, it seems to be a simple question of long-term cost effectiveness to invest more energy into research about long-term risk management and prevention in order to make global tourism networks more resilient - instead of waiting for a *real* global health and tourism crisis with disastrous economic, socio-cultural and environmental impacts. This mindful, future-orientated approach is not new at all. It was the old tradition of demanding oracles for advice. In places such as Delphi in Greece, clients were advised by priests on the base of profound analyses of their specific circumstances: their living conditions, their personal strength and weaknesses as well as those of their environment and their competitors. In modern times of fast expanding global tourism, this well-established method called SWOT-analysis (Friedl 200) seems to be forgotten. An old Chinese word says: “When you are in a hurry, slow down your speed!” – in order to prevent risks and finally to evaluate if the chosen way is leading into a “sustainable” direction...

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THE ART OF CREATING SUSTAINABLE NETWORKS: A TARGET GROUP-ORIENTED APPROACH

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ABSTRACT

Developing (academic) networks are often essential parts of international research and development projects. Unfortunately, this “work package” often suffers from lacking success due to project members “unwilling” to actively participate. This paper analyses the mainstream idea of “sustainable academic networks” and its implicit assumptions about the way how social networks might function. In the result, fundamental misconceptions about network system’s dynamics, member’s needs and their available resources will be shown. The dynamics of networks are basing on the exchange of information which are perceived as “valuable” by the network’s members for their “regular” life. Active participation in a new network needs resources such as time and attention which has to be taken from the familiar network. In consequence, a new academic network will only be successful if its members perceive their engagement as a cost-effective investment for their advancement within their “home”-network. As soon as a new network is perceived as a competitor for already scarce time resources, members will restrain from participating. In summary, successful network developers have for focus much more on the personal and professional needs of their potential members. To focus only on the idea that a network per se would already be enough to flourish is the perfect way to a deserted network.

Keywords: customers’ needs, reciprocal advantage, system dynamics, time costs;

INTRODUCTION

The creation of vivid and productive networks is a typical work package of most academic and professional projects with the overall aim of a sustainable development of regions or other social fields (Yahia et al., in press). Unfortunately, most teams responsible for this duty are suffering from frustration due to the lack of active participation of the intended network members. In consequence, there is a widespread tendency of investing time in activities such as persuading or morally obligating those expected network candidates in order to make them actively “networking”, which doesn’t lead to success, either.

OBJECTIVES

The objective of this presentation is to investigate fundamental systemic conditions of the initiation and dynamic of social networks in order to find answers to the following question: Is it principally possible to develop a “sustainable network” at moderate costs of time and

money? Could it be possible, that such an assignment (work package) is rather the expression of a misconception of the characteristics of sustainability and networks?

METHODOLOGY

In order to answer this question, the terms “sustainability” and “networks” will be analysed by following the Socratic method of asking critical questions (Knezic, Wubbels, Elbers & Hajer 2010; Cojocariu & Butnaru 2014; Boa, Wattanatorn & Tagong 2018) about the basic meaning of “network” and “sustainability” and the fundamental elements and functions of “network”.

RESULTS

Networks are a result of making an effort to meet and talk to a lot of people, especially in order to get information that can help members of the network (Cambridge Dictionary 2014). That means that a network is consisting of many diverse persons with diverse needs and – necessarily – with some disposable resources which could satisfy the needs of other interconnected elements. Finally, there has to be enough disposable energy coming from out of the network in order to maintain the growth dynamics of the network. Otherwise, the network would soon find it's “homeostasis” (relative balance) expressed by stagnancy of interaction (Maffei & Fontanini 2009). In consequence, the main challenge for, e.g. an academic network is to produce and distribute permanently new information interestingly enough for potential or full members of the network to make them practically interrupting their regular daily obligations in order to reallocate their scarce time resources to the network by taking profit from this information offer. In the best case, they perceive this information offer as helpful, which might motivate them to “pay back” their gained informational favour by offering their own information. These newly offered information might be again perceived as “new” and “valuable” for other persons in order to keep running the process of redistribution of “energy” within the network. Unfortunately, the immediate costs of this engagement are time resources for accomplishing the obligations of the personal network. This will produce a growing risk of social pressure which, in consequence, raises the emotional costs of engagement for the new academic network.

DICUSSION

Obviously, an academic network is a permanent give-and-take of sufficiently interesting new information between network members. Therefore, new, potentially “interesting” information has to be generated permanently by the network members outside of the network system in order to be able to offer it to the network as “interesting”. This needs additional time-resources which leads to the typical conflict of network members:

- to invest time either into the young academic network in development motivated by the hope for valuable information which could be helpful to use it in the personal academic network
- or to save this time for the own familiar professional network which has already proven its “sustainable value” to satisfy personal needs.

In consequence, in order to keep an academic network “sustainably” growing, there are more or less unlimited human resources necessary in order to

1. permanently explore the developing and changing needs of potential and already existing network members, and
2. to create new and highly valuable information outside of the network in order to satisfy those developing needs of the network members. These both challenges produce a permanent conflict of distributing time resources.

There is no development without networking, but there are many networks without significant development. As soon as new networks have satisfied the needs of their members, their activity will decrease. This effect is indicated by the rising divorce-rate of married couples (Eurostat 2020): When members of a couple get the impression of having higher chances to satisfy personal needs outside of their marriage-network, they will leave the matrimony, but they will stay, as long as they have enough confidence in finding sufficient satisfaction within the existing “family network” (Schweizer & Lagerström 2020). The big difference between a matrimony and an abstract academic network lays in the fact, that a married couple has defined their specific, motivating goal together.

In consequence, a common vision could serve as an important, although not sustainable source of “energy” and “confidence” for the founding members of an academic network which might motivates them to keep on investing their scarce time for information sharing (Raptis 2020), as long as they believe in their common “vision”. However, in order to attract and integrate potentially new network members, there must be signalized much more attractive offers with a higher value for this network candidates then the simple promise of a network vision. That simply doesn't work.

CONCLUSION

Practitioners know that already the maintenance of an existing academic network is highly time-consuming. But to grow such a network needs even a growing amount of time resources. In consequence, the term “sustainable social network” seems to be a contradiction to principles of System Theory and Thermodynamics (Mikulecky 2001; Hooker & Brinsmead 2011). This may explain why hopes on developing global networks in order to reach a sustainable transition (Silvia & Stocker 2018) are yet to be proofed as realistic. But there is still so much to learn about networking, collaboration and organisational learning, as Petzel, Archer and Fei bring it to the point: “If we simply create a lot of web-sites and say, ‘let's innovate’ without a proper understanding of the difficulties and problems associated with collaboration in general, and web-enabled collaboration specifically, we will only waste more resources, time, and energy.” (2010).

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SOCIO-ECONOMIC IMPACT OF WILDLIFE TOURISM ON LOCAL COMMUNITY WITH SPECIAL REFERENCE TO YALA NATIONAL PARK, SRI LANKA

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ABSTRACT

Tourism industry, as one of the largest and fastest growing industries, has ability to generate both positive and negative impacts on local community. Presently, the socio-economic contribution of tourism on local communities has been recognized as one of the most vital aspects of the global tourism operations. The wildlife tourism, including national parks, has recognized as one of the key areas that creates positive impacts on locals. The previous studies also have emphasized the importance of the national parks for the improvement of the livelihoods of local communities. Therefore, the objectives of this study are, first, to identify the socio-economic impacts of wildlife tourism on local community through Yala national park, second, to identify the perception of local community on tourism development in their neighborhood. The study was conducted using mixed methodology. The data is generated through a structured questionnaire survey using 352 families in eight villages situated surrounding of the Yala National Park and personal interviews. The study has conceptualized positive socio-economic benefits as income and standard of living, employment opportunities, entrepreneurship developments, investments, increasing the level of education, quality of life, women empowerment, positive changes in values and custom (independent variables) and the local community development (dependent variable). The study has identified that community is actively involved in tourism related activities and, therefore, the majority are having positive perception regarding the tourism development. The results show that there exists a positive impact of tourism through employment generation, entrepreneurship development, increased investment, improvements in quality of life, women empowerment on community development. However, the study has identified that there is no impact of tourism to increase the level of education and the positive changes of the values and custom of the local community in the area. The findings highlight the positive social impacts are exist at a minimum level when compare with the positive economic impacts generates though tourism development in the area.

Key words: Socio-Economic Impacts; Community Perception; Wildlife Tourism, National Parks; Local Community Development.

INTRODUCTION

Tourism is considered as one of the fastest growing industries in the world (World Travel & Tourism Council, 2016). There are many industries in Sri Lanka, as a developing country, which enrich the local economy, among them tourism industry is the largest and fastest growing industries. Sri Lanka, the pearl of Indian Ocean, has attracted many foreign tourists since very ancient time. Tourism industry has developed very rapidly in Sri Lanka after establishing the Ceylon Tourist Board in 1966 (Gnanapala, 2015; SLTDA, n.d.). Sri Lanka comprises much resources which require a successful tourism industry such as diverse climatic conditions, blue coastal water and sandy beaches, biodiversity, fantastic landscapes, waterfalls, sceneries, rivers, tea estates are some of the major attraction (Buultjens, Gnanapala & Ratnayake, 2015). The long-lasting ethnic conflict in Sri Lanka badly affected the tourism industry and the country faced struggles to manage its tourism development (Aslam, Cooper, Gnanapala & Gamage, 2019).

Tourist arrivals were decline enormously, however, the tourist arrivals increased gradually after ending the terrorism problem in 2009 (Buultjens, Gnanapala & Ratnayake, 2015).

Tourism industry is the third highest income earners of the national economy in Sri Lanka and the island has reached 2,333,796 tourist arrivals and also earned US\$ 4,380.6 million. Tourism is a major force in the global trade and it plays a vital role in the social, cultural and economic development of most nations also it has ability to create both negative and positive impact on the community (Gnanapala & Sandaruwani, 2016). Even though the tourism generates foreign currency inflows, infrastructure development, and income distribution it also has an ability to generate more negative impact to the destination through decreasing the socio-cultural environmental values (Nayomia & Gnanapala, 2015).

Sri Lanka is targeting to attract 4.5 million foreign tourists by 2020 (Wettasinghe, 2017). To achieve this target, it is necessary go for various product development and marketing efforts. The wildlife tourism has identified one of the main areas that be used to attract more foreign tourists. Wildlife tourism is one of the sub segments in the tourism industry. Wildlife tourism refers “tourism that involves encounters with non-domesticated animals either in their natural environment or in captivity. It includes wide range of activities, such as bird watching, whale watching, general wildlife viewing, visiting zoos and aquaria, snorkeling to view underwater life, hunting and recreational fishing” (Sinha, 2001). The popularity of wildlife tourism has been increasing recent years all over the world. Wildlife tourism grows rapidly after the Second World War in the form wildlife watching, mostly in the national park (Sinha, 2001). It makes both positive and negative impacts. Tourism has the ability to generate a range of economic benefits for communities living in or near wildlife area (Tapper, 2006).

With the rapid growth of tourism in the past years the wildlife tourism is also gaining popularity in Sri Lanka, the number of tourists to the area has also increased together with new marketing efforts. Sri Lanka has well known for its high level of biodiversity and wildlife. It is rated as one of the world’s 34 biodiversity spots. As recognized the department of Wildlife Conservation, Sri Lanka has currently 22 national parks (Miththapala, 2012).

Yala national park is one of the leading tourist destinations in Sri Lanka mainly because of the rich wildlife resources, including the Sri Lanka elephants, leopards, deer, and other mammals etc. Yala National park is the oldest national park in the Sri Lanka and it is located in the south eastern region of Sri Lanka (Buultjens, Ratnayake, Gnanapala & Aslam, 2005). Yala considered as the second largest national park in Sri Lanka.

With the development and popularity of certain forms of wildlife tourism poses increasing opportunities and threats for host communities. Wildlife tourism depends on viable resources (wildlife), tourists who are interested in wildlife and host community. Wildlife tourism activities have numerous potential effects on a host community (Higginbottom et al., 2004).

According to Asplet & Cooper as cited by Mochechla (2010) fundamental point of tourism development and growth is to enhance the economic, social and environmental benefits in a nation. The practice has frequently delivered and expend of both negative and positive socioeconomic impacts that tend to serious unfavorable impact on local and indigenous cultural value. Therefore, it is important that tourism administrators and planners should not destroy the values and try to ensure the delivery of benefits to the local community.

According to SLTDA (2018) 629,246 tourists visited the Yala National Park and therefore earned Rs. 732,145,866.43. Among Sri Lankan wildlife national park, Yala has become the highest demanded one.

Although lot of tourists visited Yala, only a few villagers are having small boutiques closer to the entrance. As well as a few numbers of villagers are working as guides in the safari jeeps (Wickramasinghe, 2014). The local economic impacts of tourism in Yala remain largely unknown, for no generally accepted, standardized method for measuring them yet exists (Huhtala, 2007). So, it is difficult assume that considerable amount of benefits gained by the host community.

The social and economic contribution of tourism to local communities is now being recognized as one of the most vital aspects for the tourism industry (Merwe, Saayman, & Saayman, 2009). The host community members may be involved directly or indirectly with wildlife tourism and sometime not involved at all. Direct involvement may appear as paid employees, managers, owners and operators or unpaid volunteers. In global context, some countries' communities have become major beneficiary of the wildlife tourism. Helping local communities to get benefits of tourism is remains as difficult task in most of tourism areas in Sri Lanka, but the local communities should be a part of a tourism industry and they should be benefitted (Wickramasinghe, 2014). Although Yala national park is facing an over visitation (Miththapala, 2012) currently recruited only 71 villagers as volunteer guide.

As highlighted by Nayomia & Gnanapala (2015), social and economic impacts on the local community depend on how much of the income generated by the tourists go to the host communities. Previous research studies also emphasized the importance of relationship between parks and communities (Merwe, Saayman, & Saayman, 2009). And also, Huhtala (2007) stated that standardized assessment of recreation tourism's local economic impacts will require more research.

In Sri Lankan context, although Sri Lanka rated as 34 biodiversity hotspots in the world and it has 22 national parks, still little is known about the socio-economic impact on communities of these parks. There has been very little research done on socio economic impact of wildlife tourism on community in Sri Lanka. Therefore, the problem of this research whether the wildlife tourism in national park really generating the socio-economic benefits to the local community and if it generates socio economic benefits then how those benefits deliver to the local community.

The study investigates the social and economic impacts of wildlife tourism on the eight communities around the Yala national park in Sri Lanka and also to identify the real impact experienced by people there.

OBJECTIVES

Therefore, the objectives of this study are, first, to identify the socio-economic impacts of wildlife tourism on local community through Yala national park, second, to identify the perception of local community on tourism development in their neighborhood.

METHODOLOGY

The study has mainly employed the mixed methodology using both qualitative and quantitative data collection techniques. A questionnaire survey was conducted using 344 families selected from eight villages situated surroundings of the Yala National park to identify the impacts of tourism development in their neighborhoods.

The data was analyzed using multiple regression analysis to identify the impact of tourism development on socio-economic development.

Conceptual Framework

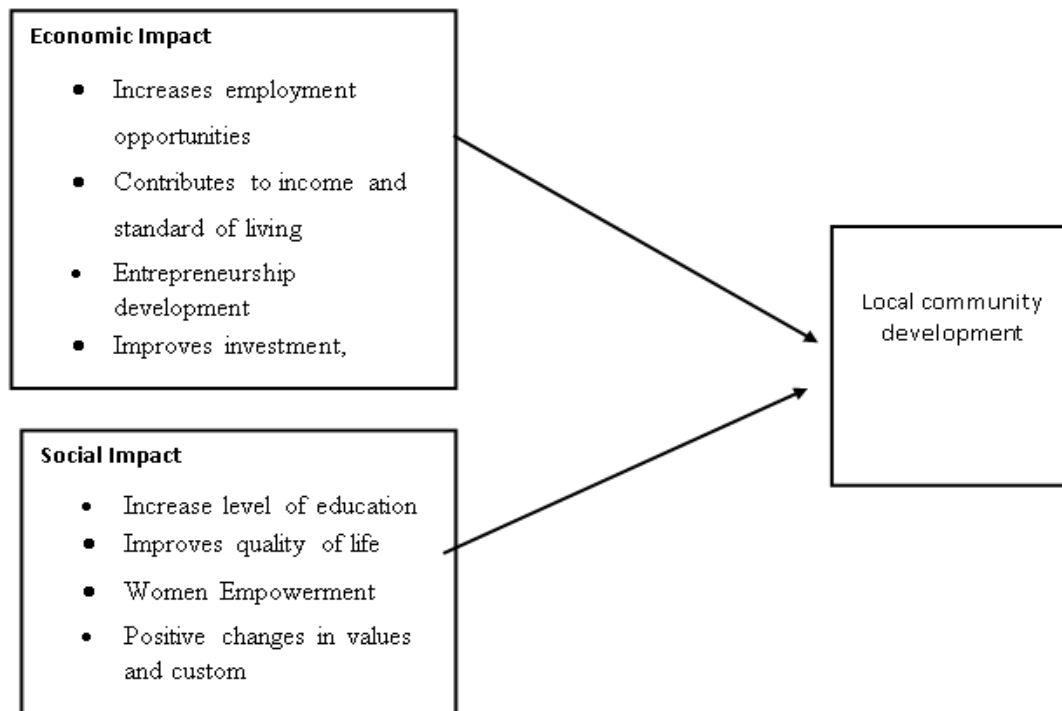


Figure 1: Conceptual Framework of the Study

The study is conceptualized, positive socio-economic benefits as income and standard of living, employment opportunities, entrepreneurship development, investment, increasing the level of education, quality of life, women empowerment, positive changes in values and custom (independent variables) and the local community development (dependent variable). Please refer the Figure 1.

RESULTS

Multiple Regression Analysis

The main rationale of the multiple regression analysis is to learn more about the relationship between more independent variables (socio-economic impacts of wildlife tourism) and the dependent variable (local community development). Here the researcher has done a multiple regression analysis between dependent variable Y (local community development) and independent variables.

The tables 1, & 2 will display the results of the analysis and it will be followed by the discussion of the results.

Table 1: Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
	0.786	0.671	0.658		0.568

Table 2: ANOVA Table

Model		Sum of Square	Df	Mean Square	F	Sig.
Local Community Development (LCD)	Regression	65.217	8	8.152	37.273	0.000
	Residuals	73.270	335	.219		
	Total	138.487	343			

Source: (Survey data, 2019)

In the table 2 (F value = 37.273, and p = 0.000) and it is confirmed that, there, exists a multiple regression model between Y (local community development) and the independent variables (socio-economic development of wildlife tourism) at the 1% level of significance. The R2 of this model is (R2 =67.1%), and this value is reasonable for Likert Scale data.

Table 3: Coefficient Table

Model	B	Standardized Coefficient (Beata)	P-value
Constant	0.895		0.000
Contributes to Income and Standard of Living	0.139	0.174	0.000
Increase Employment Opportunity	0.115	0.133	0.009
Entrepreneurship Development	0.127	0.127	0.024
Improve Investment	0.182	0.223	0.000
Increase level of Education	-0.015	-0.021	0.708
Improve Quality of Life	0.95	0.100	0.041
Women Empowerment	0.132	0.173	0.000
Positive changes in Values and Customs	0.059	0.079	0.103

Source: (Survey data, 2019)

The study has identified that the community is actively involved in tourism related activities and they also have positive perception about the tourism development. The results show (table 3) that there exists a positive impact of tourism through employment generation, entrepreneurship development, increased investment, improvements in quality of life, women empowerment on community development. However, the study has identified that there is no positive impact of tourism to increase the level of education and the positive changes of the values and custom of the local community in the area. The findings highlight the positive social impacts are exist at a

minimum level when comparing with the positive economic impacts generates though tourism development in the area.

DISCUSSION/CONCLUSION

The main objective of this study was to find out the socio-economic impacts of wildlife tourism on local community development in the surroundings of the Yala National Park of Sri Lanka. Eight dimensions employed to identify the socio-economic impacts of wildlife tourism and their impacts on the local community development. The results revealed that wildlife tourism development has generated positive impacts through employment generation, entrepreneurship development, increased investment, improvements in quality of life, women empowerment on community development. However, the study has identified that there is no positive impact of tourism to increase the level of education and the positive changes of the values and custom of the local community in the area. The findings highlight the positive social impacts are exist at a minimum level when comparing with the positive economic impacts generates though tourism development in the area.

The study also identified that, there are many differences among the study villages and the demographic characteristics when considering the socio economics impacts distribution and receiving. For example, the Kirinda region (village) is engaging in tourism related activities than other observed other villages and, therefore, they are getting more impacts than other villages. The majority, who engage in tourism related activities, were belong to age category of 30 – 39 years and they were studies up G.C.E. A/L.

The villagers have accepted tourism as one of the major income sources and it has contributed to improve their standard of living. Agriculture also has become one of the major income sources, however, the community faced difficulties to get a reasonable income throughout the year due to the adverse climatic changes, vulnerable market conditions and the wildlife attacks etc. Therefore, the villages believe, they can get reasonable income throughout the year if they can join with the tourism industry and the industry is sustainable.

Even though the tourism development has brought many positive impacts to the Yala area the respondents believe that the tourism development has not contributed positively to enhance the educational development and positive changes of values and customs of the community. Therefore, it is necessary to reinvestigate why does the tourism development in the areas has failed to enhance the community education and the positive changes of the values and customs of the community.

RECOMMENDATIONS

Tourism is the key income generator for the Sri Lankan economy. The country has all the facilities required for tourism, which is driven naturally. Wildlife is something unique that offer in Sri Lanka. So, we have to make sure that we protect the environment. In the present overcrowding is the fundamental and biggest issue in Yala national park. Overcrowding Yala today, results in a negative impression on the tourism industry. In addition, its causes damage to the park and its wildlife. All those would result in the losses of a valuable asset and an income sources, which indicates that regulations are necessary for prevention further loses. And also, sustainability is very important for this industry. It is essential to encourage tourism in line with

sustainable tourism practices. If tourism development projects based on sustainable practices will be favorably accepted and supported by the community and other stakeholders.

As well as most of the researchers suggest that it is impossible to sustain tourism to a destination that is not supported by the local community. It is very important get community involvement to tourism development projects. Officials need to identify a diverse group of people in the community and related issues. The benefits of the tourism have to be felt by the community and trickle down to the grass root level. Effective participation can avoid conflicts between stakeholders such as the local community, hotels and the governments on tourism development projects.

As well as researcher could identified human resources is one of the biggest problems in this area. Because of lack of skilled and experienced people in tourism sector. As well as many are reluctant to join the tourism sector because of their limited knowledge in English. Therefore, it is need to give them the confidence by providing the required training. Government should focus on school level educational awareness program about move forward with tourism industry.

To get the active participation of local community for tourism development activities also need to empower the community. During the questioner survey with the local community in the Yala area most of them requested financial supports to move forward with tourism industry. Therefore, it is essential requirement to provide financial supports and relevant knowledge and skills to encourage and empower the local community.

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HOW FAR HOTELIERS HAVE SUSTAINABLE ORIENTATION AND LEVEL OF DECISIVE ON SUSTAINABLE INNOVATION INITIATIVES; EVIDENCE FROM HOTELS IN KANDY DISTRICT, SRI LANKA

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ABSTARCT

Sustainability is one of the decisive parameters to measure the performances and attractiveness of organizations in the competitive business world due to its repercussions on the society, environment and economy. The industry must be grown competitively with more focus on innovations that generated with the essence of sustainability to reach the competitive advantages. The current study was carried out to explore the level of sustainable orientations and sustainable initiatives in the hotel industry and to investigate the relationship between these two aspects. A sample of 33 registered hotels in SLTDA was selected from the Kandy district which is a world heritage site and a part of cultural triangle. Primary data for the study purpose was collected through a structured questionnaire which was filled by a senior manager in each hotel. The results revealed a Sustainable orientation was assessed on three main dimensions: Ecological orientation, Economical orientation and societal orientation. Sustainable innovation initiatives were assessed based on firm level and industry level sustainable new products and services that hotels introduced during the last five years. The Mann-Whitney test and Spearman's' correlation was utilized in the data analysis. The results revealed a strong positive relationship between sustainable orientation and sustainable innovation initiatives. Further, the level of sustainable orientation and sustainable innovation initiatives indicated a significant difference between classified and unclassified hotels.

Key words – *Sustainable Orientation, Sustainable Innovation Initiatives, Hotel Industry, Kandy*

INTRODUCTION

Consequences of the sustainable business practices have become an importantly discussed topic around the globe for the last few decades due to its repercussions on the internal and external environment as well as its influence on the competitiveness and business performances. Hospitality and tourism industry being the largest service industry globally in terms of gross revenue and foreign exchange earnings has eventually expanded the business operations with sustainable strategies due to the high demand for this concept from the customer base as well as legislative structure. The travel and tourism industry is one of the world's largest industries with a global economic contribution of over 7.6 trillion U.S. dollars in 2016 (Statistic Research Department, 2018). Similarly, Sri Lankan travel and tourism sector was contributed to Gross Domestic Production (GDP) by 12.5% in 2018 (World Data Atlas, 2020) and Sri Lanka tourism revenue reached to 4 USD billion in December 2019 (CEIC, 2020). Hence, hospitality and tourism industry is identified as a key factor in Sri Lankan economic development which remarks a decisive contribution to the service sector of GDP.

Though, the tourism industry as a pivotal sector for the development of communities and countries, its consequences to the environment, cultural and social heritage can be harmful for destinations (López-Illán & Michel, 2017). In this context, sustainability has been identified as a key element in the tourism industry which contributes to enhance competitiveness through the quality of environment in the destinations and the local communities' attitudes (Guilarte & Quintáns, 2019). Hence, over the past several decades,

hoteliers have turned their focus to the importance of sustainability in the hospitality industry as it relates to hotel development and operations, including the environmental, economic and social impact (Stottler, 2018). The concept of sustainable tourism development implies a tourism sector providing high-quality products, which satisfy the current needs of tourists, while also preserving tourism resources for future generations (Smolović et al., 2018).

Similarly, hotel managers and experts have been critically attributed the sustainable innovation in modern hotel management to implement sustainable tourism in hotel industry (Horng et al., 2017). Accordingly, Smolović et al., (2018) highlighted the innovation on creating new tourist products and introducing new business models into the tourism industry need to be focused which should include marketing, organizational, and design innovations in order to achieve sustainable tourism growth. However, Horng et al., (2016) indicated that the significance of sustainability and innovation in hospitality services cannot be overemphasized.

Researchers have extended their attention to the sustainable initiatives and innovation practices in the hospitality sector in various aspects. However, the sustainable orientation in hospitality industry is understudied and has become a less attractive focus among many of them and lack of systematic research studies in the area have been conducted which has failed to reveal the complete picture of sustainable orientation, innovation and sustainable initiatives in hospitality industry (Horng et al., 2016). Hence, this study focuses to investigate the relationship between sustainable orientation and sustainable innovation initiatives in hotel sector from the perspective of a world heritage city in Sri Lanka.

Kandy is one of the major tourist hotspot in Sri Lanka. It is the second largest commercial city in Sri Lanka which also famous as a world heritage city with a unique culture and magnificent natural surroundings. As well as it is one of the unique tourist destinations being the cultural capital of the country that is located in a part of the cultural triangle. Moreover, the global tourism industry has paid a special attention towards the sustainable practices in the business operations and that has become locally important for hoteliers since it was highly incorporated to the hotel registration and classification marking schemes in the Sri Lankan Tourism Development Authority (SLTDA). Hence, Kandy is an ideal destination to investigate for the selected title.

OBJECTIVES

The study was expected to meet several objectives. Main purpose of the research was to identify the relationship between sustainable orientation and sustainable innovation initiatives in hotel industry. The study also examined the level of adaptation to sustainable orientation and sustainable innovative initiatives in the hotels in a culturally important commercial city. The study was further extended to recognize the difference between classified and unclassified hotels in terms of the sustainable orientation and sustainable innovation initiatives in the Kandy district.

Literature Review

Sustainable Development and Sustainable Tourism

The issue of sustainable development is becoming central to discussions about the future. Sustainable development is defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Brundtland, 1987). However, it is seen now that if the organizations do not give importance in

contribution towards sustainable development, then there is quite risk of losing their strategically important shareholders. Sustainable development is progressively more, been seen as major challenge (White & Lee, 2007). According to the 'world commission on environment and development', sustainability became the watch word in the growing world. More recently sustainability has been the subject of renewed interest and debate (Rao, 2000), literature is not that much developed to define the term sustainability (Robbinson, 2004) and there are many terms in literature such as 'sustainable development', 'human sustainability', 'social sustainability', 'ecological sustainability', 'environmental sustainability', and 'corporate sustainability' as well as aligned concepts of CSR and 'corporate citizenship' defined in a broader perspective. Based on the 'Brundtland Report', the United Nations World Tourism Organization (UNWTO) has defined the sustainable tourism as 'development that meets the needs of the present tourists and host regions while protecting and enhancing opportunities for the future'.

The definitions of sustainable development as well as sustainable tourism have made conflicting arguments and issues of debate for many academics and practitioners. Comparing the concept of sustainable development and its fundamental principles of a holistic approach, in terms of the futurity and equity to the nature of tourism, Sharpley (2000) argues that there is a certain incongruity between these two concepts. Some authors therefore urge for a distinction between sustainable tourism and tourism in the context of sustainable development (Aslam & Awang, 2015; Ioannides, 2001).

Sustainable Orientation in Hotel Industry and Dimensions

Organizations are increasingly inclined to integrate society's expectations into their business strategies, not only to respond to rising pressure from consumers, employees and other stake holders but also to explore opportunities for creating competitive advantage (Bielak, Bonini, & Oppenheim, 2007; Bonini, Mendonça, & Oppenheim, 2006). Based on the Brundtland definition, Landrum & Edwards (2009) define a sustainable business as 'one that operates in the interest of all current and future stakeholders in a manner that ensures the long-term health and survival of the business and it is associated economic, social, and environmental systems'. Businesses solely focusing on reducing their environmental impact are referred to as 'green businesses' whereas a sustainable business would focus on all three dimensions of sustainability, which have often been referred to as 'triple bottom line'.

Consequently every business will need to decide on a strategy to move towards sustainability that suits the needs of its present and future stakeholders and will ensure a sustainable use of resources. The decisions will need to be taken in a collaborative approach with all stakeholders. The following sustainable business practices of accommodation businesses will therefore represent general trends and ideas instead of practical recommendations and frameworks. The accommodation sector interfaces with the concept of sustainable tourism on various levels. First the development, location and design of accommodation units; second the operational management practices; third the human resource management practices and last the food and beverages offered in catering establishments. The hospitality industry has been largely focused on environmental issues concerned with operational matters rather than all dimensions of sustainability (Aslam & Awang, 2015). Roberts & Tribe (2008) have developed a set of sustainability indicators for tourism enterprises using the four dimensions as; environmental, socio-cultural, economic and institutional.

Economic Dimension of Sustainable Orientation

Economic sustainability refers to the ability of a business firm to make profit in order to survive and benefit the economic systems at the local and national levels (Roberts & Tribe,

2008). Sustainable businesses are always used to consider their economic impact on the community, such as job creation, local wages, and their contribution to local economic growth. Also suppliers and an engagement across the supply chain to ensure similar values and practices are issues of economic sustainability. At the same time businesses need to maintain corporate profitability and internal financial stability (Landrum & Edwards, 2009). For accommodation businesses, local purchasing practices are means to maximize the economic benefits of tourism for the local economy and reduce the need for transport and energy consumption (Swarbrooke, 1999) are also more precise strategies. Consequently, human resource management presents some challenges in relation to the concept of sustainability for the accommodation industry.

Ecological Dimension of Sustainable Orientation

The core of ecologically sustainable orientation is the specific notion of eco-centric concept, the belief that all marketing actions should be developed from considering bio sphere as a key stakeholder in contrast to traditional anthropocentric dogma. Company with ecologically sustainable orientation goes beyond taking interests of social system members, shareholders and takes as starting point the interests of silent members of eco-system as well as interests of future generations. Kato (2018) has suggested the ecologically sustainable orientation as a composite construct that consists of several components:

- 1) customer education,
- 2) employee eco-sensitization,
- 3) community involvement,
- 4) natural resources management,
- 5) process and product design for environment

Societal Dimension of Sustainable Orientation

Societal sustainability concept basically originates from stake holder interest and Interest in stakeholder theory took root in the field of strategic management. There is clearly a pressing need to develop a stronger conceptual understanding of the social dimension of sustainable development that links to and is grounded in real life policies and practices. Social capital, social infrastructure, social justice and equity and engaged governance have been identified by exploring literature (Barron & Gauntlett, 2002; Cuthill & Fien, 2005; Empacher & Wehling, 2002). With the intent of empirical testing of the framework in mind, these four components have been allocated specific roles relating to social sustainability (Cuthill, 2009) as;

- 1) Social capital provides a conjectural preparatory point for social sustainability,
- 2) Social infrastructure provides an equipped (operational) viewpoint,
- 3) Social justice and equity principally (ethically) very important and
- 4) Engaged governance aim for providing ‘working together’.

Innovations

Innovation research is typically concerned with understanding how innovations emerge, develop, grow and are displaced by other innovations (Hockerts, 2003). Schumpeter laid the foundations for defining innovation in his seminal work ‘The theory of Economic Development’ (1934) stating that innovation is “the combination and creative destruction of existing and new elements of knowledge for the improvement of existing or the development of new products, services, production processes, organization methods, resources, markets and industries and its commercialization with the aim of creating or sustaining added value. Regardless of the type of innovation, it must result in a significant change and be commercially viable. It contributes to the profitability and long term continuity of the firm. It

also leads to quality improvement, increasing variation and diversification in products, increased productivity and a positive influence on turnover, profitability and employment (Guinet & Pilat, 1999). In order for an innovation to be effective, or even successful, it must result in a significant change, preferably an improvement in a real product, process or service compared with previous achievements (Harper & Becker, 2004).

Sustainable Innovation Initiatives

Looking at a broader perspective, not all innovations are sustainable innovations. Sustainable innovation can therefore be defined as innovation in which the renewal or improvement of products, services, technological or organizational processes not only delivers an improved economic performance in terms of profitability, but also an enhanced environmental and social performance in terms of value creation in the long term (Biondi & Iraldo, 2002).

Furthermore, sustainable innovation is the leading path to the sustainable development. According to Boons (2009), sustainable innovation is grounded with the environment sustainability. Holliday & Hwang (2012) has describes that, when the business is more tend towards sustainability, business should change their way of doing operations according to the path of sustainability. According to the Yoon & Tello (2009), there are five key drivers of sustainable innovation as government intervention, social activism, customer demand, technology advance and CSR initiatives. Moreover, they explain that these factors are directly deals with the outside of the organization and it closely relating to the sustainable strategy creation of the organization.

Methodology

The study was intended to examine the level of sustainable orientation and how the sustainable innovation initiatives implemented in hotel industry in the Sri Lankan context. In order to meet the study objectives, the sustainable orientation was selected as the independent variable and it involves the application of sustainability principles to business operations. Sustainability in this sense can mean a variety of things ecological sustainability, social sustainability and economical sustainability. As such, the sustainable business movement is a component of the broader movement toward greater corporate social responsibility.

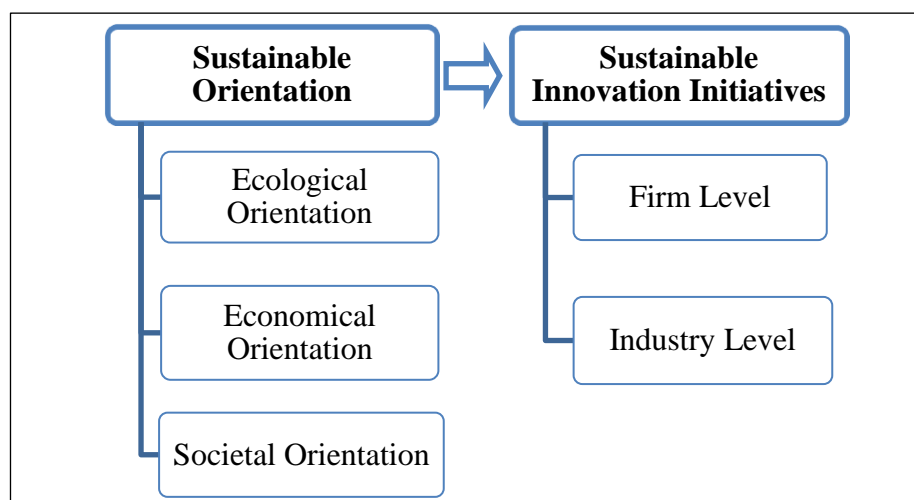


Figure 1: Conceptual Framework

Source: Developed by the researchers based on the literature review

The sustainable innovation initiatives were measured in terms sustainability-oriented innovation that aims at improving or entirely building new product concepts in which economic, ecologic and social criteria are the guiding principles. This study has mainly focused Firm level and Industry level sustainable innovation initiatives in hotel industry. Accordingly, three main hypotheses were tested in the study.

H1: There is a relationship between sustainable orientation and sustainable innovation initiatives in hotel industry

H2: There is a difference between level of sustainable orientation in classified and unclassified hotels

H3: There is a difference between level of sustainable innovation initiatives in classified and unclassified hotels

Population of this research was consisted with all the registered hotels in Kandy district. There were thirty three hotels available as registered under SLTDA according to the Sri Lanka Tourism Accommodation Guide issued by the SLTDA as three of five star hotels, one hotel with four star classification, five of three star hotels, five of two star graded hotels, three of one star hotels, nine of unclassified hotels, as well as, five of boutique hotels and villa. Researchers have selected all thirty three hotels in the study sample. Therefore according to that population selected all hotels for this research. Simply, the hotels were divided in to two categories for the study purpose as classified hotels (one to five star graded) and unclassified hotels (not received the star classification). Accordingly, there were seventeen classified hotels and sixteen unclassified hotels were considered in the sample.

Primary data in the study was collected through a structured questionnaire and was distributed to be filled by a senior manager in each of the hotel. It was consisted with eighteen questions to measure three sustainable orientation practices. The Cronbach's Alpha test confirmed the validity of the instruments for measuring variables and 0.963 of Cronbach's Alpha value suggested the high validation of the questionnaire and continued the data collection.

Result and Discussion

Existing Level of Sustainable Orientation

The sustainable orientation was measured using three key areas as explained in the methodology as per the literatures namely ecological orientation, economical orientation and societal orientation.

Table 1: Current Level of Sustainable Orientation

Sustainable orientation	Mean
Ecological orientation	3.2519
Economical orientation	3.7774
Societal orientation	3.6352

Source: Data analysis of the study, 2018/2019

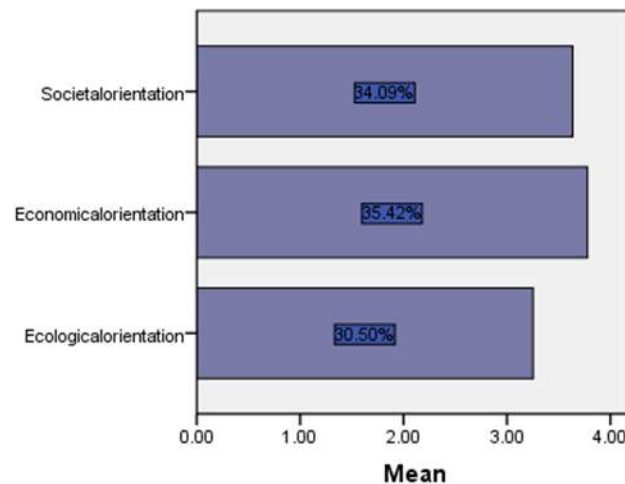


Figure 2: Current Level of Sustainable Orientation
Source: Data analysis of the study, 2018/2019

Accordingly, the economical orientation was the most prominent ($M=3.774$) among the hoteliers. However, the results indicated that the hoteliers also keen on considering the all three aspects of sustainability. The usage of environmental oriented sustainable practices was at the lowest among three ($M=3.25$). Excluding few hotels most of the others highly concerned on the economic aspects that aims at increasing customer base and profitability in different ways (35.4%). Hence, they may miss some important aspects of environmental sustainability in their premises (30.5%). Most of the hotels excluding few implied a high level of societal orientation that has 3.6352 mean values (34%).

Current Level of Sustainable Orientation in Different Hotel Categories

The mean values of sustainable orientation of hotels have been calculated to measure the level of practicing of the sustainable orientation in different hotel categories. Star graded hotels indicated a high orientation towards the sustainability. Mo significantly, the ecological orientation of star hotels was comparatively very higher than the unclassified category. They may practice them more because of the newly introduced marking scheme in the star classification system in 2016. Among star class hotels, four star hotels have obtained highest mean value in sustainable orientation as 4.94. Furthermore it has obtained highest mean values for Ecological orientation, Economical orientation and societal orientation individually as 4.83, 5 and 5.

Table 2: Sustainable orientation of different hotel categories

Current degree of sustainable orientation in different hotel categories						
	Star classification					
	5	4	3	2	1	Unclassified
	\geq	\geq	\geq	\geq	\geq	\geq
Ecological orientation	3.83	4.83	4.42	3.13	4.22	2.73
Economical orientation	4.50	5.00	4.08	3.97	4.39	3.35
Societal orientation	4.25	5.00	3.75	3.53	4.17	3.36
Sustainable orientation	4.19	4.94	4.08	3.54	4.26	3.14

Source: Data analysis of the study, 2018/2019

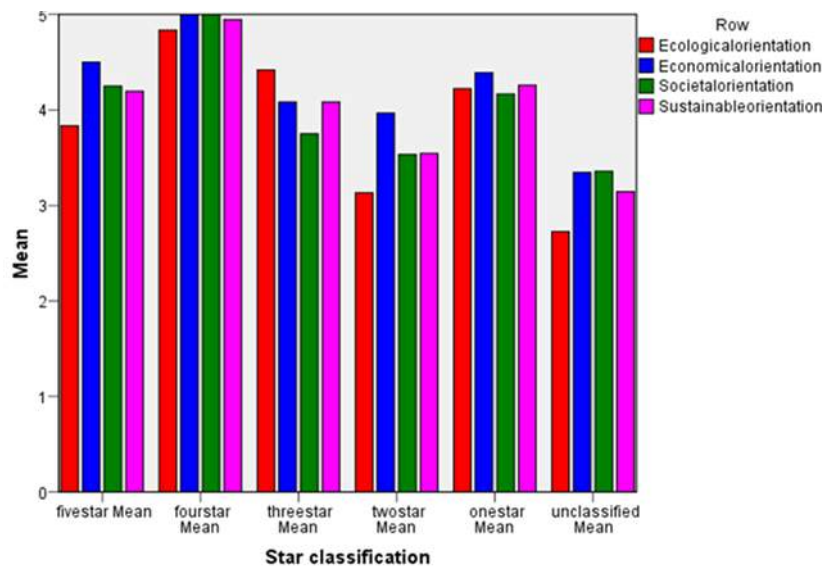


Figure 3: Sustainable orientation of different hotel categories
Source: Data analysis of the study, 2018/2019

A higher degree of sustainable orientation was visible in the star graded hotels compared to the unclassified sector. Star hotels may concerning on maintaining their classification or upgrading further with more concentration on the sustainable triple bottom line since it has given a specific attention and higher proportion of marks in the new hotel classification marking scheme introduced by SLTDA in 2016.

The Relationship between Sustainable Orientation and Sustainable Innovation Initiatives

Primary objective of this research was to identify the relationship between Sustainable orientation and sustainable innovation initiatives. Correlation has been run in order to identify whether there is a relationship between these variables. According to the analysis, following results have been derived.

The correlation analysis between each dimension is important to identify the relationship between sustainable orientation and sustainable innovation initiatives.

Table 3: Sustainable Orientation and Sustainable Innovation Initiatives

Dimension	Spearman's correlation	P- value
Ecological orientation	0.611	0.001
Economical orientation	0.616	0.001
Societal orientation	0.537	0.004
Sustainable orientation	0.623	0.001

Source: Data analysis of the study, 2018/2019

Spearman's correlation results for ecological orientation and sustainable innovation initiatives shows 0.611 hence automatically it falls within the range of $+0.5 \leq r \leq +1$. Therefore there is high positive relationship between ecological orientation and sustainable innovation initiatives. P-value shows the value of 0.001. Hence it falls under alpha value of 0.05. As a result of that there is significance level of results and this interprets

that increasing the ecological orientation can lead to enhance the introducing Sustainable innovation initiatives in the hotel industry.

Economical orientation has Spearman's correlation value of 0.616. Obviously it comes under the range of $+0.5 \leq r < +1$. Hence it represents high positive correlation with sustainable innovation initiatives and P-value shows 0.001. Therefore it falls under alpha value of 0.05. Accordingly there is significance level which is correlated with sustainable innovation initiatives.

The correlation value of societal orientation and sustainable innovation initiatives is 0.537. Then clearly it belongs to the range of $+0.5 \leq r < +1$. Therefore it represents high positive correlation. P-value 0.004 for attention to detail falls under alpha value 0.05. It says that there is 99% significant level correlated with sustainable innovation initiatives.

To conclude correlations, ecological orientation, economical orientation and societal orientation have high positive relationships. As a result of that all dimensions have positive relationship with the sustainable innovation initiatives. Next overall correlation with the sustainable innovation initiatives has to be interpreted.

Spearman's correlation value for sustainable orientation is 0.623. Therefore it falls within the range of $+0.5 \leq r < +1$ hence, it is highly correlated with Sustainable innovation. It means there is high positive relationship between both variables. P-value for sustainable orientation is 0.001 since it comes within alpha value 0.05 therefore it shows the significant level (99%) which is correlated with sustainable innovation initiatives.

The comparison of sustainable orientation and sustainable innovation initiatives in between classified and unclassified hotels

Third objective of this research is to identify whether there is any difference between classified and unclassified hotels' sustainable orientation and sustainable innovation initiatives. Mann-Whitney test has been run in order to identify whether there is a difference between these hotel categories.

Table 4: The difference between classified and unclassified hotels' sustainable orientation

	N	Median
Classified Sustainable orientation	17	4.167
Unclassified Sustainable orientation_1	16	3.028
Point estimate for ETA1-ETA2 is 0.944		
99.1 Percent CI for ETA1-ETA2 is (-0.055,1.833)		
W = 234.5		
Test of ETA1 = ETA2 vs. ETA1 not = ETA2 is significant at 0.0116		
The test is significant at 0.0116 (adjusted for ties)		
Key: ETA1 represent level of sustainable orientation of classified hotels		
ETA2 represent level of sustainable orientation of unclassified hotels		

Source: Mann-Whitney test output- Data analysis of the study, 2018/2019

In this case following hypothesis was established.

H0 –There is no difference between level of sustainable orientation in classified and unclassified hotels.

H1 –There is a difference between level of sustainable orientation in classified and unclassified hotels

Referring to the result of the Mann –Whitney test given in the table 5, it is clear that the test is significant at 0.0116 of p-value. Thus the p-value is less than the alpha value 0.05. It is clear that there is enough evidence to reject the null hypothesis. Therefore, what makes clear is that there is difference between level of sustainable orientation of classified and unclassified hotels in Kandy district.

Table 5: The difference between classified and unclassified hotels' sustainable orientation dimensions

Sustainable orientation dimensions	Median		P-value
	Classified	Unclassified	
Ecological	4.333	2.333	0.0106
Economical	4.333	3.417	0.0038
Societal	3.833	3.333	0.0717

Source: Modified from the Mann –Whitney test output, Data analysis of the study, 2018/2019

According to the Mann Whitney test given in the table 5, the tests results for Ecological and Economical dimensions are significant at 0.0106 and 0.0038 of p- values orderly. Hence, there is enough evidence to reject the null hypothesis. It implies that, there is a difference between ecological and economical orientation levels of the classified and unclassified hotels.

But referring to the result of the Mann –Whitney test for societal orientation, the test is not significant at 0.0717 of p-value. The p-value is more than the alpha value 0.05. It means that there is no difference between classified and unclassified hotel' societal orientation practices.

Table 6: The difference between classified and unclassified hotels' sustainable innovation initiatives

N	Median
Sustainable innovations	17 7.000
Sustainable innovations_1	16 2.000
Point estimate for ETA1-ETA2 is 4.000	
95.1 Percent CI for ETA1-ETA2 is (-0.000,8.000)	
W = 237.5	
Test of ETA1 = ETA2 vs ETA1 not = ETA2 is significant at 0.0076	
The test is significant at 0.0065 (adjusted for ties)	
Key: ETA1 represent level of sustainable innovations of classified hotels	
ETA2 represent level of sustainable innovations of unclassified hotels	

Source: Mann-Whitney test output, Data analysis of the study, 2018/2019

In this case following hypothesis was established.

H0 –There is no difference between level of sustainable innovation initiatives in classified and unclassified hotels.

H1 –There is a difference between level of sustainable innovation initiatives in classified and unclassified hotels

According to table 6, it explains the Mann Whitney U test for overall sustainable innovation initiatives in classified and unclassified hotels in Kandy. It is clear that the test is significant

at 0.0065 of p-value. Thus the p-value is less than the alpha value 0.05. It is clear that there is enough evidence to reject the null hypothesis. Therefore, it emphasizes that there is difference between level of sustainable innovation initiatives of classified and unclassified hotels in Kandy district.

Table 7: The difference between classified and unclassified hotels' sustainable innovation categories

Sustainable innovation initiatives	Median		P-value
	Classified	Unclassified	
Firm level	6	2	0.0097
Industry level	1	0	0.0248

Source: Modified from the Mann –Whitney test output, Data analysis of the study, 2018/2019

According to the Mann Whitney test given in the table 7, it explains that the tests for Firm level innovation and industry level innovations are significant at 0.0097 and 0.0248 of p-values orderly. Hence, there is enough evidence to reject the null hypothesis. It implies that the classified and unclassified hotels' firm level and industry level sustainable innovation initiative levels are different.

Conclusion and Recommendations

The relationship between sustainable orientation and sustainable innovation initiatives of the hotels located in Kandy district was examined in the study and investigated the current level of each variable of both classified and unclassified hotels. The three sustainable orientation dimensions namely environmental orientation, economical orientation and societal orientation have been investigated and innovation initiatives were examined in industry level and firm level.

Results revealed a strong positive relationship between sustainable orientation and sustainable innovation initiatives. Accordingly, when hotels increase their level of sustainable orientation, it leads to raise the sustainable innovations initiatives. Further, the economical orientation is the mostly concerned among sustainability practices in the contemporary hotel operation context. However, all three sustainable orientation practices have been in a significantly higher level in five star and four star hotels compared to others.

Investigating the sustainable orientation and sustainable innovation initiatives in between classified and unclassified hotels was another objective of the study. Accordingly, results discovered a significant difference of both sustainable orientation and sustainable innovation initiatives in between classified and unclassified hotels.

According to the Sri Lankan hotel industry, the legislations on sustainable practices are at very minimum level and the importance was not recognized sufficiently. There are a plenty of classified, unclassified and small hotels which are only focuses on the economic aspects, not the environment or societal benefits.

Awareness and orientation of sustainable practices is most important to the hotel industry. As well as sustainable innovation can be lead to be a market leader. If the hotel managements are keen on the sustainable orientation and sustainable innovations continuous manner, it will help to increase their business performances as well as benefited to the society and environment.

Local authorities' support is required to formulate sustainable oriented hotel industry in the country and they should incentivize better sustainable practices and innovations by hotels through awarding and incentive schemes. As well as government should be implement the new sustainable policy scheme for overall hotel industry and continuous training programs for top management to bottom level to employees.

Suggestions for Future Researchers

Findings of this study analyzed only based on hotels in Kandy district. Therefore futures studies will be able to analyze get a sample from whole industry. This study based on classified and unclassified hotels which are registered in SLTDA in Kandy district. There are many unregistered hotels in this area. The future researchers can identify sustainable practices and sustainable innovations among them. This study is based on quantitative analyzing method. Future study can be used qualitative method to analyze and gather information about sustainable orientation and innovations in deeply using interview method. Furthermore, the perception of sustainability practices and innovations by the guests could be investigated ascertain if guests are aware of these practices and if they really choose hotels accordingly.

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THE CONTEMPORARY ARCHITECTURAL TOURISM OF BANGKOK

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ABSTRACT

Bangkok has been one of the most famous city for tourism from the variety of the experiences offered to the visitors which the majority of places offering to the tourists condensed in the certain part of the city such as an old town and the central shopping district. Also those magnet places which was promoted to the tourism in Bangkok were the traditional Thai culture which consisted with the architecture of palaces and temples. However, there were the change in the tourism preferences that many tourists wanted to visit the city and experienced its authenticity and there were many contemporary places has been recognized by the foreigner through the media and attracted the visitors from all over the world. This study was aimed to explore the opportunity and potential for the contemporary architectures and built environments in Bangkok to be promoted to be the tourist attraction. An interview with the tour operators was conducted and the result shown that there was a potential for architectures and places in the city which could be the tourist attraction. The factor that could encourage the tourist to visit the places including the story or history of the architecture or place, being recognized or well-known to the public and be accessible with the public transport, and the suggestion was to provide the tour and create the reception area for the visitor. These could be considered that the contemporary architecture in Bangkok have their potential to be tourist destination and could be developed to create more business opportunity from the visitors.

Keywords: architecture tourism, urban tourism

INTRODUCTION

Bangkok is one of the world's top tourist destination cities, attracted 22.78 million visitors according to Global Destination Cities Index (2019). The attractions in the city is diverse from

well-known royal palaces and temples to the museums and traditional performance which mainly displayed the historical and cultural aspect of the tourism. On the other hand, the city also has been recognized for the shopping places and difference food and culinary which ranges from luxury to the streets type of experience. Theses combination has created the variety and unique experience of Bangkok.

However, when explored the tourist attraction in Bangkok with the tour programs, the famous places that offered to the tourist manly were the palaces and temples as mentioned such as Grand Palace and Wat Phra Kaew, Wat Arun, Wat Benjamaborphit and some other traditional Thai architecture while the other recommendation were the shopping districts such as Central World and Siam Paragon. It appeared that the tourism activities in the Bangkok were concentrated in

several districts or areas while most of the district or the larger portion of the city were not recognized by the tourist or tourism business. To exhibit the distribution of tourist in Bangkok, the following map shown the congestion of the tourist attraction according to the survey from the tour operator and other tourism website which mostly located in the circle in the map.

On the other hand, there were more recognizable places in Bangkok from the media such as Elephant building or Chang Building which was awarded number 4 for the “20 World’s Most Iconic Skyscrapers” by CNNGo (2011) and also named as 1 in 31 ugliest skyscraper in the world from Dezeen (2016) along with another building in Bangkok, the Robot Tower. There were also other places that famous from its outstanding appearance including Mahanakhon and State Tower on Silom road, or the awarded architecture such as The Common on Thong Lo road. Those buildings were put in the map in the X marks.

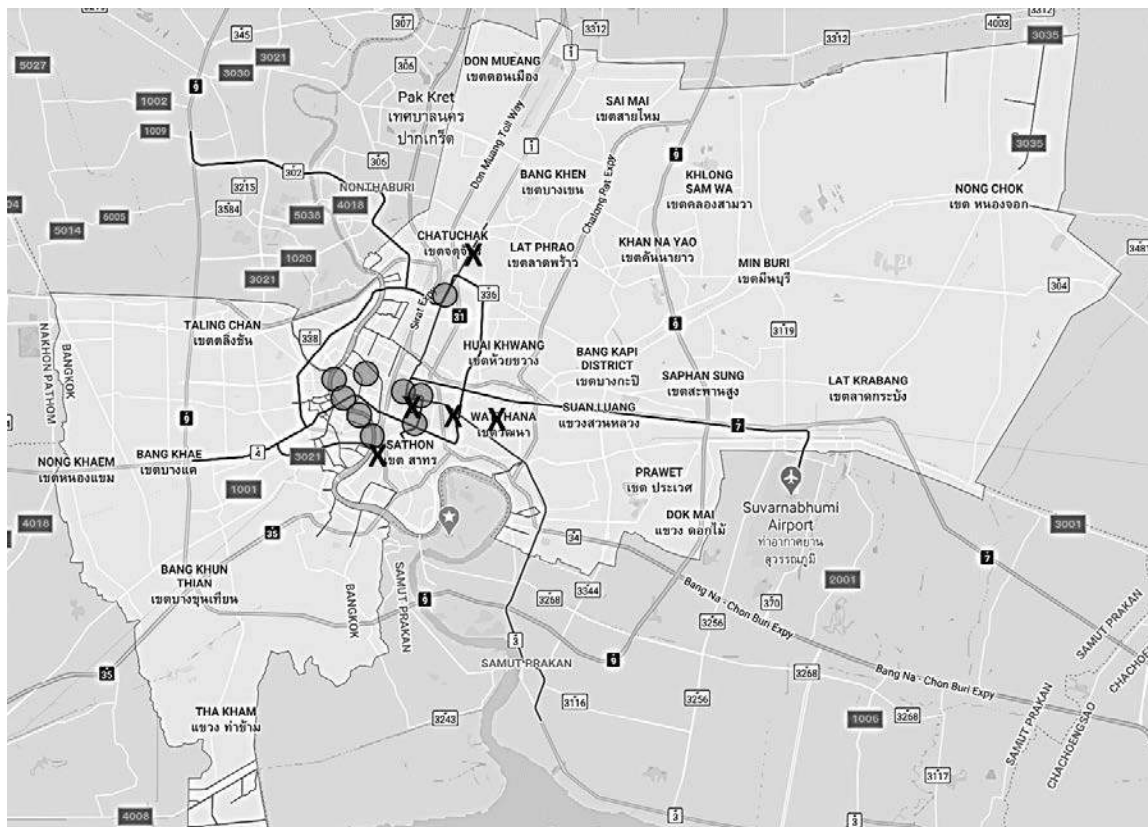


Figure 1. Mapping of the tourist attraction

Therefore, to explore the potential of the contemporary architecture that could be the new attraction to promote the tourism activity and attract more diverse group of tourist, there research was conducted to determine the possibility of those assumption which could potentially help the economy in the diffience areas of the city from distribution of tourists through the architectural tourism.

OBJECTIVES

1. To explore the opportunity of introduction contemporary architecture in Bangkok as tourism destination.
2. To provide recommendation for the architectural tourism in Bangkok.

LITERATURE REVIEW

1. Architecture and Tourism

It was unquestionable that the architectures, the buildings and the built environments have significantly contributed to the tourism. The tourists has travelled to visit iconic architectures from different continents as part of the journey. The most noticeable early architectural tourism was from the 17th century “Grand tour” that usually refers to the travel of Englishmen to Italy, where they acquired the taste essential to the gentleman and the paintings and other objects of virtue to display in their country estates, and also included the culinary art and visited the great architecture from difference era to their itinerary. The Grand Tour mainly started from London down to Rome to study the ancient ruins and the masterpieces of painting, sculpture, and architecture of Rome's Medieval, Renaissance, and Baroque periods. Some travelers also visited Naples to study music, and (after the mid-18th century) to appreciate the recently discovered archaeological sites of Herculaneum and Pompeii (Sorabella, 2003; Wilton-Ely, 2004)

In the present day, the architecture still has been the attraction to many tourists nevertheless they were historical or new built. Architecture as a tourist attraction has created the architectural tourism when the tourist has been travelled intentionally to visit the certain place for their experience. Zukin (1995) stated that the contemporary architectures and built environments which included to cities and communities around could become the magnet for tourists and the “iconic architecture” or the architecture that have a unique and standout appearance at that time could create tourism value and local economy from the tourist.

The architecture also supported the city's economy as the study from the Austria (Bundesministerium Für Wirtschaft Und Arbeit, 2007) shown that architectures and built environments has represented the way of life of the people in the cities or places, similar to the role of corporate identity. Therefore, the image of the built environment which has become the Landmark and has reminded the people around the world, acted as the brand identity and attracted the tourist. The study also concluded that authentic design of architectures could promote the tourism activities and became the reminder after the tourist had backed to their hometown. And Serra (2012) studied that the relationship between tourism and the built environment of the cities and tourism was similar to intangible fabric, the tourist has moved and been moving in the cities, created informal area of cultural exchange and the urban tourism finally created an economic value to the cities. The architecture and cityscape also effected the length of stay of the tourist as it create the breadth of "authentic" experience. (Johnson, 2007)

Lasansky and Greenwood (2004) shown the creative works of the creators which embedded in architecture was the value that attracted the tourist and publicized as the tourist destinations, the example of their study were from the case of La Segrada in Barcelona and Frank Lloyd Wright's architecture in US. There were also many architecture which were built and became famous or being “iconic” and drew many visitors to the cities that those architectures has been located such as Eiffel Tower, Empire State and Louver museum. And the architectures has been noticed as “iconic” that became generators of identity, architects and engineers and was perceived beyond

brick and mortar constructions but attracted wandering visitors who in turn identify a place (country, city or precinct) by these significant landmarks. (Moldovan et al, 2014; Scerri et al, 2016) It was obvious that the architecture, especially the one that has the iconic value could bring the visitors and create the economic value both to itself as the tourist attraction and the city which those architecture has been located. And this condition might possibly be applied to the tourism in Bangkok.

2. Contemporary Architecture in Thailand

Although Bangkok has been recognized as one of the city with beautiful skyline (insider.com, 2018) but the well-known architecture as the tourist attraction such as Grand Palace, Wat Phra, Kaew Wat Arun were built for more than century as royal residents and religious beliefs, but not as attractions. They were also created with the decorations and ornamental detail which represented Traditional Thai or Domestic Thai as a symbol of the meaning of its ideological and symbolic representation. (Karnchanaporn, 2011)

More contemporary style of architecture in Thailand was arise from 1930s from the revolution in 1932 to change the system of government from absolute monarchy to democracy. Lassus (2017) explained the influence of modern architecture became more visible in Thailand after the country shifted from an absolute monarchy to a constitutional monarchy in 1932 and also as a result of economic circumstances and world trends. The first generation of Thai Modernist architects had their education in Europe because of the necessity to modernize Thailand. The new architecture was introduced to the country in the style known as Modern Architecture or Modernism to reject the power and role of monarchy and no attachment to traditionalism, for example, the Grand Postal Office (Prakitnonthakan, 2012). And with the development of the country, the modern architecture been accepted and become more popular.

However, those architectures in Thailand focused on features that correspond to the environment, for example, the utilization of sun shades, long protruding eaves to guard against the sun and rain, and features that emphasize the use of modern advanced structures and technology, for instance, the use of steel reinforced concrete with wide span to service the utility purpose of public building which can be considered as the original works of Thai architecture and influence the newer design of contemporary architecture. (Ratanamart, 2015)



Figure 2. Grand Postal Building (1940)

With the difference in environmental, social and technology contexts, the design of the contemporary building in Bangkok has been developed through the advancement of the country. The city was cluttered with the variety of building style without uniform or pattern has fascinated the visitors as studied by Jensen (2004) that Bangkok's different cityscapes demonstrates quite clearly how the metaphors and conceptual frameworks provided by the traditional understanding of the city was unable to give any positive definition of the phenomenon. On the other hand, there were another uniform style of architecture which the architects have tried to create the 'Thainess' identity to the architecture by using neo-Siamese decoration. The creation of a modern Thai architectural studied by Horayangkura (2012) that the style with Thai ornament and decorations aimed to identity and signify national dignity, progress and modernity, which he mentioned the potential qualities for the tourist attraction.

Although the contemporary architecture might be unable to identify their style or movement, but their individual design has created the variety and the appearance combined together have created the distinctive cityscape and provided the unique experience to the visitors, which potentially attract the visitors and create the economic value from tourism activities. Therefore, the study of that potential was conducted through this research as follow.

METHODOLOGY

From the assumption to the tourism potential of the contemporary architecture in Bangkok, the study was focused on the buildings which constructed after 1930s with the mainstream modernism architecture. The unstructured open-ended focus group of the tourism business owner were conducted. The opinion about the attractiveness of contemporary architectures in Bangkok has been questioned then the pictures and the stories of places have been displayed and discussed for the possibilities to offer the contemporary architectures in Bangkok included into the tour programs. The sample architectures were selected randomly from the different area in Bangkok, were comprised of 3 groups including 1) the modern building with Thai ornament and decoration building such 2) The Modern style building with simple form and 3) Buildings with strange form and decoration. These categories were shown in the picture below.



Figure 3. Sample architecture in group 1.



Figure 4. Sample architecture in group 2.



Figure 5. Sample architecture in group 3.

RESULT

An interview with 3 tour operators was conducted and the result shown that there was a potential for many architectures and places in the city which could be turned for the tourist attraction. The interviewees were the expatriates that have operated the tourism business in Bangkok, in order to explore their unfamiliar viewpoint of Bangkok's cityscape and extracted the idea and insights from the outsider of the city in the tourism business perspective.

There were mixed opinion for the factors that could encourage the tourist to visit the places including being recognized or well-known to the global media, located in the sounded area of the city and could be accessible with the public transport. These factor could also persuade the tour operator to put those architectures into their itinerary. The detail from the interview shown as following.

1. The attractiveness of the contemporary architecture in Bangkok for tourism.

The first discussion was before shown the picture and told the stories of the places, the opinions to the attractiveness of the contemporary architecture was bland. To the tour operators, there were few buildings in Bangkok which could considered to be an attraction and they also looked similar to many from Europe or US. It seemed the buildings could not draw the attention to their clients. However, when shown the pictures and explained about the story of each buildings, the interviewees started showing their interesting to the places, especially the building with strange form (Group 3) then the building with Thai ornament (Group 1) while the building in Group 2 was

less attractive to them. However, not all of the buildings in each group received the similar interest from the interviewee. In this case, the building which familiar to them from the media such as Elephant tower and Robot building had the most attention while G tower in the same group did not receive equal interest from the interviewees. On the other hand, Mahanakhon building (in group 2) which was already well-known to them and their clients was already marked as the tourist attraction while the others were recognized but not for the place to visit by the tourist. The interviewee also mentioned that this building should be counted as the strange shape building too.

In detail, the Elephant tower and Robot building were the most sample architectures that had most of the questions during the discussion, mainly about the history and the story of the building. They had mentioned that the buildings had been known for many people not even Thai and has been already in the media. Those buildings could be included for the visiting site from their accessibility, especially the Robot building but still wondering if the building could welcome the tourist or visitors.

2. The potential and the opportunity of the contemporary architecture for tourism.

The discussion on the potential for tourist destination for contemporary architecture in Bangkok had mixed opinions. The interview was concluded that there was the possibility but for certain buildings that they might include into the itinerary and promote as the ‘must visit’, and it would be easier if the buildings had been well-known from their clients before coming to Bangkok. However, the debate to the potential of the contemporary architectures was mainly about the value which the tourists looked for when they travelled to the city, it was about what they would experience when visit those places.

In their opinion, the buildings which have the ‘iconic quality’ could attract the tourist then just the building, which mean the building should be well-known to them in global media and be known even in their hometown. And it has been usual that the tourist who came to Bangkok, were likely to stick to those places rather than randomly explore. The traffic also was the huge obstacle to endorse their client to travel from places to places. It might be possible for the tour operators put some of the contemporary architecture into walking route, avoid the hours in the van or bus, but if only the places were interesting enough. However, the tourist might want to get ‘off track’ for sometimes and they might want to visit those places if there were available information about the buildings. Therefore the building with the strange or unique look could attract them with the right communication.

And even the tourist would like to be on their own, in the interviewee’s point of view, the tourist would not travel to unknown area of the city, especially the family or elderly group. The buildings that could be promoted to the tourism should be located in the area that not far from central area of the city, accessible from the transportation and should have clear the information of the location and transportation too.

The interviewer stressed that the design, the form and the style of the architecture were not the only main reason that made people visit the places. It was the attention that they get from and those

attention of the places should be interesting enough to make them come to the place. Then, the information of the building or place should be compelling and sellable. One example that was given in the discussion was the case of Sathorn Unique Tower or so called 'Ghost Tower'. This unfinished architecture became the famous tourist destination from not only from the 'unfinished' and 'scary' look but also the experience that they would have from climbing up to the top of the building. However, the value of this place was not around the architecture. In the interviewee's opinion, the tour normally put the architecture into their itinerary but it was certain that the Thai traditional building has drawn better attention to the tourist. Then the new or contemporary building that should be 'Something', or should be really important or significant, so that it would have its value and worth to visit when the tour guide has told the story to the tourist.

3. Architecture tourism in Bangkok

And to operate only the architecture tour in Bangkok, the interviewee did not find the program could totally attract the clients. Unlike Chicago or Paris which the architectures in those cities were famous and already became the magnet to the visitors. The opportunity in their opinion for the architecture tour could be the inclusion of the tour program. And although they had shown their interest to some of the buildings as the tourist attraction, but there were also several points to be made or improved. The interviewee expressed their concern for the readiness to receive the tourist of those places.

There was the suggestion that the building that wanted to receive the tourist or visitor should be prepared unless the negative experience that they had from visiting those places could ruin overall tourism business. The preparation without the building renovation or construction were about the inside building tour and the information board or signage. The inside building tour should be set up by the owner of the building with the proper tour guide or the dosen, in order to accommodate the visitors through the places which was normal practice in many famous architecture. Within 1 hour, the program should elaborate about the history and the design of the building, the importance and significance of the places to the country's history, and the some other side stories such as the famous person that had ever visited the place. The storytelling should tell how the building was designed and how the architect had come up with the concept and form. Then, there should put the information or sign board of the buildings' story and information in case the building has allowed the visitors to walk freely in the building.

There was an additional suggestion to create the café or the beverage shop could be considered to have for the building which could perform as the waiting area too. And these new restaurants or bars could be the magnet that draw the visitor to the place for leisure purpose such as the rooftop bar or the observation deck at the top floor with the very distinctive view or with the photogenic decoration. This facility could draw the attention to certain type of tourists and could be even the attraction that the people might need to visit. However, this type of attraction required an investment but had proven to be the successful concept in many places.



Picture 6: Sathorn Unique Tower or Ghost Tower.

Discussion/Conclusion

According to the focus group, it shown that there were the potential of the contemporary architecture in Bangkok to be a tourist attraction, and the style or the design of those architectures were not the main factor for the tour operator to take their client to visit the places. It was the story of the building that was the matter to the decision to bring the tourist to the places as they mentioned that it was better if the building was at least had been heard to their clients. In this case, the promoting of the architecture in Bangkok along with the tourism promotion or advertisement such as the footage of the interesting places and buildings in those promotion would be considered. And as the intention of the study to expand the tourism beyond the touristic area of Bangkok, the expansion of the mass transportation could create the opportunity for many places, especially the architecture along the sky train or subway could be considered the better chance to receive the visitor. For example, the Elephant tower, which the sky train has reached to the property, could be the magnet that draw the tourist to the area and create the tourism around the building which currently is excluded from the tourism route.

The architecture that that wanted to receive the tourist or become the tourist attraction should prepare themselves in several aspects. From the discussion, the property should provide an activity or tour for the visitor with the proper tour guide that able to explain or tell the story of the place. The story could be from the context of the area, the originated of design and construction of the building and the history of the places since it was built. However, those properties' owners might not have the experience to this kind of service. The cooperation with the tour operator could help the place receive the visitor and act as a host while provide an access and information to the tour guide. And the sign board of those information would be help the individual tourist or visitor to the building too,

The suggestion to renovate the building's physicals or create the new outlet to welcome the visitor either café or the restaurant had been proven from many cases that those new setting could become

the magnet. However, it could require amount of investment and create risk to the business. Also the rooftop bar or observation deck was an option when the property was at the proper site and have had the appropriate surround. The properties' owners should consider the minimum adjustment of the building just to accommodate the tourist to visit the architecture not only for the good experience but also for the safety and security in the property too.

On the other hand, the new developed architecture could consider include the tourist in the design initiation as the tourist could create the economic value to the property which could be through the story of the development, an iconic form and design of the building and the promotion and publicity. However, the economic benefit to the neighbourhood around the architecture was still unknown since the tourist might only visit the place and then left. The development of the tourism and built environment of surrounded area could be consider along the architectural attraction which rather be the public policy of urban development.

Therefore, the contemporary architecture in Bangkok could be the new tourist attraction, and many existing architecture could consider to welcome the tourist. The key factor to develop the tourism of the architecture were the story to tell the visitor, the convenience of access to its location, and being well-known to the public. The owner of the architecture could consider the preparation to welcome the tourist including the activity and the renovation of the place to accommodate for the tourist.

RECOMMENDATION

To the researchers, the contemporary architecture to the tourism could be determined for future research on its value which could also lead to persuade more investors to invest in preservation and the renovation of the existing architectures, and design and appearance of the new architectures. The research on the building design both function and appearance of the building which could attracted and accommodated the tourists could be conducted. And the way the community around those attractions could generate economic value from the tourist could be studied so that the contemporary architecture tourism could be able to help the society.

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LIVELIHOODS DIVERSIFICATION THROUGH COMMUNITY-BASED ECOTOURISM IN SABAH, MALAYSIAN BORNEO

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ABSTRACT

Community-based ecotourism (CBE) plays an important role as a community development tool for many rural communities in developing countries. In Malaysia, for instance, rural communities in Malaysia have been given the opportunity to upgrade their socio-economic status through engaging in CBE activities. This paper explores the host community's perceptions towards CBE as a livelihood diversification strategy and their motivations for participation. This study adopted the qualitative research approach using in-depth interviews and observation methods to collect primary data. The study unveils some interesting insights based on two themes: (1) perceptions of the host community towards CBE as a livelihood diversification strategy and (2) motivations of participation in CBE by the host community. The local communities that were involved in CBE activities acknowledged that ecotourism provides an opportunity for them to diversify their income despite having to rely on fishing as their main livelihood activity. The study recommends that development agencies may play a significant role to encourage the local community to actively participate in ecotourism for their livelihood enhancement. In doing so, the sustainability of the ecotourism may be safeguarded and can motivate the local community to support ecotourism as a development tool.

Keywords: Community-based ecotourism, local community, motivation, perception

INTRODUCTION AND OBJECTIVES

Sustainable tourism has gained serious attention by tourism stakeholders in formulating appropriate policies which limit the overuse of resources in the world. Generally, sustainable tourism tries to achieve a balance between economic, socio-cultural and environmental benefits and the costs of tourism development since three decades ago (UNEP/WTO, 2002). In addition, sustainable tourism in the context of ecotourism aims to enhance the destination communities' livelihoods as well as protect existing natural resources (Dass & Chatterjee, 2015). However, several studies have reported that the coastal communities may not be able to perform their daily activities to survive due to limited local resources (Ghosh, 2012; Hussin, Kunjuraman, & Weirowski, 2015) especially in fishing and mariculture (Carter & Garaway, 2014; Su, Wall & Jin, 2016). Thus, livelihood diversification through community-based ecotourism (CBE) has been identified as a sustainable livelihood strategy for the rural coastal communities in many developing countries including Malaysia.

Several studies reported that livelihood diversification through CBE may be alternative to the fishing communities in rural areas (Hussin, et al. 2015; Swain & Batabyal, 2016). Incorporating CBE in existing livelihood activities such as fishing, mariculture and farming may be useful to provide benefits to the communities to enhance their livelihood portfolios. Such transformation

processes among the rural communities are diversified into ecotourism as their economic portfolios could reduce the pressure caused by declining fish resources (Carter & Gateway, 2014) and reduce the risks and uncertainty of fishing to provide employment opportunities and extra income which has become an endemic among the communities (Porter, Orams, Mark & Luck, 2015).

METHODOLOGY

In order to enrich the current body of knowledge on livelihood diversification in CBE development, this study investigates the host community's perceptions regarding the current livelihood diversification through CBE and their motivations to participate in ecotourism in Sukau, a pioneering ecotourism destination in Sabah, Malaysian Borneo. By adopting the constructivist research paradigm as the researcher's world view, this study employed the qualitative research design to investigate the host community's perceptions towards CBE as a livelihood diversification strategy and their motivations for participation. Primary data were collected through in-depth interviews and observation methods and were analysed using content analysis techniques. The fieldwork was done between 2017 and 2019 after confirming the willingness of informants to participate in this study. The researcher adopted 'insider' perspective during the fieldwork and stayed with the local community in their homestays as a paying guest. All the interviews were done in the informants' homes and offices and was audio recorded after obtaining permission. All the interview data were transcribed verbatim in English and this was followed by the next step, which is thematic analysis.

RESULTS AND CONCLUSION

The findings from the study unveils interesting insights based on two themes: (1) perceptions of the host community towards CBE as a livelihood diversification strategy and (2) motivations of participation in CBE by the host community. The study discovered that CBE in Sukau has been acknowledged by the host community as a sustainable livelihood strategy with other traditional methods, often fully or partially replaced by ecotourism activities. The identification of CBE in the study site gives an opportunity to the interested host community to diversify their livelihood activities and uplift their socio-economic status. It is interesting to note in this study that other traditional livelihood activities like fishing and farming is no longer an impactful economic activity due to the fact that ecotourism could provide sufficient income compared to those activities. The study also indicates that economic benefit was the major motivation for the host community to participate in CBE to inculcate a sense of ownership towards ecotourism. This study's findings positively influences several points of the Sustainable Development Goals (SDGs) namely, SDG1 (end poverty in all its forms), SDG4 (ensure inclusive and equitable quality education and promote lifelong learning for all), SDG5 (achieve gender quality and empower all women), and SDG16 (promote peaceful and inclusive societies, provide access to justice for all and build inclusive institutions). The findings suggest the need for improvement in the training of state tourism agencies' coordination, improved education and practical training for ecotourism operators in order to ensure the sustainability of CBE development.

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EXAMINING THE ECONOMIC DETERMINANTS OF AIR TRANSPORT IN THE SOCIALIST REPUBLIC OF VIETNAM

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ABSTRACT

Air transport development is an important component for unlocking a country's economic growth capacity. Air transport is a key component in supporting Vietnam's agriculture, tourism and manufacturing industry. The main purpose of this study is to examine the economic variables that influence air transport demand in Vietnam. Based on the existing literature, this study is using the consumer price index (CPI), foreign direct investment (FDI), industrialisation (IND), flight frequency (FRQ), exchange rate (EXC) and jet fuel price (JFP) as the economic variables and the annual panel data of Vietnam for the period of 1970-2018 (49 years) were used to examine their association in effecting the air transport demand in Vietnam. The result from the fixed regression indicated the consumer price index and the frequency of flight have a statistically significant impact on passenger demand. While the consumer price index, foreign direct investment, frequency of flight and jet fuel price have a statistically significant impact on air freight demand. To test for the short-run and long-run relationship for the two models, the ECM technique applied, and the result is showing strong evidence for the variables fit both models. The Johansen Fisher test also applied and the result from the test have indicated long-run equilibrium for both air passengers and air freight models. Moreover, the result also suggested that the variables have a short-run impact on both models.

Keywords: Air Transport, Passenger, Tourism, Econometric, Vietnam

INTRODUCTION

The air transport development has been a priority for many countries, as it is an important component for unlocking a country's economic growth capacity. Building an air connectivity network enables a country to stimulate trades and motivate travels which socially benefiting a country (Fu, Oum, & Zhang, 2010). Job creations, involvement in world trade and motivating tourism are some of the economic benefits that air transport contribute to a country's economic growth (ATAG, 2017).

Vietnam was a country located in the Southeast Asia region. The country's major industry included agriculture, electronic and tourism (General Statistics Office Of Vietnam, 2019). Vietnam's tourism industry experienced steady growth over the last decade and air transport is a key component in the tourist logistic. The tourism industry has played an important role in contributing to the country's economy. In 2012, The Vice-President in Vietnam made a statement to explain the importance of the tourism industry to Vietnam, "The tourism sector has been a major factor in job creation, economic development and poverty alleviation in Vietnam, leaving no doubt that tourism has played a crucial role in our country's overall socio-economic development," (UNWTO, 2012). As of 2006, the service industry has contributed 42.69% to the country GDP, the percentage had increased to 45.49% by 2016 (Statista, 2017). Other than the service and tourism industry, air transport has also played a vital role in Vietnam's export sector. The top exported products using air transport from Vietnam are electronics, seafood and garment and textiles (The General Department of Vietnam Custom, 2019).

The development of Vietnam's aviation industry was not developed as smooth as other countries in the region. Due to political issues, the air transport industry was deterred for almost three decades. The development of the Vietnam based airlines is minimal between 1975-1994 due to the trade embargo imposed by the U.S. In 2004, a closer relationship between U.S. and Vietnam was formed, U.S based carrier United Airlines flights resumed the US-Vietnam air connection almost 30 years after the fall of Saigon in 1975 (Vries, 2004). Dramatic changes to the airline aviation industry took place in 2007 when the Vietnamese government sold 27% of the government-owned Pacific Airlines to Qantas and formed Jetstar Pacific. This has changed the environment of the aviation industry when foreign investors are allowed investing in the airline industry in Vietnam was first approved. The industry further expanded when Vietjet is approved to operate in 2007 (Savchuk, 2017). Vietjet was registered as a privately-owned company with no government involvement offering no-frill services. By 2019, Bamboo Airway as the fourth airlines and second private airline begins its air transportation service.

OBJECTIVE

The main purpose of this study is to examine the economic variables that influence air transport demand in Vietnam. Based on existing literature, there are multiple economic variables that potentially influence air transport demand. Applying the econometric model to investigate the relationship between transportation and economic growth was conducted in previous studies by (Jiao, Wang, Jun, & Du, 2016), (Adeniran & Adeniran, 2017), (Lenz, Skender, & Mirkovic, 2018) and (Ertekin & Berechman, 2003). The econometric model is defining the statistical relationship between different economic quantities relating to a demand-influencing factor. It is a tool economist uses to forecast the future development of an economy (Hymans, 2019). By understanding the relationship between air transport and economic growth allows the aviation industry stakeholders to make appropriate investments decisions. It also helps the government and business to decide and implement policy based on statistical data (Wooldridge, 2009). By examining the relationship between air transport demand and the economic variables allowed the government to develop policies to support the aviation industry to achieve positive economic outcomes.

METHODOLOGY

Based on the existing literature, this study is using the consumer price index (CPI), foreign direct investment (FDI), industrialisation (IND), flight frequency (FRQ), exchange rate (EXC) and jet fuel price (JFP) as the economic variables and the annual panel data of Vietnam for the period of 1970-2018 (49 years) were used to examine their association in effecting the air transport demand in Vietnam.

- Air passenger (PAX) - total number of air passengers
- Air Freight (FRT) - the volume of air freight in thousand tonnes per kilometre
- Consumer price index (CPI) - an average of prices of a basket of consumer goods and services
- Industrialisation (IND) - the productive capacity and intensity of industrialisation of a country
- Foreign direction Investment (FDI) - net inflow of foreign investment
- Flight frequency (FRQ) - the total number of registered carrier departure globally

- Exchange rate (EXC) - the value of a currency in exchange for another currency
- Jet fuel price (JFP) - the price of jet fuel price

The secondary data is gathered from the World Bank and U.S Energy Information Administration (World Bank, 2019) (EIA, 2009). To confirm the statistically significant of the data in the time series analysis, the Unit Root test applied to examine the statistical evidence on the stationarity of the series in the study (Shrestha & Bhatta, 2018). In additions, (Engle & Granger, 1987) recommend a two-step procedure for cointegration analysis using error correction model (ECM) and the vertical correction model (VECM) to test for the short-run and long-run behaviour effects of one-time series on another. To prove the model fit, the original model is transformed into natural logarithm and considering the error terms as follow:

$$\ln PAX_{it} = \alpha_{it} + \beta_1 \ln CPI_{it} + \beta_2 \ln FDI_{it} + \beta_3 \ln IND_{it} + \beta_4 \ln FRQ_{it} + \beta_5 \ln EXC_{it} + \beta_6 \ln JFP_{it} + \mu_{it}$$

$$\ln FRT_{it} = \alpha_{it} + \beta_1 \ln CPI_{it} + \beta_2 \ln FDI_{it} + \beta_3 \ln IND_{it} + \beta_4 \ln FRQ_{it} + \beta_5 \ln EXC_{it} + \beta_6 \ln JFP_{it} + \mu_{it}$$

RESULTS

The result from the fixed regression indicated the consumer price index and the frequency of flight have a statistically significant impact on passenger demand. The result indicated that a 1% increase in the consumer price index will result in an increase of 0.18% in air passenger number. The frequency of flight is also influencing the demand for air passengers, a 1% increase in the number of flights will result in 1.37% increase of air passengers. While the consumer price index, foreign direct investment, frequent flight and jet fuel price have a statistically significant impact on air freight demand. The 1% increase in consumer price index will result in a 0.75% drop in air freight demand. A 1% increase of foreign direct investment will result in a 0.25% drop to air freight demand and 1% of the increase in the frequency of flight will increase by 0.42% of air freight demand. An increase of 1% in jet fuel price will increase by 1.6% of air freight demand.

Table 1 Fixed effect panel regression results:

Variables	Air Passenger		Air Freight		VIF
CPI	0.1847	***	-0.7565	***	1.438
	(0.0324)		(0.09697)		
FDI	0.0482		-0.2526	***	2.548
	(0.0397)		(0.1188)		
IND	0.1340		0.1219		7.383
	(0.0808)		(0.2415)		
FRQ	1.3791	***	0.4257	***	1.357
	(0.0172)		(0.0515)		
EXC	-0.0389		0.1017		8.644
	(0.0357)		(0.1068)		
JFP	-0.0340		1.6143	***	1.560
	(0.0694)		(0.2074)		
R Square	0.9995		0.9385		

Note: *, ** and *** denote significant at 1%, 5% and 10% levels, respectively. All variables are in natural logarithm. The standard error in parentheses

The variance inflation factor (VIF) index for the analyses variables is indicating that multicollinearity is not an issue as the VIF index for all variables are below the recommended maximum number of 10 (Hair, Black, Barbin, & Anderson, 2009). To test for the short-run and long-run relationship for the two models, the ECM technique applied. The panel data was tested for Unit Root for stationarity properties. The augmented Dickey-Fuller test (ADF) applied to the study and the ADF test statistic result indicated all negative figures and this is showing strong evidence for rejecting the null hypothesis of a unit root (Lopez, 1997). This demonstrated that the variables fit both models. The Johansen Fisher test also applied to determine the existing long-run relationship among the variables. The result from the test has indicated long-run equilibrium for both air passengers and air freight models. 1% of the disequilibrium is corrected over 2 years for the air passenger demand and 0.08% of the disequilibrium is corrected over 1 year for the air freight demand. To test for the short run, the chi-square Wald test applied. The result suggested that the chosen variables have a short-run impact in both air passenger and air freight model.

Table 2: Results of the Johansen Fisher multivariate cointegration test

	The combined air passenger model				Combined air freight model			
	Johansen Cointegration Test				Johansen Cointegration Test			
No. of CE(s)	(from trace test)		(From max-eigen test)		(from trace test)		(From max-eigen test)	
None	248.2224	***	94.6784	***	206.5285	***	92.34813	
At Most 1	153.544	***	63.12693	***	114.1803	***	33.57823	
At Most 2	90.41708	***	32.16389		80.60209	***	27.48379	
At Most 3	58.25319	***	24.92158		53.1183	***	21.84814	
At Most 4	33.33161	**	20.64839		31.27016		15.98018	
At Most 5	12.68322		9.552777		15.28997		12.55435	
At Most 6	3.130448		3.130448		2.735622		2.735622	

Note: *, ** and *** denote significant at 1%, 5% and 10% levels, respectively.

Table 3: Long-run equilibrium relationship and short-run Wald Chi-square test

	Air Passenger Model	Air Freight Model
ECT	-0.010***	-0.008***
F Statistic	1436.04***	52.74***
Lag Length	2	1

Note: *, ** and *** denote significant at 1%, 5% and 10% levels, respectively. Lag length based on SC: Schwarz information criterion.

CONCLUSION

This extended abstract aimed to investigate the determinants of air passengers and freight demand of Vietnam. The panel data covered 49 years between 1970-2018 covering the different era

including the war, embargo and reform period. The regression result has indicated that the consumer price index and the frequency of flight have a statistically significant impact on passenger demand. The inflation in Vietnam does not affect travel intentions. This is mainly due to the increase in individual earnings (Quy, 2019). Increasing disposal income has motivated travel and increasing consumer price index has no impact to the air passenger demand. On the other hand, the increase in consumer price index has a negative impact on air freight demand. The increase of foreign direct investment in Vietnam also reduces the demand for air freight demand in Vietnam. This is due to the majority of the companies invested in Vietnam is due to its location in Southeast Asia. According to the report from (PwcVietnam, 2019), the largest FDI companies invested in Vietnam in 2018 included Siemens, Novartis, Carlsberg, Mitsubishi, Toyota, Samsung, LG, Exxon Mobil, Ford, General Electric. Many of these companies set up their production in Vietnam to be closer to their target market and to avoid high transportation cost. Moreover, the majority of the products do not use air transport for shipment therefore increasing in FDI have some negative impact on the air transportation demand. The increase in flight frequencies is positively influencing the air transport demand for both air passenger and air freight. Increasing flight frequency gives more convenience and flexibility to the passengers. Moreover, increasing competition in the market will bring the price of ticket and shipping cost down leading increasing of air transport demand. The increasing of jet fuel price has a minimum impact on air freight demand. Due to intense competition, it was difficult for the airline to increase ticket prices and shipping tariff. On the other hand, Vietnamese airlines have implemented different strategies to target the problem. Some airlines executed fuel-saving programs, while others exercised fuel hedging contracts (Dung, 2018).

RECOMMENDATION

To maintain the substantial economic growth of Vietnam, maintaining the development of the aviation industry is vital. The development delay of the aviation industry has place Vietnam into disadvantages compare with other countries with the well-developed aviation industry in the region including Thailand, Malaysia, Singapore and Indonesia. The government should implement policies and increase investments to the aviation infrastructure to support the aviation industry. Moreover, maintaining a close relationship and coordination between the neighbouring countries including Cambodia, Laos and Myanmar will be able to strengthen the sector for the region.

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MANGROVE FIELD STUDY – AN EDUCATIONAL TOURISM MODEL IN CAN GIO MANGROVE BIOSPHERE RESERVE, VIETNAM

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ABSTRACT

Can Gio Mangrove Biosphere Reserve (BR), located far from the center of Ho Chi Minh City 40km, has a total area of 34,713 ha mangrove forest [3]. The mangrove forest hosts the high diversity of mangrove plant species, mangrove-dwelling invertebrates and mangrove-associated fish and shellfish species in the sub-region, and is regarded as the ‘green lung’ of the city [1].

Ho Chi Minh City, with about 2.83 million school students and about 0.44 million university students (2017) [2], offers a great potential for Can Gio BR to develop mangrove field-school tourism activities. According to Can Gio Mangrove Forest Protection Management Board (FPMB), about 10,000-12,000 students visit the BR yearly, accounting only 4% of the total number of students in Ho Chi Minh City. The study identified several obstacles limiting the development of mangrove field study tour in Can Gio BR, including ecotourism products and services not diversified and impressive; tour guides lack of experience, skill and knowledge of mangrove forest; and communication and promotion of mangrove study tours has not been focused. Additionally, infrastructure and facilities have not been properly invested, affected to the satisfaction of visitors and influenced their visit decision. Solutions to overcome these limiting factors were recommended.

This paper presents a study to develop mangrove field study model in Can Gio Biosphere Reserve. Its objective is to provide a practical school for students at different levels of knowledge from the primary to graduate. Developing of the model was based on current facilities and human resources of Can Gio Mangrove Management Board. The model was also evaluated the effectiveness and intended to introduce widely to not only public but also private schools in HCMC with the aims at enhancing knowledges of mangrove conservation for students in Ho Chi Minh City, promoting livelihood for local people whereas building capacity for local mangrove service providers.

Keywords: mangrove, field study, ecotourism, Can Gio Biosphere Reserve

INTRODUCTION

Can Gio Mangrove Biosphere Reserve (CG BR), located far from the center of Ho Chi Minh City 60km, has a total area of 75,740 ha including 34,713 ha mangrove forest [3]. The forest hosts the high diversity of mangrove plant species, mangrove-dwelling invertebrates and mangrove-associated fish and shellfish species in the sub-region, and is regarded as the ‘green lung’ of the city [5-8]. During the Second Indochina War, mangrove forests in CG BR were almost completely destroyed by herbicides and other chemical agents, but nowadays, under extensive establishment of mangrove plantations the entire landscape turned into one of the most beautiful and extensive sites of rehabilitated mangroves in the world [6]. It is also a successful symbol of reforestation effort after severe impacts during the Viet Nam war. Designated by UNESCO in 2000, Can Gio Mangrove is the first biosphere reserve in Vietnam. Toward to sustainable development, three main management objectives of CG BR are biodiversity conservation, environmentally sound social, cultural and economic development, and mangrove-related training, research and education [1].

Can Gio mangroves have full conditions to become an ideal place not only for the implementation of study and research programs, but also for ecotourism activities, especially mangrove conservation-based tourism programs. Ho Chi Minh City, with totally about 2.83

million school students and about 0.44 million university students [2], offers a great potential for Can Gio BR to develop mangrove field-school tourism activities. However, according to the Can Gio Protective Forest Management Board (PFMB), there were just about 10,000 to 12,000 students visit the BR a year to learn about the mangrove forest, accounting for only 4% of the total number of students in Ho Chi Minh City.

Several obstacles limiting the development of mangrove field study tour in Can Gio BR. Firstly, ecotourism products and services provided to visitors are not diversified and lack of attraction; the tour guides are lack of experience, skill and professional knowledge on mangrove forest. Secondly, communication and promotion of mangrove study tours has not been focused. In addition, infrastructure system and facilities for the study tours in Can Gio have not been properly invested, affected to the satisfaction of visitors and influence their visit decision.

This paper is a partly result of the project ĐTĐL.CN-27/17 “*Study on developing mechanisms and models for cooperation between tourism development and biodiversity conservation in Can Gio Biosphere Reserve*”. It aims at reviewing and evaluating the mangrove conservation-based study tours “Field schools of mangrove ecosystems in Can Gio BR”. The objective of the study is to implement the mangrove field-study tours for different groups of students, based on the current facilities and human resources in Can Gio PFMB. Furthermore, it is to evaluate the effectiveness of the programs and propose solutions in promoting mangrove study tours in Can Gio Biosphere Reserve.

LITERATURE REVIEW

Mangroves Study Tours in Protected Areas

For many years, mangrove-based study tours have been well organized by coastal protected areas as well as by tour agencies and it showed the effectiveness in term of combination between conservation and tourism development.

In 1986, Ang and Yee have built a field study of mangroves in Kranji, Singapore for their pre-university and Geography students. The objective of this study was to meet the needs of their students who live in the city and have little contact with natural environment. The field study so provided them with practical lessons and experience in supplementing their theoretical classes. On the other hand, it made students appreciate the fact that the conservation of mangroves need not be incompatible with development and progress [4]. With different learning activities during field work and post-field work phases, these teachers guided their students to recognize types of mangroves and practical learn about mangroves ecosystem functions and values and roles of this typical forest in coastal management and development.

Gibberagong Environmental Education Centre (ECC) which is located in the Chase National Park, Australia. The center provides varieties of mangrove outdoor training programs, aims at inspiring young people to experience and connect with the natural world and encourage the development of positive behavioural changes towards its protection. In a mangrove field program for Grade 5, the students were guided to conduct a series of scientific surveys to develop their understanding on the abiotic and biological characteristics of the mangrove ecosystem. After a visual observation, students were asked to describe the energy and matter flow in the system. These surveys help them understand the health of estuarine ecosystems along with current management strategies and cultural issues to conserve this important

ecosystem (<https://gibberagongeeec.nsw.edu.au/>). In the programs, students also learnt about live and livelihood of the Aboriginal and their roles in mangroves management.

Gaia Nature Conservation (a non-profit organization in Vietnam) provides various forest field classes to learn about biodiversity and the role of young people in stopping biodiversity degradation with the aim of creating a future where humans live in harmony with our rich and beautiful nature. In their courses, students could participate in planting and monitoring a small forest corner named their school. Gaia also support in designing and organizing intensive nature experience tours for groups of students, tourists following their demands (<http://gaiavn.org/>).

Mangrove ecotourism in Can Gio Biosphere Reserve (BR)

Mangrove ecotourism activities have been fulfilled in the buffer zone of Can Gio Mangrove BR for several years by some ecotourism enterprises. These enterprises have contract with Can Gio Mangroves Management Board to protect and manage the mangroves and therefore they are allowed to organize some mangrove ecotourism activities such as mangrove trekking, bird watching, kayaking, etc. On the other hand, these ecotourism enterprises also provide study tours to tourists. These activities are considered to contribute in raising awareness of visitors, especially for pupils and students about mangrove biodiversity conservation and environmental protection.

However, the review and evaluation results of mangrove ecotourism activities in Can Gio showed that there are some related issues that need to be discussed as follows:

- Most of the mangrove ecotours were conducted in one day, with the same contents for all visitors, including a presentation on the history of Can Gio mangrove restoration process and a mangrove trekking tour which are provided by Dan Xay Ecotourism Parks.
- In many cases, a huge number of visitors exceeded the capacity of the destinations in Can Gio. According to the managers of Dan Xay and Vam Sat Ecotourism Parks, there are many schools sent about 600-700 students to Can Gio mangrove forests at the same time and it caused an over capacity of the current infrastructure system. In addition, many students did not pay attention on the presentation and they talked together or played during the trekking time.
- Presentations were not prepared well since tourist guiders used a same topic for every tourist without distinction between children, teenagers or adults. As the result, the presentations became less interested and did not attract visitors.

METHODOLOGY

Site of the study

Can Gio Mangroves Field Study Models were conducted in the Administrative and Service Areas belong to the buffer zone of Can Gio Mangroves Biosphere Reserve (zone 10B and 10C in Fig.1). The total area of this demonstration is about 214 hectares and the total length of the trekking paths through the forest is about 4-5 km.

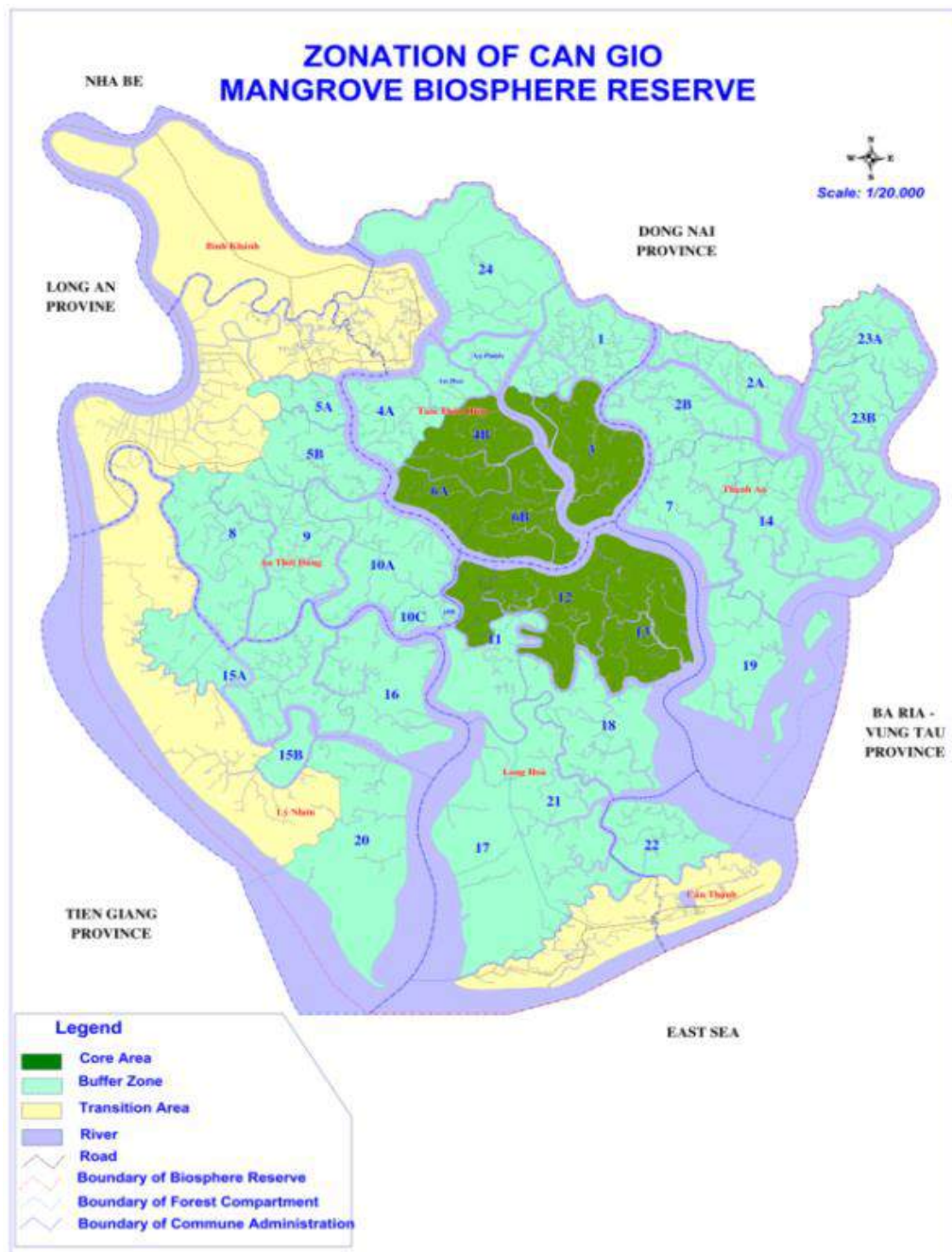


Fig. 1. Zonation map of Can Gio Mangrove Biosphere Reserve

Source: Can Gio Mangrove Biosphere Reserve Management Board

In zone 10B and 10C, different sample plots 10m x 10m were established following specific natural conditions such as the plots near the river mouth or those with regenerated mangrove trees, etc. These plots are used to comparing the plant species composition and growth. Inside the plots 100 m², small plots (1m x 1m) were allocated to count numbers of crab holes and regenerated trees. In addition, field tools such as tape measure, camera, protective gears, etc. were also prepared for students.

Facilities for the classes includes a meeting hall of 200 guests to provide lectures, presentations or documentary videos on mangroves, a showroom exhibits mangrove animal specimens, mangrove plant specimens and demonstrates human activities such as mangrove planting, salt producing and aquatic farming processes.

People and Organizations involve in the program

The project involves different stakeholders including Mangroves Management Unit (Environmental Education and Ecotourism Center), forest guards, local community who are contracted to protect the mangroves and especially students at different levels of knowledge. It is practiced that all stakeholders are participated directly in the model. The Management Unit provides infrastructure and facilitators (equipment and staff), forest guards and local communities provide dwelling and local meals while receive stable income and students and their school have practical places for not only biological subjects but also physical and chemistry classes.

Dan Xay Mangrove Ecotourism Park (under the Can Gio Mangroves Management Unit) was participated in conducting this model¹. This unit has about 20 staffs, including 10 tour guides, service staffs and collaborators, who are engineers of the PFMB, participate in supporting field classes. 2 forest guard stations and 5 local households were involved in this model. At the guard stations, students were learnt about Can Gio mangroves rehabilitation process from ex-soldiers whereas they experienced local lifestyle and livelihood when they stay with householders.

Preparation and Implementation of the Model

Before conducting the model, the researchers prepared a questionnaire surveys on the demand of students and their school to learn about what they need for a practical mangrove field study program, length of lessons, dwelling demand as well as their willingness to pay. There are several steps conducted during the implementation of this mangrove study tours as following:

Step 1: Review and evaluate current mangrove study programs which have been implemented in Can Gio Mangroves, this step was conducted from July to November 2018.

Step 2: Need assessment of students and schools/universities for a mangroves field study program. This was done in early 2019.

Step 3: Preparation of field lessons/lectures and conduct a pilot field study program with different groups of students including primary, secondary, high school and university students. This step was implemented from December 2018 to July 2019.

Step 3: Evaluation. This step was implemented from August - December 2019 with the participation of biodiversity experts from the Southern Institute of Ecology (Vietnam Academy of Science and Technology) and lecturers of biology at the University of Science. (National University of Ho Chi Minh City).

RESULTS

Needs of mangrove field study among students and HCMC schools/universities

Need assessments were conducted personally with three groups of university students who visited Dan Xay and Vam Sat Mangrove Ecotourism sites during 2019. In this interview, 120 visitors (including 34 students and others 50 parents who have school/university children) were asked about their need of a deeply mangrove training program. The results showed that most

¹ Since Can Gio mangroves is a protection forest, tourism activities are controlled to not impact on mangrove ecosystem. There are three certificated ecotourism parks in Can Gio BR buffer-zone (Dan Xay, Vam Sat and Can Gio-Lam Vien).

of the people visit the mangroves as a common tourist. It means that they usually observed the mangroves but learnt little about their values and therefore, an intensive field learning of mangroves is highly appreciated, and they are willing to pay for a qualified field learning program.

A semi-structure interview was also conducted with representative of the Faculty of Biology, University of Science, HCMC. It was learnt that the Faculty has high demand on sending their students to such mangrove field classes. This model was believed to support the lecturers in providing more practical mangrove lessons especially in taxonomy subject.

Another survey was with parents of grade 3 and grade 4 students at a primary school in District 1, HCMC. In the survey, the parents were introduced about the objectives and contents of the mangrove field courses. In this class, the primary students would be known how to distinguish various mangrove leaves such as *Rhizophora sp.* and *Avicennia sp.* and learn about mangrove functions such as coastal protection, livelihood production etc. All parents were interested in this program and would like to send their children to the field class.

Organization of mangrove field classes in Can Gio BR

To conduct mangrove field study models, members of project ĐTĐL.CN-27/17 (project's members) prepared lectures and developed field study subjects at different places in Can Gio Mangrove Forest (Fig. 2).

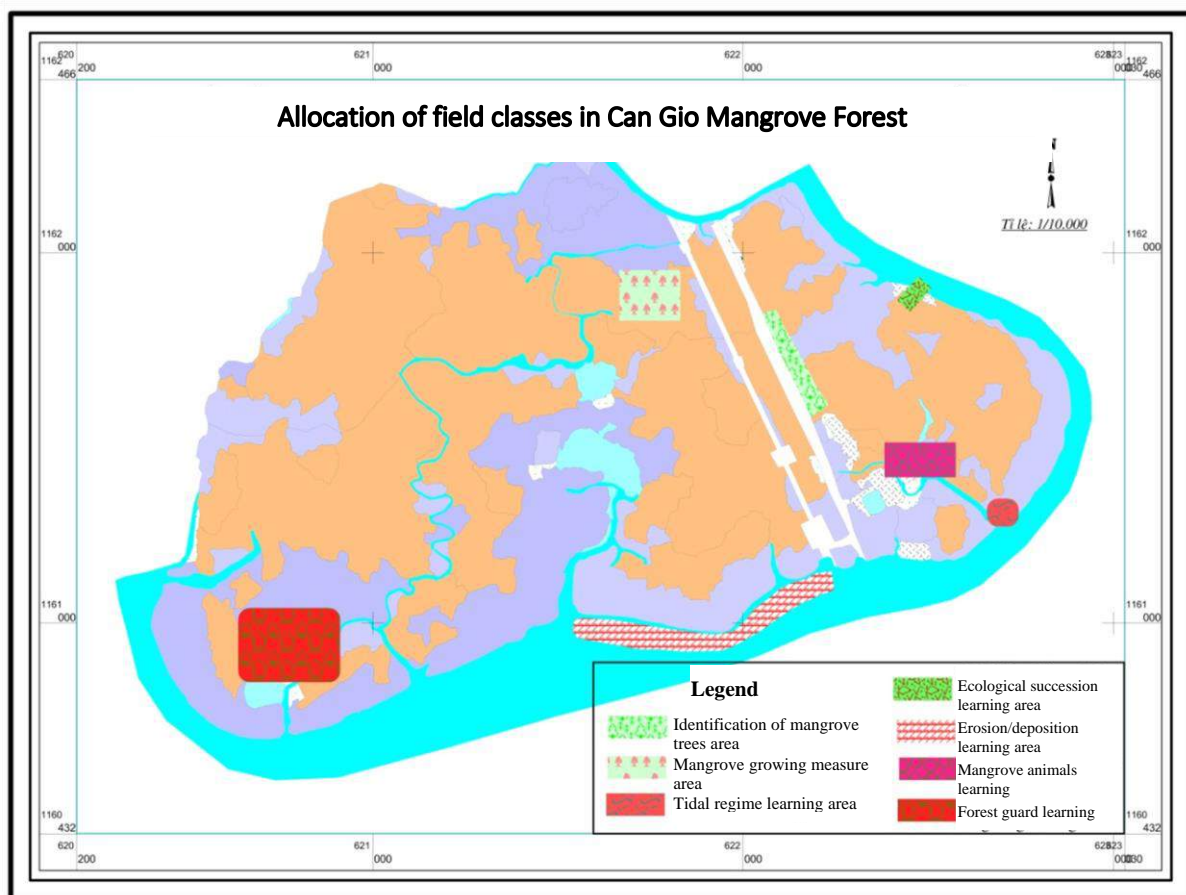


Fig. 2. Arrangement of mangrove field schools in Can Gio Mangrove Forest
These places were used for different purposes to help students in:

- a. Identifying mangrove trees through their appearance
- b. Understanding tidal regime in coastal area
- c. Listing of mangrove tree species
- d. Learning natural ecological succession of mangrove forest
- e. Learning ecological functions of mangroves
- f. Understanding coastal erosion/deposition
- g. Participating tour “Trying to be a forest guard in a day”

There are four groups of school and university students were invited to test the field study model. Each group has different numbers of students, ranging from 30 to 70 students. Before the fieldtrip, the project’s members contacted the lecturers and teachers who are in-charge of students to discuss about mangrove learning topics and arrange logistics. Followings are results of mangrove field study program:

- *Mangrove trees/roots identification for the 3rd grade students*

There were 25 students and 10 teachers/parents participated in this one-day study tour. During the trip to Can Gio (1.5 hours), they were introduced basically about the mangrove forest and its function. In the morning, children participated in a football match, some traditional exercise games. Then, they moved into the meeting hall to listen about values of Can Gio mangrove forest and how local people plant and protect them. Students then learned about mangrove animals and plant species in specimen rooms. In the afternoon, They had a 2-hour field lesson under the mangrove shading. They learned to distinguish leaves and roots of different mangrove species (Fig. 3). During the way back to HCMC, children were asked to sum up what they have learnt in the day and participated in some mangrove related quizzes. This study tour costs 500,000 VND (about \$22 US) per person (including transportation, lunch and football uniforms for 25 students).



(a) in the meeting hall



(c) at the specimen room



(d) trekking under the mangroves

Fig. 3. Mangrove field study activities for primary students

- ***Study on mangrove biodiversity for the secondary and high school students***

There was a group of 70 students grade 7 in Hoc Mon District participated in one-day mangrove study tour and another group of 60 students grade 10 in Can Gio participated in another tours. These students were learnt about Can Gio mangrove biodiversity and ecological succession.

For these students, their teachers with the project's members and technical staffs of Can Gio PFMB prepared topics and questions related to mangrove biodiversity and succession. All students were required to submit their assignments a week after the field study. These two programs cost 350,000 VND for students in Hoc Mon district and 240,000 VND for groups in Can Gio District.



Learning about mangrove biodiversity



Collecting mangrove snails



Nesting to catch fish



In specimen room

Fig. 4. Mangrove field activities for secondary students (above) and high school students

- ***Study on mangrove biodiversity for university students***

This program was conducted with the 3rd year students of the Biological Faculty, University of Science (Vietnam National University, HCMC) in April 2019. A two-day fieldtrip for 26 students (including 2 lecturers) was prepared. Cost for one student was 750,000 VND. Some activities are in Fig. 5.



Visiting a householder who live within the forest and works as a forest guard



Lunch with local people in Division I



Experience with mangroves

Fig. 5. Mangrove study tours for university's biological students

After the field studies, high school and university students and their teachers/lecturers were required to fill a short evaluation questionnaire which was prepared to learn about their evaluation of the program. As the results, most of interviewed visitors (88.2%) said they were satisfied with the program generally. For the question “*what is the most attractive thing in the study tour?*”, a majority of students (64.7%) said that “*mangrove biodiversity and its landscape*” attracted them. Visitors were also impressive with local people hospitality and honesty. University students said they really enjoyed activities in Mangrove Protection Division I where they spent excellent time with the forest guards and local householders.

DISCUSSION/CONCLUSION

The model was conducted with 4 groups of students without focusing on economic benefit. However, in the future if the model is widely implemented, this study tour can generate a significant source of income for Can Gio. For primary school students, about 50,000 VND/student were paid for field lessons and 80,000 VND/student paid for lunch. The amount paid to Dan Xay EP is 130,000 VND/student. With a total of 35 participants, one day income was about 4,550,000 VND per day (equivalent to US\$ 200). For the university students, they spent almost the amount (500,000 VND/person) at Dan Xay EP for field lessons, food and water transportation); with 26 students, they spent about 13 million VND a day (about US\$

560). It is supposed that if Dan Xay EP receives about 10 one-day tours and another 10 overnight tours as mentioned above in one month, the park will receive about 175 million VND/month (equivalent to US\$ 7,500).

Can Gio BR with many advantages in terms of its geographical location, natural conditions, and densely mangrove ecosystem, has high potential to develop the mangrove field schools. HCM city and its satellite urban areas such as Dong Nai and Binh Duong provinces provide a big number of students, especially ones from private and international schools who are eager to join the program and willingness to pay for quality lessons.

Tourism infrastructure and services in Can Gio BR are currently weaknesses since roads and hotels, restaurants are lack of sufficient investment. However, it will be improved soon since a bridge connect HCMC to Can Gio are planned to be built by the end of 2020. On the other hand, a big tourism and commercial project developed by Vingroup just has been approved by the Prime Minister of Vietnam. These development projects are expected to speed up the economic growth in Can Gio BR. Some issues that Can Gio BR facing now are low qualified human resources, environmental pollution from un-managed ecotourism activities, etc.

RECOMMENDATIONS

It is necessary to limit number of students attending field classes. The demonstrations showed that reasonable numbers were around 50 - 70 students per class. In one day, maximum 2 – 3 groups of students should be accepted. This limitation is to meet the current conditions of the area and to satisfy sustainable ecotourism purposes.

It is necessary to provide training to staffs, guiders and local people who are directly involved in mangrove ecotourism services.

Lectures and field activities need to be selective updated based on visitors' requirements. It is necessary to involve more schools, universities in a need assessment for mangrove field study. It is also necessary to develop short movies with different mangrove-related topics for different ages.

It is important to foster communication and marketing of mangrove field studies in Ho Chi Minh City, firstly focusing on private and international schools/universities and later developing suitable programs to other public schools/universities.

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LOCAL COMMUNITIES' WILLINGNESS TO PAY FOR TAGAL CONSERVATION AT KIULU RIVER IN SABAH, BORNEO

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ABSTRACT

The scarcity phenomenon of natural resources causes the local communities to take initiatives in managing their resources for sustainable livelihood via tourism. In Sabah, conserving natural resources using traditional methods had been introduced by the local communities through the tagal system. This system was used to conserve the riverine biodiversity as well as to create a potential of ecotourism products. However, the economic valuation of the tagal conservation is difficult to justify in terms of its monetary value because of the non-existence of the market for these resources. This study aims to determine the willingness to pay of local communities at Kiulu River using the Contingent Valuation Method. Convenient sampling was used to select 110 respondents who were Poturidong village inhabitants. Five bid prices were introduced in this study to estimate the mean of Willingness To Pay (WTP), using Logistic Regression. Results showed that the estimated mean of WTP was RM3.54 with the number of household and bidding price as the contributing factors that influence the local communities' willingness to pay. As expected, the local communities perceived tagal as a means to conserve river biodiversity, and they believed that it would benefit them socioeconomically towards the ecotourism activity.

Keywords: sustainable tourism, Willingness To Pay (WTP), Contingent Valuation Method, tagal conservation

INTRODUCTION

Rivers are crucial components of the ecosystem services, contributing to social and economic advantages and with many benefits on human well-being (White *et al.*, 2010; Khan *et al.*, 2019). It is also imperative as transportation and food resources for the communities in the rural areas (Sanggin *et al.*, 2016). Recently, rivers have been observed polluted because of unplanned industrial and urban evolution in many developing and developed countries (Vásquez & de Rezende, 2019) causes reduction the fish population (Chuan, 2017). In Sabah, tagal is one of the initiatives undertaken by government-local community to overcome this issue (Er *et al.*, 2012; Foo & Noor, 2012; Tangil & Amat, 2020) or "Tangang" in Sarawak (Ubaidillah *et al.*, 2018). Tagal is considered as a natural river conservation system (Wong, 2009), and it is initiated by the local communities living within the vicinity of a river (Foo & Noor, 2012). The tagal empowers the communities to rehabilitate the riverine biodiversity using sustainable practices (Halim *et al.*, 2013; Sanggin *et al.*, 2016). Besides rehabilitation, tagal would also benefiting the communities through ecotourism activities, and create conservation awareness to the visiting tourists (Ubaidillah *et al.*, 2018).

However, the non-existence of the market for tagal system in Sabah, Borneo causes the economic value for these resources unquantified in monetary terms. Previous studies, which had been done in Borneo, have more highlighted the ecological and social impact of tagal systems towards local communities (Er *et al.*, 2012; Foo & Noor, 2012; Halim *et al.*, 2013; Ubaidillah *et al.*, 2018). In economic aspect point of view, its value can be assessed using the Contingent Valuation Method in a hypothetical situation asking the communities' willingness to pay for non-value forest goods and services (Chen & Jim, 2010). In summary, this study is very important for stakeholders to determine the economic benefits that can be derived from the tagal sytem, as well as supporting towards the sustainability of tourism for a better future.

OBJECTIVES

Therefore, the purpose of this study is to assess the monetary value of the tagal conservation system among the local communities in Tagal Putoridong Village at Kiulu River in Sabah, Borneo through their willingness to pay using the Contingent Valuation Method (CVM).

METHODOLOGY

This study was conducted in Putoridong Village at Kiulu River (6°03'05.9"N 116°17'21.3"E), which is located in the Tuaran district of Sabah's West Coast, East Malaysia. The population in Tuaran was estimated at approximately 123 600 people in the year 2017 (Department of Statistic Malaysia, 2019). Kiulu is a small town, 47 kilometers from Kota Kinabalu, that is popular among tourists because of the water rafting activities. The majority of Kadazandusun communities in Kiulu are practicing the Tagal systems (Tangil & Amat, 2020). The Contingent Valuation Method (CVM) of this study is one of the approaches being conducted in a hypothetical situation about the willingness to pay for individuals (Chen & Jim, 2010) that could assess the economic value for a diversity of non-market goods (Carson, 2001). A dichotomous choice CVM format was used because it is easier and more similar to the real buying scenario (Ramajo-Hernández & del Saz-Salazar, 2012). For this study, there were five bid prices used: RM5, RM10, RM15, RM20, and RM25. Respondents were selected using the convenience sampling method amongst the local communities aged 18 years and above. Questionnaires were prepared in Malay language, and were distributed to 110 respondents in the Kiulu area from September to October 2018. The sample sizes of respondents have used the Slovin's formula at a 99% confidence level (Tejada & Punzalan, 2012). The determination of respondents based on certain practical criteria which are easy accessibility, time availability and the willingness of respondents to be involved in this study (Etikan *et al.*, 2016). The questionnaires were consisted of four sections: sociodemographic information of respondents, general knowledge on environmental issues, conservation motivation among local communities, and willingness to pay for tagal conservation. The mean WTP was estimated using Logistic Regression (Hanemann, 1984), and the factors of the WTP could be determined based on three different types of the Logit Models (Chen & Jim, 2010).

The general model in this study is as follows:

$$\text{Prob (Yes)} = f(\text{Bid price, age, number of households})$$

The equations of mean WTP is as follows:

$$\text{Mean WTP} = \frac{\ln(1 + \exp^{\alpha + \beta_i X_i})}{-\beta_i}$$

Where: α = constant, β_i = coefficient of variable, X_i = mean of the respective explanatory and
 β_i = coefficient of estimate on the bid price

RESULTS

Willingness to Pay for Tagal Conservation

The role of bid prices, RM5, RM10, RM15, RM20, and RM25 in this study is to assess the monetary value for tagal conservation system among local communities in Kiulu (Figure 1). The findings revealed that the majority of the respondents (86.36%) were more willing to pay

based on the lower bid price, RM5, while most of 68.18% of the respondents were not willing to pay for the bid price of RM25. It showed that the higher the bid price, the lower was the willingness to pay for the tagal conservation amongst the local communities. Half of the respondents had agreed on their willingness to pay or not willing to pay for the bid price of RM15.

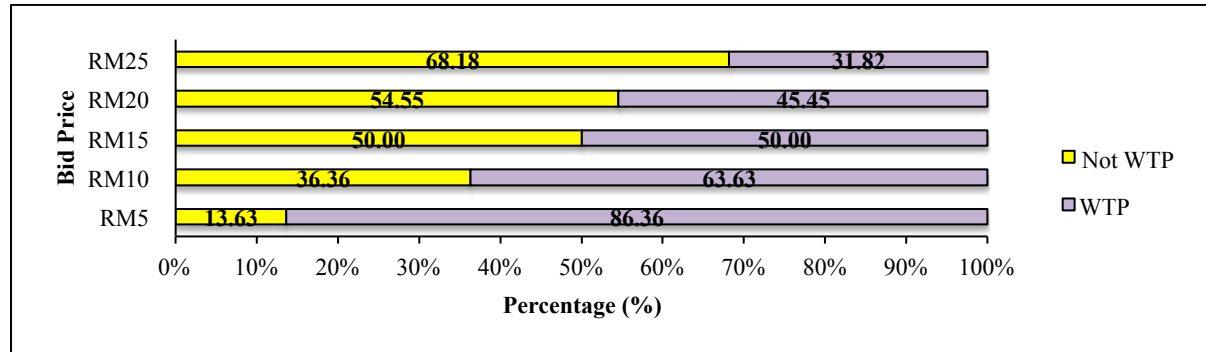


Figure 1: Local communities' willingness to pay for tagal conservation based on bid prices.

This study found that the majority of the respondents (33.86%) believed their responsibility to protect the environment had influenced local communities' willingness to pay for tagal conservation (Figure 2). Besides, the respondents would like to support the efforts of the villager to conserve tagal (22.83%) and, at the same time, to ensure sustainable ecotourism in Kiulu.

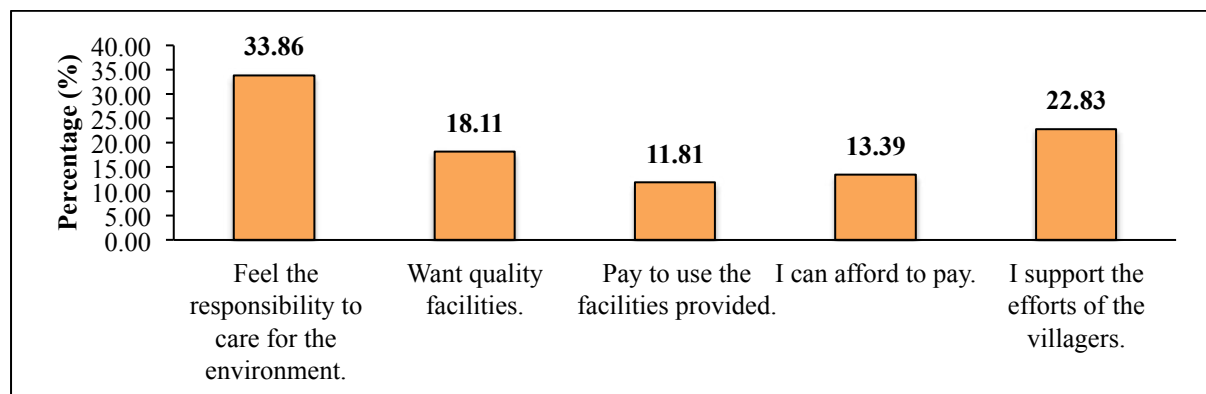


Figure 2: Reasons for willingness to pay for tagal conservation.

Based on Figure 3, the reasons for not willing to pay mostly among the respondents (42.86%) were 'can afford to pay but not the bid price' stated during the data collection process. Furthermore, some of the respondents assumed that the natural resources are free (23.21%), and they are not supposed to contribute to the capital for tagal conservation. The results showed that 21.43% of the respondents can not afford to pay for this purpose.

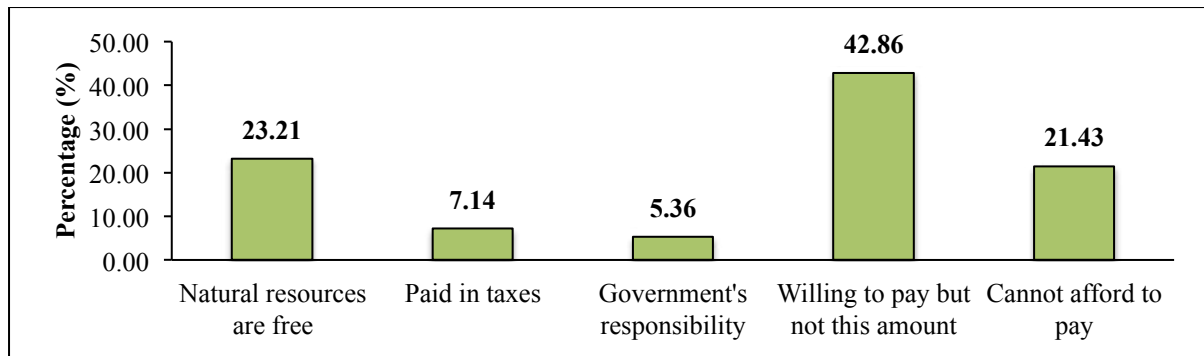


Figure 3: Reasons for not willingness to pay for tagal conservation.

Estimated Mean WTP

The Logit model is used to estimate the mean WTP for the tagal conservation amongst the local communities in Kiulu. Three Logit models as referred to the full model would involve age and the number of households (Model 1), restricted model excluded age (Model 2), and Model 3 involved bid prices only. Findings showed that the estimated mean WTP for Model 1, Model 2, and Model 3 were RM3.86, RM3.54, and RM3.60 per person, respectively. The willingness to pay for the tagal conservation had influenced based on the bid prices and local communities' sociodemographic factors.

Table 1: Results of the Logit Model for mean WTP

	Model 1		Model 2		Model 3	
	β	Mean	β	Mean	β	Mean
Age	0.007	31.96	-	-	-	-
No. of Households	-0.009	5.38	-0.008	5.38	-	-
Bids	-0.608	-	-0.608	-	-0.608	-
Constant	2.070	-	2.070	-	2.070	-
Mean WTP	RM 3.86 / person		RM 3.54 / person		RM 3.60 / person	

DISCUSSION/CONCLUSION

The findings of the study revealed that Model 2 was the most ideal for conveying the local communities' willingness to pay towards tagal conservation in Kiulu. Bid price and the number of households were the contributing factors that influence the local communities' willingness to pay. The mean WTP of RM3.54 showed that the local communities were willing to contribute in monetary terms for the tagal conservation, which was less than the current entrance fees of RM5 for adults. The findings showed that the local communities' willingness to pay were affected by their level of income (Norjumawati & Ang, 2016). This is due to the size of households that could affecting their willingness to pay for conservation (Surendran & Sekar, 2010). The reason of WTP towards Tagal systems in Kiulu is influenced by the knowledge and attitude of local communities in conserving the environment and sustaining fish resources (Tangil & Amat, 2020). In terms of the bid price, the higher the bid price, the lower probabilities of responding 'yes' towards WTP. In conclusion, this study can estimate the tagal conservation fees in Kiulu using the Contingent Valuation Method. It also indicates that tagal ecosystems' sustainability needs participation and cooperation of policymakers, NGOs, and communities in maintaining the ecotourism for the better future of human well-being and ecosystem.

RECOMMENDATIONS

Tagal is very significant as a tourism product in Borneo, which is practicing and managing by local communities as well as supported by the government. It gives many benefits in terms of ecologically, economically and sociologically to communities itself. Therefore, research findings show the majority of local communities are more willing to pay for tagal conservation that affected by bid price and a number of the household due to their income level and awareness to sustain the riverine biodiversity. Practically, the income is a contributing factor to WTP, however findings from this study shows that household numbers are contributing factor to WTP. Most of the local communities in Kiulu earn below poverty line, but they are willing to pay RM5 because of their motivation to conserve the tagal system. This study was reported that the estimation of the mean WTP could be implemented as a fixed price in conserving and improving riverine biodiversity quality for the tagal system. This study could contribute information to stakeholders in developing public funds for the tagal system to ensure long-term conservation and invest in its enforcement as well as to sustain the ecotourism sector in Kiulu. The findings of the study also could also help to pave the way for conducting the other research in this field since Malaysia has limited studies regarding the economic value of tagal systems. A better understanding of the tagal systems, WTP value and its contributing factor could eventually help to better frame tagal system conservation policies and strategies management for sustainable ecotourism in the future.

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RISK ASSESSMENT FOR SUSTAINABLE ECOTOURISM DEVELOPMENT IN THE MANGROVE BIOSPHERE RESERVE OF CAN GIO, HO CHI MINH CITY, VIETNAM

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ABSTRACT

The ecosystem of mangrove forest plays not only an important role to regulate and to protect the natural environment but it is also to offer a special natural resource for ecotourism activities. In the other hand, ecotourism activities bring economic benefits and contribute positively to the conservation of the mangrove forest areas as well as to enhancing the awareness of visitors about the environment. However, the fact has shown that the way of organizing the tourist activities by itself can create some risks to the sustainability of ecotourism. This article evaluates the risks to the ecotourism in Can Gio Mangrove Biosphere Reserve which might arise from the tourists and the way of organizing the tourist activities in there. The identification of risks is a practical and useful move, from which recommendations for a more effective and sustainable exploitation of ecotourism in Can Gio Mangrove Forest Reserve are made.

Keywords: ecotourism, risk assessment, risks to ecotourism, Can Gio Mangrove Biosphere Reserve.

INTRODUCTION

The Mangrove Biosphere Reserve of Can Gio is the first World Biosphere Reserve in Vietnam recognized by UNESCO on January 21, 2000. The Reserve has been established in downstream of Dong Nai river system, in the south-eastern gateway of Ho Chi Minh City, on a total area of 75,740 hectares, with a unique system of flora and fauna which is typical to a mangrove area (Can Gio Protected Forest Management Board). Besides its essential role of conservation of biodiversity, the Mangrove Biosphere Reserve of Can Gio has been planned to be one of important ecotourism sites in Southern Vietnam.

However, the fact has shown that there have been risk factors affecting the sustainable development of ecotourism activities in Can Gio. From these observations, the author and her research collaborators have conducted a study in order to assess the risks to the ecotourism in the Can Gio Mangrove Biosphere Reserve. Through it, a number of risk factors from the nature, economic activities of inhabitants and from the tourism itself have been taken into account. Based on the identified and assessed risk factors, the study has proposed a number of solutions to limit short term and long term risks, to manage the risks more effectively and to ensure the principles of developing ecotourism.

OBJECTIVES AND METHODOLOGY

Ecotourism is defined in the Vietnam Law on Tourism (2017) as a form of nature-based tourism, linked to the culture of the localities and organized with the participation of the community for sustainable development.

According to the Handbook for Ecotourism Development of the Vietnam National Administration of Tourism, the ecotourism should meet at least 2 of the following 4 principles:

1. It operates in natural areas which are protected or less disturbed, have its unique ecosystem, high biodiversity with at least one rare and endangered living creature listed in Vietnam Red Book or World Red Book.

2. It is associated with the purposes of conservation, and so ecotourism is usually organized for small group of visitors; it uses small-scale and environmental friendly technical infrastructure, means and facilities; it does not alter the integrity and natural process of the ecosystem or decrease the biodiversity; it encourages the mechanism of generating the revenues from ecotourism which are used to invest in the conservation of natural resources and the environment.
3. It is highly educational, not only to tourists but also to the tourist sector and the local community.
4. It contributes to the economic development of the locality, attracts the active participation of the community and maximizes the benefits to the community in the localities where the activities of ecotourism take place (Pham Phuong, 2013).

This article focuses on the survey outcomes related to the principles 2 and 3, and at the same time is limited within the analysis of risks arising from the current situation of tourist exploitation. The objectives are (1) to identify the risk factors which tend to negatively affect the ecotourism at tourist sites within the Mangrove Biosphere Reserve of Can Gio; (2) to assess the risk level of these factors, and thereby (3) to recommend solutions for a better management of tourism activities in order to ensure a sustainable ecotourism for this area.

The main methods used for the study are analysing the secondary data, surveying by questionnaires in combination with in-depth interviews.

While the secondary data is collected from research reports, statistics and legal documents of Can Gio district and Ho Chi Minh municipality, the primary one is gathered from multi sources, such as:

- Expert consulting (researchers and managers) in form of a round table discussion and personal interviews.
- In depth interview with 6 staffs of tourist sites and 15 families working as contracting rangers
- Questionnaires administered with 110 tourists in Vam Sat and Lam Vien tourist sites.

Tools for data analyzing include risk assessment matrix, GIS and SPSS. We have tried to combine qualitative with quantitative approaches to assemble the evaluation outcomes and to propose the necessary solutions.

RESULTS AND DISCUSSION

Risks in tourism are defined as potential risks which can lead to the instability or even failure of tourist operations. Through surveys and records from many field visits, some risks to the ecotourism in Can Gio Mangrove Biosphere Reserve have been identified and assessed as the followings:

1. Risks from the way of organizing the ecotourism activities

The ecotourism is now mainly operating in the area of Lam Vien Can Gio, Vam Sat Ecotourism Area, Dan Xay Ecotourism Area. Risks generated from the tourism will mainly affect the forest at locations with tourist activities. Although those are only local impacts within limited boundaries, it is still possible that other sub-areas of the mangrove forest will also be

affected by the rapid development of the tourist industry. Through our surveys, the following sources of risk can be indentified:

a) Establishment of infrastructural facilities and services.

To serve the tourists, a system of infrastructural facilities and services have been built inside the forest. These include the expansion of Rung Sac road, the construction of many service facilities inside the forest (Lam Vien, Vam Sat) ... The permanent tourist activities have caused many changes to the ecological conditions and characteristics of these areas. As a result, the natural landscape of the forest - which attracts the tourists - may also be degraded and gradually lose its great value. In addition, the impacts on the growth of the forest have also been noted *"along the Rung Sac road, abnormal death of many mangrove typical trees have been recorded"*. (Trung Thanh, 2011).

Equipments serving the tourist activities at the touristic sites have negative impacts on the natural growth cycles of the forest and wild life. To be specific, those are the night lighting system of service facilities, noise of machineries and noise from transportation means such as speed boats, motorised vessels, cars and tourist buses...

Tourists have quite good comments and assessment regarding the equipment at the tourist sites for serving the sanitation and protection of the environment. All the three tourist sites are equipped with enough waste bins (76.4% of the answers), toilets (76.4%) and drainage system (64.4%). However, when asked about the use of these facilities, most of tourists are not satisfied as the garbage bins and toilets are still unclean. However, the answers to our interviews reflected that such situations are due to the visitors' negligence while using these facilities.

b) Organization of entertainment activities and conservation tasks.

In the opinion of visitors, the organization of some entertainment activities in the tourist sites (circus of animals, crocodile fishing, sales of food for animal feeding...) has most disputable effects on the environment. Moreover, in our opinion these activities are not appropriate with the principles of conserving the nature and promoting the love of nature.

The care and conservation of wild life still have many shortcomings. *"The landscape is beautiful but the care of wild life is still problematic. Although animals are not locked in cages, the way of feeding them makes the visitors feel the atmosphere of a zoo and not in the middle of nature"* (Ms. Huong, a tourist from Ho Chi Minh City). The most obvious consequences of selling food for monkeys to tourists are the monkeys become aggressive, the environment is polluted by solid waste (from food packaging, empty water bottle,...) and the natural landscape in some places has also changed.

Agreeing with the opinions on not giving any feed to the monkeys, Mr. Nguyen Pham Thuan (Dan Xay Tourist Site) said: *"According to scientists, the way of looking after the monkeys in Can Gio is currently improper. Giving cooked food to the monkeys will make changes to their digestive system. As monkeys are carnivores, continuously feeding them like that will make it difficult for them to return back to the wild life as they lose their ability of self-surviving in natural environment. Moreover, feeding them one time is not a big deal, but being fed continously they will get a habit of waiting for feed, and gradually their next generations will lose the ability of hunting. Once being returned to the forest, they will lose their ability of*

self-surviving or in other words it will be difficult for them to survive for having lost their natural behaviors and their ability of resistance becomes weak"

c) Environmental education

This is an indispensable activity in ecotourism which makes it different to other tourism forms. When asked through which channel of information they expect to obtain more knowledge about the mangrove forest ecosystem, most tourists prefer to get it from a tourist guide (72/94 answers, accounting for 76.6%). Next answer is through the items displayed in showrooms (25/94 - 26.6%) and leaflets (19/94 - 20.2%). In particular, 3 tourists want to hear the introduction of the area from the locals themselves, as after them, they can learn more about how local people live in this particular ecological environment. This is the main objective of the ecotourism. However, except for Dan Xay Ecotourism Site, in other sites the enhancement of awareness and education about the environmental protection are not organized good enough.

In Lam Vien Can Gio area, there is a small museum introducing the history of Can Gio area and displaying the specimens of faune and flora in the mangrove forest. But, according to visitors, the museum is not attractive as it has a small size, dirty and ruined by the monkeys. We randomly asked 20 different visitors and most of them had not entered the museum because they didn't care or didn't find it as attractive or *"the tourists already came in the museum but they came out quickly as they could not find any tourist guide"*

Leaflets and guide manuals are not much and only promote the tourist site and services instead of providing the information about the mangrove forest.

d) Staffs at the eco-touristic sites:

According to Mr. Thuan (Dan Xay Ecotourism Site), *"the staffs (of the site) are mainly people coming from other localities, but they have settled definitely in Can Gio and most of them have seniority in their profession...Most of the employees work in contrary with their qualifications; they graduated from forestry and environmental studies ... but they got trained to become tourist guide"*.

By interviewing 6 tourist guides at Vam Sat and Lam Vien ecotourism sites, we realized that they all knew that *"they are working in ecotourism"*. However, *"their knowledge have been gained mainly from practical observation and experiences collected during their working time in this forest"* (Mr. Minh, security guard and tourist guide in Lam Vien site).

In addition, the number of people who truly understand the principles of ecotourism and, more importantly, who practice correctly these principles is very little. In fact, the interviews showed that most of the staffs have basic knowledge about the mangrove forest for introducing to the visitors, but when asked "What should be done to develop more the ecotourism?" one person answered that he doesn't know, all other answers are not appropriate to the principles of ecotourism, such as *"there should be a big boats to serve large groups of visitors"*, *"should invest in more infrastructural facilities"*, *"to expand more promenades, more services"*...

In summary, according to our initial assessment, the biggest risk of developing the ecotourism in there is the lack of human resources with ecotourism qualifications and skills. The organization of sightseeing activities associated with environmental education is more or

less focussed by the tourist sites. However, except for Dan Xay Ecotourism Site, which operates quite professionally, in other tourist sites the objective of orienting the tourists' awareness about conserving the nature is not effective enough. Although there are activities to enable visitors get closer to the nature, the organization of activities in the ecotourism site has not yet fully met the principles of minimizing negative the impacts on the natural environment.

If no solution is implemented to minimize and manage these risks, the danger of losing the meaning of ecotourism and causing damages to the mangrove forest, in particular, and the natural ecosystem, in general, is very high.

2. Risks from visitors

a) Number of visitors

According to the Office of Economy of Can Gio District, the number of visitors during public holidays is increasing more and more. The number of visitors coming to Can Gio in recent years is as follows:

Year	Number of visitors
2015	655,300
2016	1.006,500
2017	1,552,000
First six months of 2018	975,000

It is forecasted that the number of tourists will continue to increase in the future because of the increasing demand for travelling, to the upgrade of Rung Sac road (main connection between city center and the mangrove forest) and to better promotion for Can Gio tourism by city authorities.

Based on calculations by Le Duc Tuan (2006), the maximum welcoming capacity of Can Gio tourist destinations is 25,350 visitors /day. And after the Ho Chi minh City Department of Tourism, Lam Vien Can Gio can welcome in maximum 7,337 visitors/day (Ho Chi minh City Department of Tourism, 2003). The capacity of Vam Sat Tourist Site and its nearby sightseeing points may be lower. It is observed that the number of visitors registered above can lead to the overcapacity of the tourism sites.

However, visitors mainly come on weekends and public holidays. *“At weekend a lot of visitors come and we have shortage of space”* (Mr. Thuan, Dan Xay Ecotourism Site), that makes a pressure on ecosystem. During week days, very few visitors come to Can Gio touristic sites and thus a waste of labor force and infrastructural facilities.

b) Behavior of tourists

In terms of age, most of visitors to Can Gio are young people, under 40 years old (91.8% of the surveyed visitors). People of this age grasp quickly the positive trends in the development and protection of the environment, biodiversity and benefits of the community..., they often

likes to learn and is able to capture information quickly. Therefore, this can be considered as an advantage for developing the ecotourism.

In terms of profession, nearly half of the surveyed visitors are students (only high school students and above were interviewed). The percentage of intellectual employees, office staffs also accounts for 39.1%. These are tourists who have certain knowledge about the nature and society. Therefore, they can easily absorb new information, and are appropriate targets for spreading out the awareness of natural conservation.

Most of visitors come for only one day and in groups with the main purpose of relaxation, outdoors activity, *"... visitors coming to Can Gio not completely for the purpose of ecotourism, some of them just came on tour organized by their agencies and without any specific purpose."* (Mr. Thuan, Dan Xay Ecotourism Site).

Most of interviewed visitors (91.3%) replied that they would like to learn more about mangrove ecosystem. This is an advantage for the activities of awareness building, education on the environment, reforestation... as well as providing them with tourist activities with real ecological significance.

However, when answering to some additional questions outside the questionnaire, some people are still confused that the ecotourism is merely a tour in a natural location or they expect to enjoy some more amusement activities in the tourist sites. For example, in Lam Vien Can Gio, when asked about the monkeys in there, a tourist said: *"... despite they make some chaos, steal the visitors' belongings and sometimes they may cause some dangers to tourists, but visitors come to this tourist site to see "funny" monkeys, otherwise this place is not amusing at all and is no longer interesting to visit"* (a male tourist).

When asked to comment on the tourists' awareness of environmental protection, most people think that the awareness of tourists is not high enough. This is obviously shown by the tourists' behaviors, mostly through the acts of littering (74.2% of the answers), breaking tree branches and teasing the animals (7.2% of comments).

In general, the way to organize sightseeings as well as some unconscious acts of visitors, such as breaking branches and trees, teasing the animals, negatively affect the life of living creatures. One typical example of such negative impacts is the fact that the bats have left Dam Doi (Sanctuary of bats) site mainly due to the negative effects from too much visitors coming to this site and too much noise from motorized boats cruising the river.

The demand for specialties of mangrove forest and fishing activities for entertainment are the causes of the loss or decrease in the number of mangrove species, decreasing biodiversity of the mangrove forest such as mudskippers, peanut worms (*Sipunculus nudus*)...

The above analysis shows that the current visitors of ecotourism sites in Can Gio are quite diverse, including a large proportion of "non-eco" tourists. Most of them came in large groups and their activities of environmental protection, if any, just stop at listening to the introduction of ecological protection from the guides and participating in the afforestation, sometime just for symbolic purpose only. In addition to being less interested in the conservation of the nature, the visitors like to enjoy the entertainment and sightseeing services.

The number of visitors, who understand the characteristics and principles of ecotourism and have real demand for ecotourism, is not high. This is a great risk for the sustainability of ecotourism activities in the Mangrove Biosphere Reserve. Moreover, the increasing number of tourists and the low awareness about the environmental conservation of most visitors have caused stress on the ecosystem of the mangrove forest. Thus, risks to the forestry resources caused by the negative impacts of tourism are increasing day by day.

LESSONS LEARNED AND RECOMMENDATIONS

The risks, to be paid with much attention, come from the lack of strict regulations, inconsistent organization, short understanding about ecotourism of tourist workers and tourists, or due to some conflicts of interest (between entertainment needs, conservation of nature and economic purpose of tourism business)... Due to the above factors, the organization of tourist activities loses the specific characteristics of ecotourism.

Preliminary results show that the lack of human resources for ecotourism and the recreational activities in tourist sites are high risks to be considered when elaborating the strategies for developing the tourism in the locality.

The shortage of conscious eco-tourists and behaviors of mass tourists have lead themselves and their needs to become highly risky to the conservation of the ecosystem, protection of the environment and development of the tourism.

From the above assessments, we would like to propose some basic actions to cope with the risks to the current situation of ecotourism in Can Gio. The immediate solutions are to minimize or tackle the risks, in particular the group of high-level risks.

1. Development of human resources for ecotourism

This is one of the basic requirements to properly build up the ecotourism in its right sense. Meanwhile, the surveying results show that this is a weak point, one of the high-level risk factors for ecotourism in the Biosphere Reserve.

Experiences of Dan Xay Ecotourism Site, which was built on the basis of the Center for Environmental Education and Ecotourism, show that the development of ecotourism in combination with the propaganda and education on conservation of nature is a right direction. The advantage of this tourist site is that it has a well-qualified staffs with good communication skills, because its initial function is the propaganda on the conservation of nature. The necessary part to be supplemented is the knowledge and profession on ecotourism, as well as the communication in foreign language to serve international visitors.

For the remained tourist sites, it is necessary to plan and dispatch staffs to training courses in order to enhance their expertise in ecotourism. In addition to improving the professional level and presentation skills, the enhancement of knowledge and awareness on ecotourism will create a solid basis for the operation of staffs, as well as create a sense of natural conservation to visitors and guide them to act according to the orientations of the ecotourism.

2. Reorganization of operations in tourist sites to ensure the principles of ecotourism

Although tourism generates a source of income for supporting the conservation of the Mangrove Biosphere Reserve, its development cannot be done at any cost for the sake of its

growth (including the ecotourism). Sightseeing and recreational activities, if not properly planned and controlled, tend to destroy the ecological resources.

The survey results show that some amusement activities in tourist sites become a source of risk to the ecotourism. The management of tourist sites needs to consult with experts in order to categorize these activities in groups.

- Limit the areas to focus the activities suitable for many people (mass tourism), which can make noise and generate a lot of waste such as camping, circus of animals, fishing, feeding the animals ...

- Create a separate zone for activities of real ecotourism, restrict the construction of infrastructure and invest in software instead (for providing information and skills to visitors before entering the zone, select the forms and locations of sightseeing, combine the activities with community tourism ...)

- Restrict the use of motorized transport means, replace the motorboats with rowing boats or bicycles and walkways.

- In parallel with the study to redefine the areas suitable for organizing the ecotourism activities, the calculation of load capacity for each sightseeing location and each tourist site must be carried out consistently. Some studies about the load capacity have been conducted for this area. It is necessary to summarize the experiences and proposed methods of calculation, and at the same time, there must be a focal-point agency responsible for a consistent way of working, providing common data which are convenient for organizers and managers of tourism. From there, the number of visitors welcomed by each tourist site will be defined for each location within a tourist site where ecotourism activities are organized.

3. Supervision of organized activities in ecotourism

In Can Gio, according to the survey, every week the staff of Protected Forest Management Board has field visit for checking the forest's status. However, so far no periodical supervision of ecotourism activities has been carried out to ensure that they are carried out in the right direction. Local authorities almost do not directly monitor the activities in tourist sites. Municipal agencies also do not have any unit assigned for regular supervision. Therefore, it is proposed to stipulate that the periodic evaluations of ecotourism activities will be carried out by independent external experts. Any tourist site failing to comply with the ecological principles needs to remove this word (ecotourism) out of its name. For mass tourism, whether the word "ecotourism" is available or not, it is not the first preference of tourists; but it will be more transparent to ecotourists who can avoid getting a feeling of being deceived. *"Before coming here, I had a lot of imagination but after being here I feel a little bit different from my imagination (laughing). But in general, I find this place as normal and I can say quite boring (laughing)."* (Ms. Thuy, a tourist from Ca Mau province)

4. Measures to adjust the behaviors of tourists

To better manage the sightseeing of wild life, in particular the monkeys in Lam Vien Tourist site, we suggest that feeding the animals would be prohibited. Besides regularly remind the visitors not to tease or not to feed the animals, another technical measure is to move some

monkeys to other areas in order to make the tourist site becoming really natural and ensure the safety for the visitors.

Convenient, hygienic and safe locations for dropping the wastes (free from vandalism of monkeys) should be taken into account. Campaigns should be organized to encourage the visitors use minimal plastic bags, take the waste out of the area through notice boards or by direct reminders.

Strict regulations is necessary to minimize the impacts caused by the visitors. However, this measure reveals many disadvantages for requiring additional staffs necessary to control, prevent and handle the violations of visitors. Therefore, apart from this measure, it is necessary to consider improving the behavior of visitors by impeding the acts of visitors (Lindberg et al., 1998), such as increasing the entrance fee to limit the number of visitors for some areas or organizing some sites accessible only by walking and applying some measures to restrict the motorized vehicles (see Figures 1 and 2), etc..



Figure 1: Concrete walkway accross the forest in Dan Xay Tourist Site (motorcycles acceptable)



Figure 2: Pathway accross the forest in Vam Sat bird sanctuary (only for pedestrians)

(Source: The author)

Moreover, minimizing the promotion of specialty dishes can help to prevent the rapid decline in quantity of mangrove species. Development of farming can provide ingredients such as seafood and vegetables as a substitution for species exploited directly from the nature. On the other hand, sensitization programs should be held to raise awareness of consumer about the protection of biodiversity for the mangrove.

CONCLUSION

Above are some assessments about the risks to tourist activities. This is only one part of the risks harmful to the sustainable development of ecotourism in the Can Gio Mangrove Biosphere Reserve.

Moreover, there are other natural risks, such as climate change, contamination of water resources caused by waterway transport means and shrimp farming, waste water flowing downstream from Dong Nai province and Ho Chi Minh City, illegal deforestation... Thus, the monitoring, identification and assessment of risk need to be carried out regularly to have timely and appropriate measures for ensuring the sustainable development of ecotourism for the Mangrove Biosphere Reserve.

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ASSESSMENT OF POTENTIAL CAPACITY OF TOURISM RESOURCES FOR SUSTAINABLE TOURISM DEVELOPMENT IN THE PLAIN AND COASTAL AREAS OF QUANG BINH PROVINCE, VIETNAM

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ABSTRACT

Quang Binh is a coastal province in the North Central Vietnam. Quang Binh has many strengths in tourism resources at the mountainous region, especially the world-famous karst terrain in Phong Nha - Ke Bang World Heritage region. In addition, Quang Binh has many other tourism resources points in the plain and coastal areas that can attract tourists. This is the basis for diversifying tourism products, thereby helping to extend the length of stay of tourists. However, tourism resources in this area have not been fully assessed yet. The study has surveyed, statisticized, built GIS data for some typical tourism resource points, built criteria for assessment tourism resources to develop tourism in the plain and coastal areas of Quang Binh province. The results show the differentiation of the favorable level for tourism development of tourism resource points by 4 levels, and the points with high assessment score are concentrated in 5 clusters. The research results also allow to compare the strengths and limitations of each resource point by each component value. The result of the study helps to assist in the decision-making of strategic adjustments on territorial organization, towards sustainable tourism development in this region.

Key words: assess tourism resources, internal potential, sustainable tourism, plain and coastal region of Quang Binh.

INTRODUCTION

Quang Binh is a province located in the North Central Coast of Vietnam. The territory of Quang Binh province is divided into four different areas: the mountainous area, the hilly area, the plain area and the coastal area. In particular, the mountainous and hilly areas occupy the main area (85%), distributed in western Quang Binh. The remaining territory in the east is the plain area with elevations below 50m, with a total area of 866.90 km² (11% of natural area) and a coastal area of 358.40 km² (4% of natural area), consisting mainly of abrasive and accretive coastal sections, island sections in the northeastern area of Quang Binh and sand dunes with increasing elevation from north to south (3 - 50m) (Thai, 2013). The plain and coastal areas of Quang Binh include 101 communes in the eastern districts, towns and cities of Quang Trach, Ba Don, Bo Trach, Dong Hoi, Quang Ninh and Le Thuy. This is an area of diverse nature, formed by the activity of the sea, wind and sea - rivers. This area also has many unique cultural values formed during the long residence process with many different resident classes (Vien, 2015). The combination of nature's diversity and cultural values has created many unique tourism resources, capable of attracting tourists.

In tourism development, in order to build tourism products suitable to local characteristics, towards sustainable tourism development, tourism resources need to be investigated and evaluated comprehensively. In addition to evaluating external factors (tourism infrastructure and services) in order to determine the capacity of resource exploitation, the assessment of internal factors also has a very important meaning. An assessment of internal factors of resources helps determine the value, level of attraction and the ability to develop into tourism products.

The following article introduces objectives, overview of research, research methods, some results and discussion some results and discusses the results of the evaluation of tourism resource points in the plain and coastal areas of Quang Binh.

OBJECTIVES

The objective of this study is to make a comprehensive assessment of the internal factors of tourism resource points through a multi-criteria analysis method with the help of geographic information systems (GIS). In particular, GIS is used in summarizing the results and showing the distribution, spatial relationship of the evaluation results according to the resource points.

LITERATURE REVIEW

In the world and in Vietnam, there have been many studies related to tourism resource assessment, mainly descriptive studies and qualitative assessments. A number of studies have conducted quantitative and multi-criteria assessment in tourism resource assessment (Proctor & Drechsler, 2003; De Montis, Deplano & Nijkamp, 2004; Insap, Cahyono & Auliasari, 2012; Önder, Yıldırım & Özdemir, 2013; Žižović, Janjić, Turanjanin & Žižović, 2017; Winarna & Rahayu, 2018). A few studies have combined multi-criteria analysis with GIS to show the spatial distribution of resources (Van der Merwe & Van Niekerk, 2013). However, the selection of evaluation criteria is not yet comprehensive. Some evaluation criteria may be partly duplicated due to the overlap of indicators. Meanwhile, some evaluation criteria may be omitted in the absence of data to evaluate. The weighting for evaluation criteria still has some limitations. There have been many methods to determine the weight of the criteria in the assessment of tourism resources used such as: point allocation, direct rating, ranking method, ... The advantage of these methods is that it is simple to calculate but highly dependent on the subjectivity of the evaluator. This has a significant influence on the accuracy of the research results.

In Quang Binh province, in the past time, the investigation and assessment of tourism resources in mountainous areas, especially in the Phong Nha - Ke Bang area, have been interested in many studies. However, the research and assessment of tourism resources in the delta and coastal areas has not been given due attention, so it has not shown the systematic and comprehensive. The researches related to this issue only focus on listing and qualifying descriptions of tourism resources such as: “*Quang Binh Tourism Handbook*”, “*Quang Binh Geography*” (Thai, 2005, 2013). Other authors focus on clarifying some specific aspects related to tourism resources such as: “*Canh Duong Beach Village*” (Vien, 1990), “*Quang Binh coastal culture*” (Loi and Tu, 2001). In particular, tourism resources have spatial distribution and relationships but have not been fully studied. Therefore, the provision of necessary information in making decisions about the reasonable exploitation of tourism resources by local territory is still difficult.

METHODOLOGY

Surveying, building GIS data of tourism resource points

Tourism resources are identified based on secondary data, analysis results on topographic maps, satellite images combined with the author's field survey in December 2019. These resource points are statistic and built into GIS data layer.

Building criteria and indicators to assess tourism resources

The criteria and indicators for tourism resources assessment in this study are based on the proposal of Pralong (2005) with the evaluation aspects including: science, aesthetics, culture and economics (Pralong, 2005). In accordance with regional conditions and research

purposes, a number of criteria have been re-selected or modified. The evaluation is made on a scale of 5 levels with increasing levels: 0; 0.25; 0.5; 0.75; 1 corresponds to the indicators shown in Table 1. The criteria for assessment the value of tourism resources in the plain and coastal areas of Quang Binh are shown in **Table 1**.

Table 1. Criteria and indicators for assessment internal resources of tourism resources and weights

Value	Assessment criteria	Assessment indicators					Weights
		0	0.25	0.5	0.75	1	
Aesthetics (A)	Number of viewpoints (A1)	-	1	2-3	4-6	>6	0.38
	Shape (A2)	No impression	-	Medium impression	-	Great impression	0.27
	Scale (A3)	-	Small	Medium	Large	Very large	0.22
	Colors (A4)	Identical colors	-	Different colors	-	Opposite colors	0.13
Science (S)	Representative (S1)	Nil	Low	Medium	High	Very high	0.26
	Rarity (S2)	>7	5-7	3-4	1-2	Unique	0.26
	Integrity (S3)	Destroyed	Strongly deteriorated	Moderately deteriorated	Weakly deteriorated	Intact	0.16
	Environment (S4)	Heavily polluted	Polluted	Slightly polluted	Quite clean	Clean	0.32
Culture (C)	Cultural customs (C1)	Nil	Low	Medium	High	Very high	0.13
	Used as symbol (C2)	Never	-	Occasionally	-	Regularly	0.26
	Historical - archeological relations (C3)	Nil	Low	Medium	High	Very high	0.13
	Religion and beliefs (C4)	Nil	Low	Medium	High	Very high	0.13
	Art and cultural event (C5)	Never	-	Occasionally	-	Yearly	0.35
Economy (E)	Accessibility (E1)	>1km of path	<1km of path	By a district road	By a provincial road	By a national road	0.13
	Popularity (E2)	-	Local	Regional	National	International	0.38
	Natural risks (E3)	Can't control	Partial control	Most control	Full control	No risk	0.19
	Seasonality (E4)	0	0-3 months	3-6 months	6-9 months	9-12 months	0.30

Calculating weights for multi-criteria assessment

In this study, in order to meet the requirements of assessment on each value side: aesthetics, science, culture, economy, all aspects are equally important (without using weight). The use of weights is only applicable when assessment component values. Weight is calculated through hierarchical analysis (AHP) with evaluation data from experts. Differences in approach points can lead to some subjectivity in comparing the importance level of indicators. To be objective, we approached opinions from three different people with knowledge and experience about the needs of travelers including: 01 tourism managers, 01 lecturers on tourist psychology and 01 travel business manager. The weighting process consists of 4 steps: (1) Building the matrix; (2) Compare factors through pair matching; (3) Aggregate the data to have the overall value of the priority level; and (4) Check the consistency of pair comparisons (Saaty, 1977). Accordingly, 4 weight sets have been developed corresponding to 4 value groups: aesthetics, science, culture and economics (Table 1).

Summarizing the assessment results

The assessment was conducted through expert opinion according to 17 assessment criteria. We surveyed 5 experts who are lecturers and researchers in various fields of expertise: geography, culture, tourism, economics and arts. An overview of tourism resource points is provided to experts for a basis for assessment. Based on the results of expert scoring for each criterion, we use a combination of the mean and median values of the value set to avoid being affected by extreme values. The results of the assessment of tourism resources are summarized as follows:

- Assessment score of criteria: $M_c = \frac{a_c + m_c}{2}$ (1) (M_c : Assessment score of criteria, a_c : Mean of assessment score from experts, m_c : Median of assessment score from experts).
- Assessment score of value: $M_v = \sum M_c W_c$ (2) (M_v : Assessment score of value, M_c : Assessment score of criteria, W_c : Weight of criteria).
- Assessment score of tourism resources: $M_R = \frac{\sum M_v}{4}$ (3) (M_R : Assessment score of tourism resources; M_v : Assessment score of values).

Showing assessment results on the result maps

For ease of comparison between the assessment results by the values and the overall assessment results at each tourism resource point, the result maps are divided into 8 ascending levels: L1 - L8 as follows:

$L1$	$L2$	$L3$	$L4$	$L5$	$L6$	$L7$	$L8$	
0	0.125	0.25	0.375	0.5	0.625	0.75	0.875	1

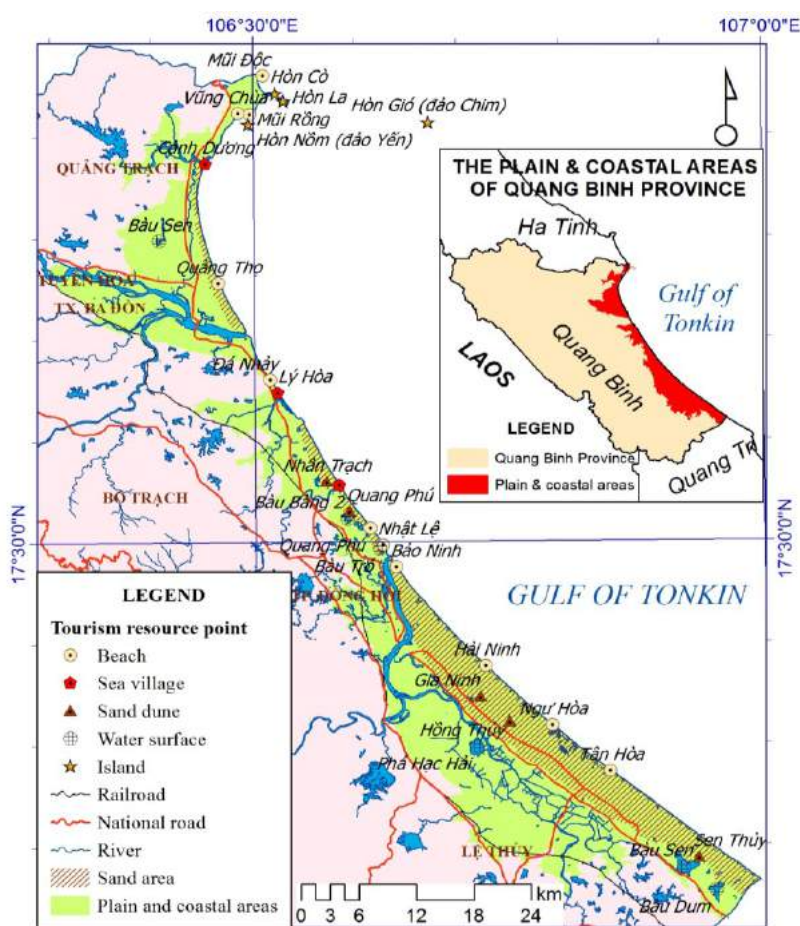
RESULTS

Some typical tourism resource points in the plain and coastal areas of Quang Binh province

The typical tourism resource points in the plain and coastal areas of Quang Binh province, Vietnam have been listed, classified (Table 2) and determined distribution locations (Map 1).

Table 2. Some typical tourism resources sites in the plain and coastal areas of Quang Binh province¹

Resource types	Tourism resource points	Quantily
Beaches	Mui Doc, Mui Rong, Vung Chua, Quang Tho, Da Nhay, Quang Phu, Nhat Le, Bao Ninh, Hai Ninh, Ngu Hoa, Tan Hoa	11
Sand dunes	Nhan Trach, Quang Phu, Gia Ninh, Hong Thuy and Sen Thuy	5
Lakes and lagoons	Bau Sen (Quang Trach), Bau Bang 2, Bau Trang, Bau Sen (Le Thuy), Bau Dum, Hac Hai Lagoon	6
Islands	Hon La, Hon Co, Hon Gio (Chim island) and Hon Nom (Yen island)	4
Coastal villages	Canh Duong, Ly Hoa, Nhan Trach	3
Total		29



Map 1. Location of some tourism resource points in the plain and coastal areas of Quang Binh province²

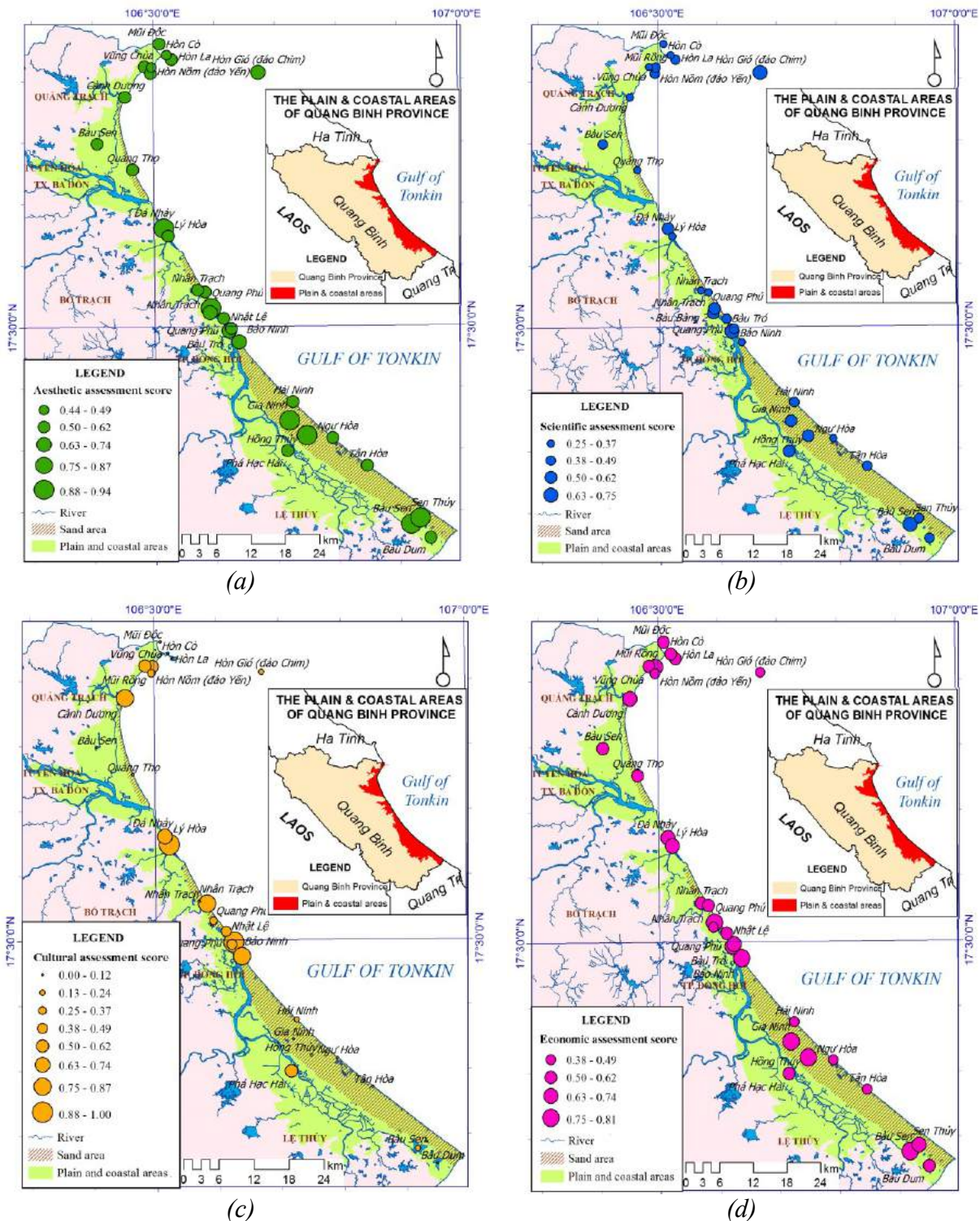
Assessment results for component values

Through the research process, we built assessment maps for component values: *Aesthetic value (Map 2a), Scientific value (Map 2b), Cultural value (Map 2c), Economic*

¹ Source: Compiled from satellite imagery, secondary data and field survey in December 2019.

² Source: Analysis results from GIS data (2019).

value (Map 2d). From the assessment results maps for component values, some comments can be drawn as follows:



Map 2. Assessment results of tourism resource points in the plain and coastal areas of Quang Binh province for component values³
(a) Aesthetic value; (b) Scientific value; (c) Cultural value; (d) Economic value

³ Source: Analysis results from GIS data (2019).

Based on the assessment results map of tourism resources points in the plain and coastal areas of Quang Binh province, some comments can be drawn as follows:

- The overall assessment results are based on 4 values: aesthetic, scientific, cultural and economic ranging from 0.34 to 0.82, which can be divided into 4 levels (L3 - L6) revolving around the average value, there are no lows (L1, L2) and high (L7, L8).

- Points with high score are distributed in 5 main clusters: Quang Dong - Canh Duong cluster (C1), Ly Hoa - Da Nhay cluster (C2), Nhan Trach - Dong Hoi cluster (C3), Quang Ninh - Le Thuy (C4) cluster and Sen Thuy cluster (C5).

- Combine with 4 maps of assessment results based on component values, can be compared between the overall results map and the assessment results map according to component values to identify strengths and limitations at each specific resource point.

Currently, tourism activities are mainly developed in the northern region (from Quang Dong to Dong Hoi city). Main tourism products include: swimming (at Da Nhay, Quang Phu and Nhat Le beaches), visiting the tomb of General Vo Nguyen Giap (at Vung Chua). A tourism route has been identified based on the national road No. 1 (AH1) to connect Nhat Le beach with Da Nhay beach and the Quang Dong area, where the tomb of General Vo Nguyen Giap is located. The evaluation results show that the resource points in this area also have strengths in aesthetics and culture. Therefore, it is possible to diversify tourism products based on the development of new tourism products: visiting natural sites (especially at resource points in Quang Dong area and at Da Nhay), learning traditional culture and experiencing at coastal villages (at Canh Duong, Ly Hoa, Nhan Trach villages, etc.).

However, the southern region (Quang Ninh and Le Thuy district) is almost untapped for tourism development. This is an area of large sand dunes, many lagoons and natural lakes. This area is still very pristine due to less human exploitation. The evaluation results show that the resources points in this area are not highly appreciated in cultural aspect, but aesthetic and scientific aspects are more appreciated than resource points in the northern region. For this area, it is possible to develop local specific tourism products such as: driving terrain vehicles (at some sand dune areas), sailing and experiencing river life (at Hac Hai lagoon, Bau Sen lake), resorting to the coast (at Hai Ninh beach). In the future, it is possible to design a tourism route based on the national road No. 1 (AH1) from Nhat Le beach, through Hai Ninh sand dunes area to Sen Thuy area, where Bau Sen lake is located. Another tourism route can be designed based on the Nhat Le river to connect Nhat Le beach with Hac Hai lagoon.

CONCLUSION

The study has surveyed secondary data, satellite images and combined with field surveys, expert opinion. Since, the study has built data on some typical tourism resource points, built criteria, indicators, weighted and assessed tourism resources in the plain and coastal areas of Quang Binh with the support of GIS.

The results show the differentiation of the favorable level for tourism development of tourism resource points by 4 levels (L3 - L6), and the points with high assessment score are concentrated in 5 clusters: Quang Dong - Canh Duong cluster, Ly Hoa - Da Nhay cluster, Nhan Trach - Dong Hoi cluster, Quang Ninh - Le Thuy cluster and Sen Thuy cluster. The research results also allow to compare the strengths and limitations of each resource point by each component value: aesthetic, scientific, cultural and economic values.

This is the basis for proposing for managers in the planning, reasonable use of territory, contributing to the sustainable development of tourism activities.

RECOMMENDATIONS

This study has only assessed internal factors of tourism resources in the plain and coastal areas of Quang Binh. In order to sustainable tourism development in this area, it is necessary to continue surveying the current situation of tourism resources exploitation and tourism development conditions, surveying tourist needs and designing tourism routes - points, developing tourism products to suit the needs of tourists and the strengths of each location.

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INVESTIGATING FACTORS AFFECTING LEARNER'S NEEDS OF E-LEARNING PROGRAMS IN TOURISM: CASE IN THE CENTRAL COASTAL REGION OF VIETNAM

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ABSTRACT

E-learning is becoming more and more popular in higher education. E-learning in higher education can be of great relevance in effective life-long learning education for learners who are simultaneously full-time employees. It helps higher education organizations in tourism achieve education for sustainable development. Identifying the needs of the target learners is an important factor in the design and development of E-learning programs. Therefore, this study was conducted to identify factors affecting the learners' needs for E-learning programs in tourism. The research framework is developed based on relevant research and technology acceptance theory. The study analyzed 1,109 learners who are high school students, university students and tourism workers in 6 provinces/cities in the Central Coastal region of Vietnam. The results of the Exploratory Factor Analysis (EFA) show that there are five factors affecting the needs of learners for E-learning programs in tourism including: (1) E-learning environment; (2) Perceived ease of use; (3) Perceived usefulness; (4) Information technology skills; and (5) Perceived playfulness. Based on the results from this preliminary research, we propose a new research model that can be used to improve the overall understanding of learners' needs for tourism E-learning programs.

Key words: E-learning; Tourism programs; Exploratory Factor Analysis (EFA); Learner's needs; Sustainable development.

INTRODUCTION

Information technology is considered a powerful tool used to improve sustainability in both the private and public sectors (Touray & Jung, 2010). Ali and Frew (2013) argued that the relationship between information and communication technology (ICT) and sustainable tourism is symbiotic since ICT tools have contributed significantly to improving the negative impacts of tourism. In this way, ICT presents a way to improve organizational management and control, facilitate the identification of environmentally sensitive areas and provide information to decision-makers and provide communities with opportunities to protect and promote endogenous resources (Ali and Frew, 2013). Schieder et al. (2014) considered ICT tools to be the best choice for public organizations to promote cultural enrichment and to protect cultural attractions from degradation or negatively affected by tourists. In addition, education for sustainable development (ESD) seeks to promote and improve the quality of long-term education towards acquiring knowledge, skills, and values for sustainability, and reorienting the curriculum (rethinking, integrating, reforming, and greening education towards sustainability), thereby enhance public's awareness through a better understanding of the concept of sustainable development (SD).

E-learning in higher education can be of great relevance in effective life-long learning education for sustainable development in a population of students who are simultaneously full-time employees. E-learning is a modern training method based on ICT. With the development of internet and information technology, many organizations around the world choose E-learning because of its flexibility and convenience notwithstanding time and place. This new

form of learning helps solve many difficult problems that exist in traditional educational methods. In the context of modern education, E-learning has become a useful form, especially for tourism sector, when tourism workers need to be continuously trained to meet specific knowledge and skills requirements of the industry.

According to Siritongthaworn et al. (2006, 139), E-learning is "*an innovative approach to education through electronic forms that enhances learners' knowledge, skills or other activities*". Although there are many different definitions of E-learning, it is common that the "*distribution of instructional content or learning experiences are provided or enabled by electronic technology*" (Servage, 2005, 306). E-learning is the term applied to education and training through ICT designed to support individual learning and performance goals of organizations. In the process of creating courses and teaching materials for online teaching and learning, analyzing learners is the first necessary step to take to ensure the success of e-learning programs. It is also a period to think about a learner-centred approach to designing courses or learning materials, which involves collecting information about target audience, including needs and intentions behaviour to participate in e-learning programs.

According to the EU-ESRT project report about the labour force of the Central Coastal Region Vietnam, enterprises said that training and retraining plays an essential role for all job titles. There are nearly 80% of businesses in the accommodation sector have set aside a separate budget for training; only about 30% of travel businesses is having a different budget for its. The majority of enterprises training in the form of both learning and internal training are the primary types of training. However, the quality of business training is often affected by a lack of budget and qualification of trainers. Also, the biggest obstacle for tourism workers is hard working time, so it isn't easy to participate in training courses or programs to improve skills and qualifications (EU-ESRT project, 2015). Therefore, it can be seen that the gap between supply and demand for tourism human resources training of the Central Coast region is huge.

With the current situation of training tourism human resources in Vietnam in general in the Central Coastal region in particular and also the opportunities and advantages of ICTs, tourism e-learning programs are an urgent requirement to support the training of human tourism resources. To our best of understanding, so far we did not find any similar studies that addresses the needs of learners for tourism E-learning programs. Therefore, this paper ensures the newness and practical significance of the sustainable development of tourism training.

The paper is structured as follows. Section 2 presents theoretical background, section 3 describes method and data, section 4 presents the results, while section 5 concludes.

THEORETICAL BACKGROUND

Needs and learner's need assessment

Needs are the subject of most biological and social research sciences. In the socio-economic field, the problem of needs found in some studies of famous researchers. It is a complex, multifaceted phenomenon, typical for all living things. It is also a characteristic that distinguishes that object from its surroundings. So far, there has not been a general definition of the need concept.

There are many definitions of needs in education, but all are learners-central analysis. According to Hutchinson & Waters (1987), there are two concepts of needs: target needs and learning needs. Target needs refer to desires, deprivations and needs of learners what learners need to do to reach their goals. While learning needs mean what learners need to do to learn, it considers motivation to learn, career, future hobbies, and availability of time. Widdowson (1983) argued that learners' needs are a concept that brings two distinct interpretations. It can refer to what learners need to do to achieve their goals - goal needs and to learn - the process-

oriented learning need. In summary, the needs of learners are related to the outcome and associated with the curriculum purpose (goal needs). In contrast, the definition of process-oriented needs is related to the educational facilities and pedagogical goals to be done (Widdowson, 1983, p. 20).

Mitchell (1993) describes needs analysis as "*exploring existing training needs within the organization*". It helps identify programs or performance in the organization where the training should be applied. The needs analysis identifies the problem or needs then proceeds to identify the target, content, implementation, target market and outcome of an intervention (Cohen et al., 2007). Needs assessments have occurred in different environments including communities (Rahtz & Sirgy, 2000), government organizations (Holton et al., 2000), health care centers (Barry et al., 2000; Thorton, 1995) as well as educational institutions (McCaslin & Lave, 1976; Stabb et al., 1995). In higher education, the needs assessment process appears in several contexts. This process has been applied to distance learning, student organizations or workgroups (Bishop et al., 1998). Witkin (1984) uses the general definition of needs assessment that any system method used in setting priorities for future actions will constitute a needs assessment. The needs assessment focused on identifying and justifying gaps in results and how those are prioritized. The needs assessment result will be an essential part of the information used in the training decision-making process, but it will not be the only information used.

A needs assessment can help educational institutions combine the needs of the target market with the courses and E-learning programs they intend to market. According to Khan (2005), any educational institution wishing to invest in E-learning will need to conduct a needs assessment survey to find out what its customers (learners) are willing to enrol in E-learning courses. Needs assessment helps organizations with short-term and long-term needs analysis to help launch E-learning initiatives and is a strategic tool to develop E-learning programs. The needs assessment also provides information on technology and services that need the support needed for E-learning programs. Through a comprehensive needs assessment process, an organization can set its E-learning goals (Khan, 2005).

Literature review of e-learning from a learner's perspective

Review of the literature shows that many scholars seek to identify the needs of different learners in E-learning to set goals and develop strategies effectively.

According to DuCharme-Hansen & Dupin-Bryant (2005), the first step in developing a learner-central instruction system is identifying students' needs. Assessing the needs of students provides teachers with the information necessary to select appropriate technology and teaching strategies to develop a relevant, responsive and beneficial online learning environment for both learners and teachers. DuCharme-Hansen & Dupin-Bryant (2005) provided a holistic model to assess the needs of students in web-based distance education courses, in which several factors need to assess the needs of students when planning web-based learning include: (1) Computer skills; (2) Learning style; (3) Available resources; (4) Learner's desired outcomes; (5) Prior learning experiences. A survey conducted to analyze needs assessment in open learning, and distance learning of Glasgow (2011) found the existence of a (correlation) relationship between program selections and educational attainment. Respondents with the highest level of education chose to participate in academic programs, while those with lower levels of schooling chose programs based on technology, vocational training and skills. However, the respondents with the lowest education level (who have not completed primary / secondary education and distance learning certification) are the ones who chose basic courses. Research by Ailing Qiao & Nan Wang (2009) found that the majority of respondents are required to learn computer skills on web design software, learning management systems and electronic resources while only a few

people need to learn on e-mail and internet. Omwenga (2004) conducted a needs assessment of five universities in East Africa to determine the readiness to embrace IT and educational technology. He found that student access to computer facilities, the percentage of employees with computers in the office; computer networks in science and engineering faculties, the nature of links to the internet, general computer knowledge of staff and student were primary factors that influence IT to use as well as educational technology. Martin et al. (2003) studied the needs assessment conducted between current graduates, graduates (experts) and lecturers from Arizona State University to explore their views on online tutorial media design course offered online. The findings indicated that only 14% of participants prefer to install entirely online for the course; over 60% prefer a blended approach between online and classroom learning.

Many studies approached from a system perspective applied the technology acceptance theory (TAM) developed by Davis et al. (1989) to determine learners' intention to behave towards E-learning programs or distance courses. According to Masrom (2007), E-learning is considered a system that uses the internet and web technology to provide information and interact with students through a computer interface, so the author proposed to use applying TAM in studying E-learning learner's intentions. However, the revised research model focused on examining the impact of perceived usefulness and ease of use on learners' attitudes and purposes in the context of E-learning. Sun et al. (2008) suggest that many researchers from the field of psychology and information systems have identified essential variables related to E-learning. Among them, the technology acceptance model, and the expectation model used by many researchers and contributed significantly to understanding the success of E-learning, but these models tend to be a focus on technology. Therefore, Sun et al. (2008) reviewed the literature regarding all the factors that are critical to the activities of and affecting learners' satisfaction with E-learning and recommendations. The research model consists of 13 elements classified into six main components: learners; instructor, course, technology, design, and environment. Based on the extension of the research review on the theory of flows, service quality and the technology acceptance model, Lee et al. (2009) proposed a holistic research model to evaluate intentions use E-learning of learners in the future. The proposed model consists of four independent variables, two confidence variables and one dependent variable. The four independent variables include playfulness and three service quality structures that characterize instructors, teaching materials and learning content design. Qteishat et al. (2013) considered factors that contribute to students' attitudes towards E-Learning in higher education. They developed the Technology Acceptance Model for E-learning model (TAM-EL model) to predict the intention to apply E-Learning using the structure of the TAM model. The TAM-EL model proposes factors affecting students' attitudes towards E-learning in higher education including (1) Perceived usefulness; (2) Perceived ease of use, (3) Supported (the level of support for technology) and (4) Experience (previous experience with technology). Bhuasiri et al. (2012) reviewed studies related to critical success factors (CSF) in E-learning. They identified critical theoretical views related to E-learning research, including social awareness theory, the success model of information system, the technology acceptance model and motivation theory. Based on the TAM and the successful information system model, Mohammadi (2015) proposed a research model to explore user satisfaction and intention to use E-learning, including education quality, service quality, technical system quality, information and content quality, perceived ease of use and perceived usefulness.

Proposed research model and measurements

A review of the relevant literature gives first suggestion in identifying factors that influence learners' needs for tourism E-learning programs as follows.

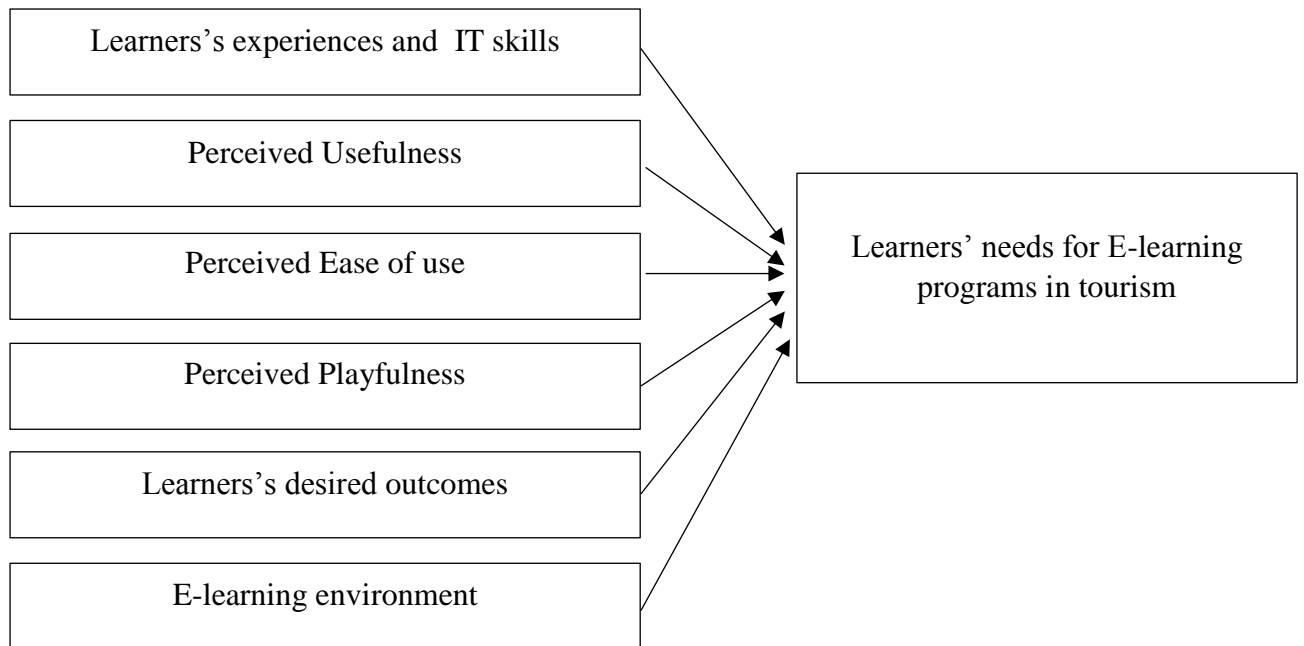


Figure 1: Proposed research model

Learners's experiences and IT skills

Experience and skills considered as an essential factor for success in a learning environment through technology (Hannafin et al., 2003). Previous knowledge, experience, and expertise of the learner on the topic of study affect the learners' needs for E-learning programs. Learners with a lot of knowledge and expertise with E-learning have not the same need or level of training support for new or inexperienced people. Assessing learners' learning experience with E-learning will provide valuable information for E-learning program development and design. With information about learners' experience, E-learning programs can be put into learning activities that require learners to use all the technologies before the course takes place. Programs can also incorporate activities such as support networks (pairing previously experienced learners with new inexperienced learners). Assessing a student's experience can also reveal a link to computer skills or available resources (DuCharme-Hansen & Dupin-Bryant, 2005). Some of the knowledge and skills with E-learning programs may include: learners' attitudes toward computers, concerns about computers; experience using computers; ability to self-study on the Internet (DuCharme-Hansen & Dupin-Bryant, 2005; Sun et al., 2008).

Perceived usefulness

Perception of usefulness is a significant factor determining the intention to use to encourage users of information systems. As defined by Davis (1989) "the degree to which a person believes that using a particular system would enhance his or her job performance". It means whether or not someone perceives that technology to be useful for what they want to do. Understanding of usefulness has a significant positive impact on the intended use of E-learning services. The higher the perception of the usefulness of the E-learning system, the more positive it is to use it; leading to a higher likelihood that it will be used (Masrom, 2007).

System quality relates to learners' beliefs about E-learning performance characteristics (Chiu et al., 2007) and is measured by functional factors, ease of use, reliability, flexibility, data quality, mobility, integration and importance (DeLone & McLean, 2003). System quality has a direct influence on user confidence (Davis, 1989). Factors that are consistent with system quality and infrastructure include Internet quality, availability, reliability, ease of use, system

functionality, system interaction, system responsiveness, and equipment accessibility (Sun et al., 2008; Bhuasiri et al., 2012). Also, in the context of E-learning, the quality of system information is created and useful for users and is considered as an essential premise for the intention to use E-learning system (Mohammadi, 2015).

Perceived ease of use

Perceived ease of use defined "the degree to which a person believes that using a particular system would be free from effort" (Davis, 1989). The perceived ease of use considered to have an indirect effect on the intended use system in the context of E-learning. According to Masrom (2007), E-learning is considered to be a system that uses the internet and web technology to provide information and interact with students through a computer interface, thus perceived ease of use. The perceived ease of use of E-learning programs also includes the learners' sense of course delivery through technology such as the course's website (Sun et al., 2008).

Perceived playfulness

Perceived playfulness is a factor that influences E-learning's intention to use (Lee et al., 2009) and is internal motivation which essential to capture the motivation of learners for E-learning success (Bhuasiri et al., 2012). Perceived playfulness is a complex variable that includes personal pleasure, psychological stimulation, and attention (Csikszentmihalyi, 1990). Three aspects of perceptions of playful are suggested by Moon & Kim (2001) including: (1) finding that their attention is focused on interacting with the system based on the web; (b) curiosity during an interaction; and (3) see new or exciting interactions. Several studies on e-education noted the contribution of playfulness to instructors and learners about the acceptance of e-learning services. Integrating this perspective into the TAM model, Lee et al. (2009) captured both external motivations (perceived usefulness and ease of use) and intrinsic motivation (perceived playfulness) to explain students' intention to use e-learning services.

Learners's desired outcomes

Learners' desired outcomes are the key factor in learners' success. They contribute to the instructors with the information necessary to ensure the fit between course objectives and learners' goals. In the context of E-learning, instructors should find out why learners have chosen to take the course, what they want to learn from the course and how they are willing to participate in the learning process. Web-based sessions can incorporate activities that help students achieve both the institution's mandatory results and the overall learning outcomes determined by the majority of learners in the course. Defining student learning goals can help instructors choose appropriate teaching strategies to achieve these mutually beneficial goals (DuCharme-Hansen & Dupin-Bryant, 2005). Course results refer to cognitive and emotional variables. On the cognitive perspective, academic achievement is considered to be the most important. They can be described as various aspects of competence such as theoretical knowledge and methods as well as the skills needed to solve problems, personal/social competencies (self-study or collaborative learning) (Paechter, 2010).

E-learning environment

E-learning environments where learners access online resources, using systems to access online curriculum and communication, get help, and receive reviews from instructors (Lennon & Maurer, 2003). An active E-learning environment contributes to E-learning success (Siritongthaworn et al., 2006). Successful E-learning results include an environment that creates opportunities for interactions, facilitates information exchange between learners and instructors, synchronous and asynchronous communication, and online evaluation (Cao et al., 2009). Online interaction between learners, as well as learners and instructors, increases learner

participation in educational activities (Swan, 2001). The E-learning environment also includes university guidance and support (Selim, 2007). Factors associated with a positive E-learning environment include social influence, learners' perception of interaction with others, diversity of assessments, and perception of autonomy support (Sun et al., 2008).

Measurements

The measurements of this study is designed based on relevant studies, all evaluation criteria are measured by 5-level Likert scale from 1-very disagree to 5-strongly agree. Evaluation criteria for E-learning experience and skills are inherited from Sun et al. (2008). Measurements of the Perceived ease of use factor was adapted from studies Lee et al. (2009), Mohammadi (2015) and Sun et al. (2008). The Awareness of usefulness factor is measured by the criteria used in Mohammadi (2015), Sun et al. (2008) and Bhuasiri (2012). The Perceived perception factor used criteria proposed by Lee et al. (2009). The desirable results of learners factor is measured by the criteria proposed by Paechter et al. (2010). The E-learning environment factor is measured by the adjusted criteria from studies of Sun et al. (2008) and Paechter et al. (2010).

METHOD AND DATA

Quantitative research with a survey questionnaire was used to explore factors affecting learners' needs for E-learning tourism programs in the Central Coastal region of Vietnam.

Subjects of the survey: we conducted a structured questionnaire for four groups of respondents including high school students (who want to study tourism in the future), university students (who wish to study 2nd degree in tourism), college students (who wants to transfer to a university degree in tourism), workers in tourism businesses who not yet trained in tourism (such as hotels, restaurants, travel agencies...) in 6 provinces/cities located the Central Coastal region of Vietnam including Nha Trang, Quang Nam, Da Nang, Thua Thien Hue, Quang Binh & Thanh Hoa.

Sample size: The primary data analysis method for this study is Exploratory Factor Analysis (EFA); the best way to determine the sample size is based on the ratio of observed / variable to the typical ratio in the studies is 5: 1 (Costello & Osborne, 2005). However, these authors suggest that the larger the sample, the better for factor analysis, this could help researchers achieve the study goal and draw general conclusions for the whole population. Therefore, the study used a 20:1 ratio (Hair et al., 1979) to determine the sample size of the study. With a scale of 43 variables measuring six factors affecting the needs of learners for E-learning programs in the field of tourism, the minimum required size is 860 (the ratio of observation/variable is 20: 43). To ensure the number of research samples for factor analysis, we distributed 1,200 questionnaires for six major cities/provinces in the Central Coastal region (200 questionnaires each), the results were 1,109. A valid survey (with a 92.42% response rate) ensures a minimum number of samples for EFA.

Sampling method: Quota sampling method (by the subjects, by localities, by universities, by enterprises) and probability method (in enterprises, universities) were used for this study. We conducted paper-based survey from October 2019 to January 2020.

Explorational factor analysis (EFA): EFA method is used to identify factors affecting learners' needs for tourism E-learning programs in the Central Coastal region of Vietnam.

RESEARCH RESULTS

Descriptive statistics

There were 674 (61.2%) female and 428 (38.8%) male respondents. Most respondents, 47.9% were between 18 and 24 years old; 28.5% were between 25 and 34 years old; 14.4%

were under 18 years old; 7.2% were between 35 and 44 years old; 1,9% were between 45 and 54 years old, and 0.1% were 55 and older. The respondents were enrolled in a variety of educational level, in which the proportion of respondents with university degrees has the highest (55.7%). 71.4% were single and 28.6% were married. 33.5% were students and 66.5% had jobs (see Table 1).

Table 1: Descriptive statistics of participants

Criteria	Number (people)	Rate %
Gender	1102	100
Male	428	38.8
Female	674	61.2
Age	1107	100
< 18 years old	159	14.4
18 – 24 years old	530	47.9
25 – 34 years old	316	28.5
35 – 44 years old	80	7.2
45 – 54 years old	21	1.9
Over 55 years old	1	0.1
Educational	1105	100
High school students	146	13.2
College/ Technical school students	241	21.8
University students	616	55.7
Postgraduate students	102	9.2
Marital status	1089	100
Single	778	71.4
Married	311	28.6
Job	1109	100
Employees	738	66.55
Students	371	33.45

Exploratory Factor Analysis

The theoretical framework proposed including 6 variables measured by 43 criteria. The results of factor analysis showed that out of the 43 evaluation criteria included in the model, only 28 variables were uploaded with a coefficient of communalities > 0.4. The Kaiser-Meyer-Olkin coefficient (KMO), which measures the suitability of the sample, indicates that the sample is suitable for analysis (KMO = 0.951). The Bartlett's Test has a very high value ($\chi^2 = 19225.873$, $df = 378$, $p < 0.001$). The results of factor rotation show that there are 5 new dimensions established with a factor structure that explains 66,368% of the total variance.

There are nine items loaded into factor first, which relate to technical support and interaction for learners when participating in E-learning programs, which is labeled as "E-learning environment". Factor second has six items, which are associated with the perception of the ease of use of learners for tourism E-learning programs, or which is labeled as "Perceived ease of use". There are five items loaded into factor third related to perceptions of the usefulness of tourism E-learning programs, labeled as "Perceived usefulness". Dimension fourth includes four criteria related to learners' experience and IT skills, labeled as "Information technology skills". There are four criteria loaded into factor fifth, which are related to the perceptions of playfulness when participating in E-learning programs of learners, which is named as "Perceived playfulness".

Table 2: EFA results

Items	Eigenvalues	Variance explained	Communalities	Factor Loading
Factor 1: E-learning environment	13.414	41.919		
I am provided with many communication tools to exchange information with other learners (e-mail, chat, newsgroups,...)			0.678	0.757
I want to have easy and quick access to the instructor			0.669	0.738
I can exchange information and knowledge easily and quickly with other learners			0.682	0.727
I may be provided with professional testimony of the instructor in conducting the course			0.646	0.722
I want I could soon establish personal contact with the instructor			0.701	0.720
I get support for collaborative learning and teamwork with other learners			0.660	0.708
I look forward to receiving the advice and personalized support of the instructor			0.682	0.695
I can personally contact other learners			0.583	0.655
I look forward to receiving quick feedback from the instructor			0.685	0.654
Factor 2: Perceived ease of use	2.387	7.460		
I can quickly learn how to operate E-learning programs			0.716	0.760
I can access the E-learning platform easily			0.675	0.729
I find the E-learning program easy to learn			0.668	0.721
I find the E-learning program easy to understand			0.680	0.710
I can easily use E-learning programs			0.650	0.693
I feel satisfied with the access speed of the E-learning program			0.554	0.637
Factor 3: Perceived usefulness	1.981	6.191		
E-learning can help me feel confident			0.661	0.692
E-learning can help me improve my learning/working performance			0.625	0.658
E-learning is more effective than traditional learning			0.566	0.637
E-learning can help me improve my knowledge			0.632	0.628
E-learning can save my time			0.645	0.622
Factor 4: IT skills	1.321	4.128		

Items	Eigenvalues	Variance explained	Communalities	Factor Loading
I can send an email attached file			0.728	0.785
I have the necessary skills to operate a computer (save data, create folders)			0.698	0.781
I have the skills needed to search the Internet (using search engines, entering passwords)			0.737	0.779
I can chat online with other people using the Internet, instant messaging			0.461	0.649
Factor 5: Perceived playfulness	1.169	3.652		
I feel online learning is fun regardless of its intended use			0.653	0.731
I feel online learning helps me improve my imagination by acquiring a lot of information			0.682	0.715
I feel that online learning improves my creativity			0.683	0.700
I feel I can have a lot of experiences without any intervention			0.600	0.643

Reliability test

Cronbach's Alpha reliability test is used to evaluate the quality of the newly established measurements. The results show that Cronbach's Alpha coefficients of the new dimensions are high (all greater than 0.8) so the new measurements is suitable.

Table 3: Cronbach's Alpha reliability

Factor	Number of variances	Cronbach's Alpha
E-learning environment	9	0,922
Perceived ease of use	6	0,888
Perceived usefulness	5	0,863
IT skills	4	0,819
Perceived playfulness	4	0,867

CONCLUSION

Developing a measurement that defines learners' needs for E-learning programs in tourism has significant implications for identifying needs and measuring the impact of demand-driven factors. From that, instructors can design E-learning programs that suit learners' needs. This study has identified the reliability and validity of the new model for learners' needs for tourism E-learning programs and can use in the subsequent empirical studies.

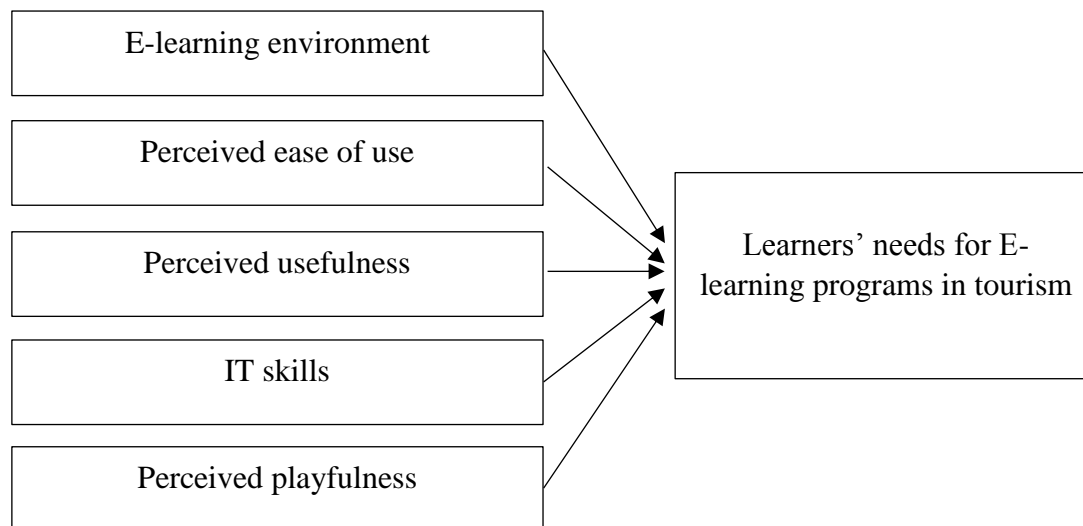


Figure 2: Adjusted model

Factor 1: E-learning environment

Successful E-learning results include an environment that creates opportunities for interactions, facilitates information exchange between learners and teachers, synchronous and asynchronous communication and online assessment (Bhuasiri et al., 2012). Online interaction between learners as well as learners and teachers increases learner participation in educational activities (Swan, 2001). An E-learning environment also includes university guidance and support (Selim, 2007). This study has proven that the E-learning environment, including interactive backing, is an important attribute that measures the needs of learners for tourism E-learning programs. This factor explains 41,919% of the data variability. It includes issues related to the support that takes place in an E-learning environment for learners. This new variable measurement scale consists of the following criteria:

- I am provided with many communication tools to exchange information with other learners (e-mail, chat, newsgroups...)
- I wish to have easy and quick access to the instructor
- I can exchange information and knowledge easily and quickly with other learners
- I may be provided with professional testimony of the instructor in conducting the course
- I wish I could soon establish personal contact with the instructor
- I get support for collaborative learning and teamwork with other learners
- I look forward to receiving the advice and personalized support of the instructor
- I can personally contact other learners
- I look forward to receiving quick feedback from the instructor

Factor 2: Perceived ease of use

The perceived ease of use is "The degree to which an individual believes that using a particular system will not take much effort" (Davis, 1989, p.320). Innovative technology systems that are considered more comfortable to use and less complex will be more likely to be accepted and used by potential users (Davis et al., 1989). In the context of E-learning, perception of the ease of use is considered to have an indirect effect on user intent. The study results show that this factor explains 7.460% of the variation in data. It includes matters relating to ease of use for E-learning programs and is measured by the following criteria:

- I can quickly learn how to operate E-learning programs
- I can access the E-learning platform easily

- I find the E-learning program easy to learn
- I find the E-learning program easy to understand
- I can easily use E-learning programs
- I feel satisfied with the access speed of the E-learning program

Factor 3: Perceived usefulness

Perceived usefulness is defined as "The extent to which a person believes that using a system will enhance his or her work performance" (Davis, 1989, p. 320). In context E-learning, it refers to the extent to which users believe that using E-learning can improve users' performance (Masrom, 2007). This factor explains 6.191% of the variability of data and is measured by the following criteria:

- E-learning can help me feel confident
- E-learning can help me improve my learning/working performance
- E-learning is more effective than traditional learning
- E-learning can help me improve my knowledge
- E-learning can save my time

Factor 4: IT skills

The skill of using computer-based applications is considered critical to success in a learning environment through technology (Hannafin et al., 2003). The study has demonstrated that this factor explains 4.128% of the data variation and the proposed scale of this factor includes the following criteria:

- I can send an email attached file
- I have the necessary skills to operate a computer (save data, create folders)
- I have the skills needed to search the Internet (using search engines, entering passwords)
- I can chat online with other people using the Internet, instant messaging

Factor 5: Perceived playfulness

Playfulness is a factor influencing E-learning's intention to use (Lee et al., 2009) and perceived playfulness which is internal motivation is essential to capture the motivation learning of learners for E-learning success (Bhuasiri et al., 2012). This factor explains 3.653% of data variation and is measured by 4 criteria:

- I feel online learning is fun regardless of its intended use
- I feel online learning helps me improve my imagination by acquiring a lot of information
- I feel that online learning improves my creativity
- I feel I can have a lot of experiences without any intervention

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COMMUNITY-BASED TOURISM DEVELOPMENT: A POVERTY ALLEVIATION DIRECTION FOR ETHNIC MINORITIES IN VIET NAM (CASE STUDY: THE CAO LAN PEOPLE IN BAC GIANG PROVINCE)

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ABSTRACT

The Vietnamese Government over the past 10 years had more attention to the development of community-based tourism (CBT) as a means for ethnic minorities to escape from poverty. Some policies and projects have been implemented in ethnic minority people areas in recent years. CBT is also legally recognized and regulated in the 2017 Tourism Law. However, so far contribution of CBT to poverty reduction has not met the expectations. The development of CBT in the areas of ethnic minorities has not been sustainable in Viet Nam. Cao Lan ethnic people have long-standing and diverse traditions and customs, but in the context of tourism development, the Cao Lan people do not know how to promote the CBT development model to reduce poverty but preserve cultural traditions. Therefore, the application of CBT for poverty reduction and preserving the tradition of the Cao Lan people will be a scientific and practical article in Vietnam and the world. Over the past 2 years, the mass media also reported the situation, suggesting critical questions that need to be answered both theoretically and practically about Cao Lan people with CBT development. The questions: What are the necessary conditions for effective CBT with ethnic minorities in Cao Lan, how to develop sustainably with the Cao Lan people; to maximize benefits and minimize negative impacts when developing CBT with Cao Lan people ... Those questions will be answered in this paper.

Keywords: Community- based tourism, cultural identities, Cao Lan people

INTRODUCTION

The Cao Lan people in Bac Giang province migrated to Vietnam from China's provinces of Guangdong, Guangxi, Yangzhou, and Guizhou more than three hundred years ago. They first resided in Quang Ninh province before migrating to mountainous areas of Bac Giang province and then settling down primarily in the four districts of Son Dong, Luc Ngan, Luc Nam, and Yen The. They form separate villages and hamlets of close and stable social structure and preserve well their unique cultural identities, which are reflected in their daily life and social relations, as well as their traditional customs and practices (Lam Quy, 2006). There is hence a great potential for the Cao Lan people in Bac Giang province to develop CBT with unique tourism products and tours for both domestic and foreign visitors. They have, indeed, started the CBT business and the change in livelihood has helped them somewhat reduce poverty. Nevertheless, they currently face challenges in developing cultural tourism without losing cultural identities.

Nowadays, Cao Lan people in Bac Giang have been doing community tourism, changing livelihoods has helped them to partly reduce poverty. However, developing tourism based on cultural identity but not fading cultural identity is posing many challenges for them. This paradox raises many questions that need to be answered both theoretically and practically: What are the necessary conditions for the operation of CBT (CBT) to develop effectively and sustainably in ethnic minority areas (ethnic minority understands numbers)? At present, what is the development of the mobile community of Cao Lan and Bac Giang people? What is the solution to exploit the cultural values of the Cao Lan and Bac Giang ethnic groups to develop

the CBR effectively without fading or changing the national identity? These questions are the inspiration for us to build this research direction.

RESEARCH OBJECTIVES

Contributing to supplementing theoretical issues related to the exploitation of ethnic cultural identities for the development of the labor force; Evaluate and analyze the current situation of developing the mobile community of Cao Lan and Bac Giang ethnic groups. From that, we can propose a feasible solution to develop the CBR effectively without fading or changing the national identity.

LITERATURE REVIEW

CBT has been developing since the 1970s and has created a significant income source for local people in almost every continent, particularly in rural and mountainous areas inhabited by ethnic minorities in Asia, Africa and Latin America (Tran Duc Thanh et al., 2014). Thailand's Community and Business Tourism defines CBT as *"the tourism that takes into account the sustainability of the environment, society, and culture. It is owned and managed by the community and for the community, towards the goal of improving awareness and understanding of tourists about the local lifestyle"*¹.

The World Wildlife Fund (WWF, 2001) defined CBT as *"a form of ecotourism where the local community has substantial control over, and involvement in, its development and management, and a major proportion of the benefits remain within the community"*. Hausle and Strasdas (2000) supplemented this concept by affirming that CBT not only contributes to the local economic development but involves in every chain link the active participation of local people, who according to WWF (2001) often are ethnic minorities isolated from modern societies and still maintaining exotic traditions and mysterious lifestyles as in the minds of visitors from developed regions (WWF, 2001).

Murphy (1985), Drumm (1998), and Timoty (2002) indicated that CBT is an effective measure to reduce poverty in underdeveloped areas since it helps to minimize the local *"economic leakage"* of tourism and increase the income of indigenous communities by their efforts.

In Thailand, Indonesia, and Papua New Guinea, CBT models are often developed in rural and mountainous areas with support from international organizations. Among the worldwide known CBT locations is Mae Hongson province in Thailand, where tourists could live in local families and participate in the production activities to understand resource management knowledge, the local people's simple self-sufficient lifestyle, and to experience the natural diversity. Nam Ha tourism project, likewise, aims to reduce poverty in the northwest province of Luang Namtha in Laos through enhancing the poor's capacity. The local poor are paid for their transport services by cow carts and also enjoy the most out of the fees collected from visitors who want to experience this means of transportation. The provincial Department of Tourism involves overseeing the tour operation and coordination and commits to employ trained local people to work as tour guides. They also cooperate with tour operators to encourage local families from six villages to provide tour guide services, accommodation, foods, handicraft products, as well as organizing excursions. This project was awarded by the UNDP for poverty reduction efforts.²

According to the ASEAN Community Based Tourism Standard 2016, CBT is a form of tourism that is owned, operated, coordinated and managed by communities towards the improvement of local economic conditions through the activities that support sustainable livelihoods, maintain and preserve social and cultural values, and protect natural resources

¹ Retrieved on September 3, 2019 from www.cbt-i.org

² Retrieved on August 18, 2019 from <http://www.aseantourism.travel/blog/detail/community-based-tourism-in-asean-region>

(ASEAN, 2016). Based on this definition, there are ten criteria for CBT. In Vietnam, the concept of CBT was first mentioned in the 1990s (Vo Que, 2006). However, it was not until the early 2000s that the term started to gain more popularity. Bui Thi Hai Yen (2018) suggested “*CBT is a development model of sustainable tourism that involves local people in every chain link in tourism activities, which are made possible by the cooperation and support of domestic and international organizations and individuals, as well as local and central governments. A large proportion of the profits gained is used for the improvement of local people’s living standards and the conservation of environmental resources.*” This definition is supported by many Vietnamese scientists.

Tran Thi Mai (2005) defined “*CBT is the cooperation among related stakeholders to generate economic benefits for local people, protecting the environment, bringing visitors new experiences, and contributing to the implementation of socio-economic development goals at the localities where CBT projects are carried out.*” Bui Thi Hai Yen (2012) emphasized the participation of local communities in all CBT activities as well as the cooperation and support from domestic and international organizations and individuals. Nguyen Thi Phuong (2016) pointed out four roles of local communities in CBT, namely as the owner of tourism resources, the partner of government agencies, the provider, creator and promoter of tourism services and products, and the protector of tourism resources.

The conference on Sharing experiences of CBT development in Vietnam held in Ha Noi in 2003 suggested “*Developing tourism with the participation of local communities to preserve culture, ensure the sustainability of nature, raise the awareness of and empower local communities. Local communities receive benefit shares from tourism activities and cooperation and support from the government and international organization.*” After that, many provinces studied and successfully develop CBT under the forms of home-stay tourism in Ban Lac, Mai Chau district (Hoa Binh province), Sapa (Lao Cai province), Phuoc Tich old village (Thua Thien Hue province), or CBT in Cat Ba (Hai Phong city) and village tourism in Doi village in Nam Dong district (Thua Thien Hue province).

In brief, the common viewpoints on CBT of Vietnamese and international scholars are as follows: (i) it is a form of community-centered tourism; (ii) CBT creates collective benefits for the community and employment opportunities, as well as promotes the development of public welfare facilities and micro-commerce (Mann, 2000; Nguyen Huu Nhan, 2004).

To date, authors have offered their viewpoints on CBT, the role of CBT and the need for CBT development. However, in-depth studies on CBT development based on cultural identities of particular ethnic groups are still lacking. This is the research gap that this research project would attempt to fill.

RESEARCH METHODOLOGIES

Some methods are employed for research as follows:

Photovoice: This is a method designed to empower community members, giving them opportunities to tell their stories and make their voices heard. Participants are equipped with cameras to record visual evidence and representative symbols so that other people can see the world through the eyes of ethnic groups. The results to be obtained will help to shape the orientations and solutions for tourism development based on the cultural identity of the Cao Lan ethnic group (Bac Giang) in the most effective way.

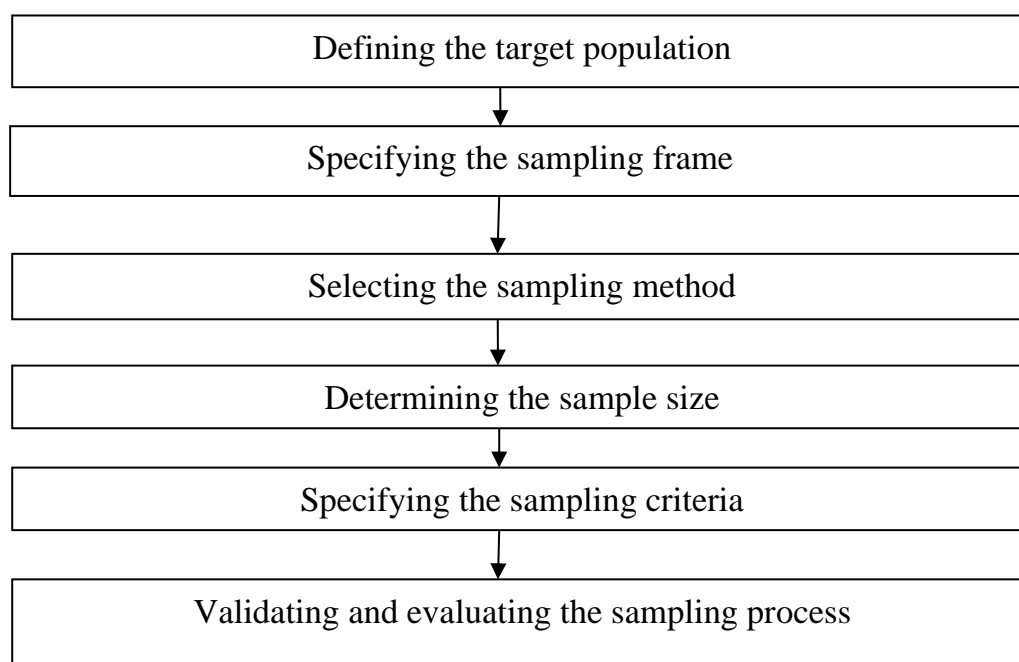
Life Story: Cao Lan people are encouraged to tell stories about themselves, about their places... and are empowered in the research process. This method is employed to gain objective perspectives on the current status of culture-based tourism development in the Cao Lan community (Bac Giang province). On that basis, appropriate and effective solutions are to be proposed for tourism development without eroding or altering the cultural identity of the Cao Lan people.

Co-research: This method involves close cooperation and sharing of viewpoints between researchers and local community members to ensure that the perspectives of stakeholders are incorporated into the research process. Co-research is regarded as a highly participatory method that maintains the democratic balance between the researchers and the research subjects, creating a safe space for all opinions and conclusions. The research subjects are positioned equal to the researchers as their colleagues, rather than assuming a passive role as mere information providers. The participation of research subjects takes place through some representatives chosen by the community itself, not by the researchers who are outsiders. A noteworthy point is that those representatives participate in the research process right from the stage of problem definition, planning, selection of data collection instruments through to report drafting and finalization. They even share the ownership and responsibilities related to research results. The advantages of the co-research method lie in the participation and equal cooperation of stakeholders in the whole process from research design and planning, conducting field trips to reporting and communication of research results. This method not only helps to ensure the accuracy of the research results but also makes them more transparent and reliable from the perspective of readers. The research results are likely to be spread more widely in the general public, thereby potentially producing a bigger social impact than traditional academic research. The employment of this method in studying the livelihood transformation for poverty reduction in the Cao Lan ethnic group, Bac Giang province in connection with culture-based tourism development is a new approach.

Household survey: The questionnaire consists of 2 parts:

- Part 1: Information of the respondent, with 3 questions to establish the attributes of households of Cao Lan ethnic minority in Bac Giang province covered by the survey.
- Part 2: is comprised of 10 questions to ascertain how the cultural identity is exploited for tourism development and livelihood transformation of Cao Lan ethnic minority in Bac Giang province.

Sampling, conducting a survey and analyzing results: The sampling process consists of 6 steps as follows:



(1) Defining the target population

According to statistics, the total number of Cao Lan households living in 4 districts: Son Dong, Luc Ngan, Luc Nam and Yen The of Bac Giang province is 390 households.

Considering the actual conditions and the effectiveness of the survey, the research team determined that the total sample is the total number of Cao Lan households living in Bac Giang province.

(2) Specifying the sampling frame

The sampling frame is a sample list. In this study, the sample list consisted of 390 households and sorted by name, with information on the order number, the full name of the head of household, gender, year of birth, locality of residence, contact telephone number.

(3) Selecting the sampling method

There are many methods to select samples such as random sampling (simple random sampling, systematic random sampling, whole-block sampling, multi-stage sampling ...), non-random sampling (sample selection convenient, select a judgment sample, select a sampling sample ...). Study the advantages and disadvantages of each of these methods, taking into account the characteristics of the sample population of this survey (the number of the sample population is not large, there is a specific and detailed sampling frame, uniform samples ...), considering the research capacity of the group, with the expectation that the survey will have certain results and statistical significance, the authors chose the systematic random sampling method for their research.

(4) Determining the sample size

Determining the sample size (number of sample units) is the determination of the number of survey units in the sample population to collect data. The requirement of sample size is sufficient to both ensure the necessary reliability of the survey data and to ensure that it is suitable for human and financial conditions and is practicable, ie feasible.

There are many ways to determine the sample size, depending on the characteristics and significance of each study. For this type of study, the sample size is determined depending on the overall sample population. Accordingly, if the overall sample is less than 10,000, the corresponding sample size is 10% of the total sample (390 Cao Lan households). Thus, the number of sampled samples is determined as $10\% * 390 = 39$ households.

(5) Specifying the sampling criteria

With the systematic random sampling method, the number of survey samples was 39 out of the 390 samples, the team determined the sample selection in the sample list in numerical order, with a distance of 9 people would choose 1, Starting from the person with the 1st ordinal in each list. Households with ordinal numbers 1, 10, 20, 30, 40 ... will be selected to investigate the questionnaire.

(6) Validating and evaluating the sampling process

This is the final stage of the investigation process. In this study, the authors conducted a review and assessment of the following two contents:

- One is: Are the sample units right for the study subjects set out from the beginning? Accordingly, 39 samples were selected to survey with a representative, appropriate and satisfied with the research object set out from the beginning.

- Second: Check and evaluate the completion rate of the questionnaire of the investigated subjects. As a result, 39 questionnaires collected were completed at a rate of 100% as required.

Note: The sample size is determined by the formula: $n = z^2 \times (p \cdot q) / e^2$

In which: - n: Scale of sample size - Reliability: 95%

- p: 70% of respondents appreciate - e: Tolerance: 5%

- z: distribution value corresponding to the selected reliability (if the reliability is 95%, then the value of z is 1.96 ...)

- q: 30% of respondents do not appreciate it

z	z ²	p	q	e	e ²	n
1,96	3,8416	70%	30%	5%	0.0025	323

Expert method: The researcher interviews scientists, officials of provincial departments, officials at district and commune levels, tourism enterprises... The interview results will help to ensure the accuracy and objectivity of findings and evaluations.

RESEARCH RESULTS

Concept of community tourism

There are many concepts of high-quality mobile mechanics given by scientists around the world and Vietnam (the overview was given). According to the Vietnam Tourism Law 2017 (Clause 1, Article 3, Chapter 1) "CBT is a form of tourism developed based on cultural values of the community, managed by the community, organize exploitation and benefit".

According to the ASEAN Community Based Tourism Standard 2016, CBT is a form of tourism that is owned, operated, coordinated and managed by communities towards the improvement of local economic conditions through the activities that support sustainable livelihoods, maintain and preserve social and cultural values, and protect natural resources (ASEAN, 2016). Based on this definition, there are ten criteria for CBT.

- 1) Recognize, support and promote community ownership of tourism
- 2) Involve community members from that start on every aspect
- 3) Promote community pride
- 4) Improve the quality of life
- 5) Ensure environmental sustainability
- 6) Preserve the unique character and culture of the local area
- 7) Foster cross-cultural learning
- 8) Distribute benefits fairly among community members
- 9) Respect cultural differences and human dignity
- 10) Contribute a fixed percentage of income to the community

The popular forms of CBT include ecotourism, cultural tourism, agritourism, indigenous tourism, and village tourism (The Asia Foundation, 2012).

Mobile communication activities, like many other economic activities, of course, have certain impacts on ethnic minorities, in many different colors, economic, social, cultural and environmental, both positive and positive and negative.

Cao Lan cultural characteristics

Cao Lan is one of two groups of the San Chay ethnic group (Cao Lan - San Chi). Previously, French scholars considered the Cao Lan people to be part of the Dao ethnic group. Cao Lan people are also called Camp people. Up to now, Cao Lan people in Bac Giang still consider themselves to be Cao Lan people with their language belonging to the Tay-Thai language group.

Like other ethnic minorities living in lowland areas, Cao Lan people take the cultivation of wet rice and other food crops on sloping land as a key economic activity, and they also take advantage of the flat land. Flat for wet rice cultivation. All other activities such as breeding, household crafts, trade, or hunter-gathering are all auxiliary economic activities that complement farming. During agricultural production, Cao Lan people used farming tools such as plowing, harrowing, raking, hoes, knives, and pickers.

A special type of coat for Cao Lan women is pù-dan-Dinh, indigo-colored. Under the hem of the shirt came white and square cloths. Coat without buttons, when wearing a belt, the outside people. Men's clothes have many similarities with men's clothes of the two ethnic groups of Tay and Nung. Men's indigo shirt, pants similar to the Ba Ba trousers of the Kinh people.

In the past, Cao Lan people often lived on stilted houses. Since the 1960s, the stilt houses of the people have given way to the land houses. Therefore, there are few houses on stilts in Bac Giang.

Cao Lan people worship Buddhism and Confucianism but their ancestors worship deeply. In terms of accommodation, the Cao Lan's home is envisioned as a "magic buffalo". The four main columns represent the four legs, sesame is the ribs, the roof is considered to be the spine. There is a small room in one of the two outer corners of the house, which is the place to worship incense. Cao Lan people have many festivals, give thanks to Buddha God, heaven and earth and at the same time foster spiritual and cultural life on Tet and New Year occasions. The festival has an important meaning for the Cao Lan people to review their ancient heritage and educate the nation's traditional cultural traditions for generations, as well as the occasion for the people to pray for a prosperous new year. Prosperity, good harvest.

At Cong Luoc village, Deo Gia commune (Luc Ngan) on the 16th of the second lunar month, Cao Lan compatriots celebrate a traditional festival known as the singing and singing festival at Cong Luoc communal house. In addition to the traditional ritual of making offerings at the family, folk games, swinging, cockfighting, spinning... there is also singing of songs. Cong Luong communal house attracts many Cao Lan ethnic people in Deo Gia, Dong But, Thung and Ruong villages to exchange songs.

In Da Huc village, Binh Son commune (Luc Nam), Cao Lan people celebrate on March 15 at Da Huc communal house. The festival, the people made black sticky rice, pork, chicken, and made offerings to the gods. The festival has Sinh-ca songs. Sinh-ca Cao Lan has rich content. From the old men and women to the young, they sang passionately and the atmosphere was joyful and lively.

The festival of the people is a combination of folklore activities including singing, dancing, music, martial arts to compete among the villages. This is an opportunity to pray for the good things in life both entertaining and spiritual.

In daily life, the Cao Lan people also have a new custom of offering rice to thank their ancestors, gods, and the heavens and the earth for the good harvest and prosperous life. The new rice worshipping ceremony takes place on the Pig's Day in the 8th lunar month every year. That morning, the homeowner sent someone to go out to the family's best field to cut the grain-laden grain and bring it home. Good women are picking the most beautiful rice into a small bunch to put on the ancestral altar, followed by plucking the rest of the rice and pounding, sifting, shifting into a new batch of rice. In the evening, where the rice is cooked, in addition to cooking, the family will meat a chicken to worship.

In the cultural and religious life of Cao Lan, people can find many cultural and spiritual factors that help create a cohesive community, family and individual life. The maintenance of spiritual and cultural factors to educate future generations to appreciate and preserve traditional cultural values.

The situation of community tourism development of Cao Lan and Bac Giang

Results

According to statistics in 2018, the Cao Lan - San Chi ethnic group in Bac Giang has over 25,000 people, living in 4 districts: Son Dong, Luc Ngan, Luc Nam, and Yen The. In 2010, almost all Cao Lan people were not aware of the problem of developing high-quality people, the number of tourists coming to the villages was very small, mainly spontaneous and research guests. By 2019, the number of visitors coming to the natural attractions combined with the indigenous culture has increased significantly, they have started to know how to develop community tourism, open pick-up services, but the tourism development is not commensurate with the potential, the unique cultural features have not been stimulated and are in danger of disappearing according to the market economy. Typically, CBT development versions:

The Ven village is located in the Xuan Lung-Thac Nga tourist complex, Xuan Luong commune (Yen The) with about 150 households with more than 90% of the population being ethnic Cao Lan. Coming to this area, visitors experience the tea-picking and stars; visiting

exhibits, introducing products and cultural features of ethnic minorities; hill chicken farms; crossing the waterfall; climb the mountain; avoid the sun under the forest canopy, enjoy the unique dishes of the Cao Lan ethnic group such as iridescent sticky rice, herbal stew legs, wild boar, black fillings ... Currently, there are some stilt houses in Ven village by Than Truong Cooperative investing in the construction of catering service with a capacity of 300-400 guests/time; for motels accommodating about 80 people. Although newly put into operation, there are times here to welcome 2-3 thousand visitors/day.

Luc Ngan district is a bright spot on the potential of developing high-quality tourism with eco-resort, garden strength. With many beautiful landscapes endowed with nature such as Khuon Than Lake, Cam Son Lake and 27 thousand hectares of fruit trees spread over 4 seasons, many spiritual tourist attractions and the ability to connect with Son Dong's tourist attractions and Luc Nam, Luc Ngan district attracts tourists. In early December 2019, Dream Green Education and Experience Co., Ltd. invested in a gardening experience model in Thanh Hai commune. Currently, the unit has 5 buffaloes (each carrying about 16 people). Visitors can visit orchards, directly collecting and buying products from households. In the commune, 4 households are investing in accommodation for meals, daily life and rest (each house can accommodate about 20 people). Guests can visit the temple, the creature village in Bong village. After more than a month of operation, nearly 1.5 thousand visitors came to experience.

According to the project "Community tourism development in Bac Giang province for the period of 2014-2020", the total revenue from the type of CBT is estimated at VND 10 billion / year. In 2020, striving to attract 20 thousand visitors, including international visitors about 2 thousand. At the end of 2019, Bac Giang Provincial People's Committee approved the Supporting Plan for the development of high-quality mobile phones in 2019-2020, deploying in Na O village, Ven village and fruit tree area of Luc Ngan district. The plan focuses on developing, managing, training, training, guiding the development of a model of the high-quality labor force; conducting surveys and study tours to experience provinces; introduce, advertise and connect tours; capital support, facilities, infrastructure. Notably, in October 2019, the provincial People's Committee recognized Ven village, Xuan Luong commune as a provincial high-quality tourism site. It is expected that in the second quarter of 2020, the provincial People's Committee will recognize the points of the CBT in Na O village.

Khe Ro eco-tourism area, An Lac commune (Son Dong) has a cool climate, beautiful natural landscapes such as Vung Tron lake, Dong Duong waterfall, and pristine forests and many rare and precious animals. People in the region are mainly Tay, Nung, Cao Lan, and San Chi ethnic groups who still preserve many traditions and customs. In the past, when visiting Khe Ro, guests had to prepare food and drinks from home; Experience activities with indigenous people almost no. Now, in Na O village - the focal point of the resort, visitors can eat, live, interact with the people in the village, enjoy unique dishes such as 7-color sticky rice, ant eggs, stream fish, pupae, bamboo shoots... For guests to have interesting experiences, the Cooperative establishes groups: Then singing, sex; beekeeping and traditional medicine; environmental sanitation, guides. 5 families are investing in stilt houses to serve visitors. In 2019, Na O welcomed about 19 thousand visitors inside and outside the province.

According to the survey results of 39 households in Cao Lan villages, 90% of households think that they are very interested in CBT development models, they want to be helped to do high-quality tourism, Psychological fear is not determined. When asked whether developing CBT is beneficial for their lives, helping them to develop their economy, and promoting their cultural identity, over 80% think that CBT is helpful for them.

Using in-depth, in-depth interviews that allowed them to record images, the research team recorded great stories about the cultural identity of the Cao Lan people, which is an invaluable resource for the introduction. with tourists and to preserve the unique cultural

identity of the Cao Lan nation. The purpose of in-depth interviews is not to understand in a representative, generalized way, but to help in-depth understanding and understanding of a certain issue. (Appendix 1,2)

In the memory of "contemporaries", the information they recall is very precious and very respectable. Such information can help researchers "connect", searching for the days that have passed without recalling and preserving their lives, those memories will disappear forever. [11]

Limited, exist

Although there have been encouraging signs, according to the results of the survey and evaluation of the research team, there are still many problems that exist when developing mobile phone community in Cao Lan households (Bac Giang) as follows:

- Awareness and how to do mobile work of households are limited, do not know how to exploit and preserve the cultural identity of their people to develop a mobile phone, and there is no specific development model.

- There is still a small part of the people with a low self-esteem mentality, a self-contained life, and a limited awareness of a part of the people on the development of the CBD, who do not want to introduce the national cultural identity to the community, with expressions fading and encroaching on cultural identity.

- There has not been the participation of experts in the field of tourism, the people are not fully aware of the benefits brought by the CBD, the psychology is reserved, anxious when welcoming tourists, and has not identified the product-specific tourism products, the organization and administration of services are not professional. Despite the great potential for developing high-quality tourism of Cao Lan villages (Bac Giang), the capital for investment in tourism (dining, sleeping, resting, shopping, playing, experiencing, etc.) is difficult for the people.

- There is no effective coordination for the forces to preserve and promote the cultural values of Cao Lan, the support funding for the development of the CBD is still limited, the infrastructure, especially roads, electricity and houses accommodation, sanitary works in the areas and areas capable of developing high-quality electricity have not been invested or renovated much.

Solutions for community tourism development

Socio-cultural solutions: Promote the active and active role of Cao Lan people in preserving and promoting the cultural values of their people. Improving people's knowledge and propaganda for Cao Lan compatriots to appreciate their national cultural identity. Raising awareness of the sectors and levels of the cultural values of the Cao Lan ethnic group.

Socio-political solution: Struggling against acts of cultural abuse, taking advantage of cultural activities for personal gain or propagating superstition. Against the manifestation of national unity, overcoming the mentality of national inferiority. To build and strengthen a contingent of cultural officials and cultural management officials who have professional qualifications and expertise in the national culture.

Policy solutions: The government continues to hire consultants to inherit experiences from other localities on how to make high-quality tourism for Ven, Na O village and some fruit tree areas in Luc Ngan district. ability to develop mobile phone learning. Promoting propaganda to raise people's awareness about developing high-quality electricity so that people can see the benefits, participate in investment and benefit. Doing well the work of promotion and association with businesses and travel companies; building typical tourist products to attract visitors and promote the development of the CBT.

Solutions on the organization of implementation: Closely and effectively coordinate forces to preserve and promote the cultural values of Cao Lan. Promote information dissemination, strengthening, preserving and preserving cultural identities of ethnic groups in

4 districts, focusing on attracting and implementing trade and tourism projects: Supporting support infrastructure development, funding for some households to choose investment models to form tourism products, programs to promote, promote and build traditional handicraft villages, open training classes. training, learning experiences, raising awareness and fostering tourism operations, scaling up the model of high-quality tourism.

CONCLUSION

The revival of folklore activities among ethnic minorities, bringing these cultural activities back to its owners is very important to work. This is also a condition and a basis for the development of CBT models in ethnic villages in Cao Lan and Bac Giang. For sustainable tourism development, the preservation, protection, and promotion of the cultural identity of Cao Lan ethnic people here are extremely important and necessary. With this type of CBT, it will create a distinctive mark, attracting more domestic and foreign tourists to visit and resort, contributing to improving the life, spiritual culture and integration for the people of the people. Ethnicity in general and Cao Lan ethnicity in particular.

APPENDIX

Appendix 1: Sinh Ca of the Cao Lan

*Example excerpt of an interview below: [Researcher asks (Q), informant answer (A)]
Mr. Dam Van Ba (SN 1930), Tam Hiep village, An Lap commune, Son Dong district (Bac Giang) is dedicated to preserving and transmitting Sinh Ca, a unique folk song of the Cao Lan people for the younger generation.*

Q: Sir, for every nation, folk songs are invaluable spiritual food, although 86 years old, but he has collected and taught folk songs to the younger generation every day. when did you know about Sinh Ca?

A: When I was young, I loved singing and always followed my mother to listen to songs. Old people and young people passionately sing and respond all night long. The lyrics and the songs help dispel anxiety and fatigue after hard working days, since then the meaning of the neighbors' village has also become closer.

Q: What is the origin of Sinh-ca?

A: Sinh Ca or Suoi Co, Shoe Co, and Cang Lo are folk forms (sometimes called folk songs) of the San Chay people in Northern Vietnam, including groups of San Chay, Cao Lan and San Chi (San Chi). Sinh Ca is a spiritual food of Cao Lan people, it is like the music and dance of other ethnic minorities, Cao Lan folk song is a treasure of rich, diverse and high-valued cultural heritage. about the arts.

Q: Are Cao Lan people from different areas singing the same song?

A: The Cao Ca singing genre of Cao Lan people in each locality has a different style of presentation and dance, but the same is the point is that only singing in the leisure time, the golden season has a bumper. For example, Cao Lan people in the remote communes of Thai Nguyen, Bac Giang, Quang Ninh ..., sing Sinh Ca only keep in the memory of the elderly, every time guests receive guests until "sublimation". , they can sing together all the songs of Sinh Ca related to the deepest thoughts in life.

Q: Can we estimate how many Sinh Ca tunes?

A: At present, Cao Lan people in 2 communes: Binh Son, Luc Son, Luc Nam district, Bac Giang province are still holding thousands of Sings Ca songs. Collecting and introducing folk songs of people in the area in the Mandarin language is very necessary.

Q: On what occasions is the song sung?

A: From old people to young children, everyone is fascinated because it includes not only the love songs of boys and girls but also many songs praising the production, praising the beautiful scenery of the homeland, the villages, singing to celebrate a new home, singing a lullaby, singing a favor to parents, singing trivia, teasing ... Especially, it is mostly sung at weddings, toasts, or when visiting guests. And, sing only in single or group voices, not

accompanied by music. Sinh Ca language is expressed according to the thought at each age. For the elderly, they sing to express friendship, talent, memory or lament the hardships of each person. For young men and women, Sinh Ca expresses the emotional desire of the couple, expressing individual thoughts about the present life and the dream of tomorrow. If in the elderly, Sinh Ca singing only takes place when the village has a festival to enjoy the harvest, or to have guests visiting the house, then for young people to focus on your wedding days, or Happy spring festival, Lunar New Year. Children often sing in groups of friends. They sang opposite Sinh Ca find out that the opposite sex could respond if they sang that match well, the more intimate the relationship, the more charming the couple.

Q: Does Sinh Ca be sung during Tet?

A: During Tet (Cao Lan's Lunar New Year lasts from 27, 28 December to the full moon of the first lunar month), people wear the most beautiful and newest clothes of the nation. And also from the second day of Tet onwards, the Cao Lan in the villages together sing Sinh Ca. Families have friends singing at home to play, they wish each other a new year with happy and good things. The song continued from day to day, from family to family.

Q: How is the composition of a song so beautiful?

A: Because the layout of the Signings only follows the rhyme, and how the opposites are sung, it will depend on the person singing the opposite. Therefore, it varies according to the sharp thinking of the singers. The singing opposite must be so that the subject is not wrong, in line with the expectation of the person who sings with us, to sing a long time and the new singer shows his talent for behaving in front of everyone. The winner in Sinh Ca is the person who has many arguments during the process of singing to his friend, using the response to good words, soaring, causing the "opponent" to lose in the manner of restoring the password, that is the most striking feature of Sinh Ca. Sinh Ca helps them express their luck, life point of view, thoughts, ways and behaviors of themselves or a group of friends with new partners.

Q: Where can you sing songs?

A: In the Cao Lan folk songs, people can sing anywhere, anytime, in all conditions, space and time including day or night, anywhere when conditions allow. without being bound by the rules. Unfortunately, up to now, these rich cultural heritages have been greatly diminished because most of the ethnic songs in Han Nom characters have not been translated into Mandarin or ethnic languages. People who read this type of writing are few. Most of these songs are currently among the few elderly people that have not been widely disseminated. Even young people who are ethnic minority children do not belong and do not know

Q: In your opinion, how to store and transmit Sinh Ca?

A: The organization of taking notes, collecting, preserving to preserve the Sinh Ca melody of the Cao Lan people is currently an urgent job.

Q: Sincerely thank you! Wish him good health forever to be able to pass the folk tunes to the younger generation.

When leaving the questions of the questioner, only the answer remains, the story of Cao Lan folk songs is extremely valuable and unique.

Appendix 2: Pictures in the daily life of Cao Lan people



Weaving, a traditional craft of Cao Lan people



Cao Lan costumes



Mr. Dam Van Ba, (1930), Tam Hiep village, An Lap commune, Son Dong district (Bac Giang) is dedicated to preserving and transmitting songs to the younger generation



Ven village, Xuan Luong commune (Yen The) - a community tourist destination that attracts visitors and experiences



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CORPORATE SOCIAL RESPONSIBILITY: A CASE STUDY OF ACCOR HOTELS GROUP

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ABSTRACT

CSR is an aggregate of ethics and responsibilities which involves organizations looking at their impact on society and considering their responsibilities toward both stakeholders and society. This paper will explore the concepts of CSR and examine the impact of it on the hotel industry. We choose a case study of Accor Hotels Group, which is considered as one of the best practices of CSR. Accor Hotels Group takes responsibility for involving all its hotels and their customers in a sustainable development program – entitled ‘Planet 21’. This program has succeeded in the first period from 2010 to 2015 so that they have been implementing for the second season. Accor has implemented CSR activities more and more because it was more profitable than previous years. As a conclusion, if CSR is performed correctly in hotel industries, it can have a positive impact and direct effect on a higher performance of hotels.

Key Words: Corporate Social Responsibility, CSR, Sustainable development, Accor Hotels Group

INTRODUCTION

Corporate Social Responsibility (CSR) is a critical issue in economic industry. Definition of CSR has emerged since 1950. However, the most popular definition of CSR is introduced by Carrol (1983) which involves the conduct of a business. It is economically profitable, law abiding ethical and socially supportive. The current definition is achieving commercial success in regard of being responsible for ethical values and respecting communities and natural environment (Clark, 2006; Porter & Kramer, 2006).

Accor Hotels Group provides a lot of CSR activities in categorizing sustainable development. Most of the innovative ideas of Accor hotel partners gather in this category and the headquarters tried to extend CSR activities not only for ethical reasons, but also the respectful of nature and human being.

In order to develop sustainable ideas, Accor has sustainable development department. This Department works at two levels:

- The first level initiates projects for the groups.
- The second level assists development and support of the projects in various areas such as human resources, marketing, purchasing, design, and technology.

The sustainable development department relies on networks consist of about hundred agents all over the world. These agents facilitate the integration of sustainable development into the group’s daily operations. They also guarantee the consistency of the group’s policy in all its activities.

Accor Hotels Group is considered as one of the best practices for CSR in the hotel industry. They have implemented the sustainable development program in its group and shared this program in the hotel industry.

LITERATURE REVIEWS

The concept of Corporate Social Responsibility (CSR) started to emerge in the mid - 1990s and be applied in different industry sectors. CSR arises from the businesses’ need to

gain and retain consumer trust and the awareness that companies should take their responsibility for the impacts their activities. Therefore, CSR based on the concept of “triple bottom line”, which businesses are responsible for the environmental, social and economic.

Definitions of CSR

Kalish (2002) argues that CSR can contribute to increase consumer confidence in a context where customers and society at large have decreased their trust in business standards and ethical behavior. Furthermore, CSR is considered as a tool for responsible and sustainable development of industrial and service operations. From this point of view, if businesses do not take responsibility for their actions towards society, sustainable development cannot be achieved. The Business for Social Responsibility acknowledges that CSR is “achieving commercial success in ways that honor ethical values and respect people, communities and the natural environment” (While, 2006). It emphasizes the responding to a broader spectrum of stakeholder interests that includes, but it is not limited to, shareholders.

According to the World Business Council for Sustainable Development (WBCSD, 1999), CSR means: “The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large”. It is such a commitment about human rights, employees’ rights, supplier relations, stakeholder’s rights and monitoring.

The European Commission (2001) has recognized the role of CSR as a contributing factor to gain the competitive. CSR means not only fulfilling legal expectations, but also going beyond compliance and investing more into the human capital, the environment and the relations with stakeholders”. The CSR is then defined by “a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis”. This means that CSR is a voluntary concept, integrating social and environmental concerns into the enterprise’s activities. CSR helps the enterprises interact with internal and external stakeholders to cover economic, social and environmental issues at the same time.

The core principles and subjects areas of CSR

The seven core principles of an organization’s CSR are defined by ISO 26000:2010 as follows. These cores and running the organization should be taken account by the company management in making decisions and running the organization as a whole.

- Accountability. The company can be held responsible and accountable for all decisions and activities that have an impact on society.
- Transparency: The organization must declare its policies and decisions clearly and to a sufficient degree and disclose its activities.
- Ethical behavior: The organization’s behavior must be underpinned by the norms of honesty, fairness and equality.
- A respect for Stakeholder’s Interests. Apart from owners, customers or donors the organization must also consider the rights, needs and special interests of other persons or groups concerned.
- Respect for the rule of law. The organization must comply with laws and regulations and take the necessary measures to enforce regulatory compliance.
- Respect for international norms of behavior. International norms must be adhered to even in cases where the law of the country where the organization operates do not apply to the particular area of activity or are contrary to international law.
- Respect for human rights. The organization must respect the rights included in the Universal Declaration of Human Rights adopted by the UN General Assembly. In this

respect, two categories are distinguished; one includes civil and political rights the other economic and cultural rights.

CSR in the Tourism Industry

CSR has many similarities with sustainable tourism, in that both “focus on how stakeholders should be identified and engaged and what initiatives should be measured to determine their impact on others” (Dodds and Joppe 2005, p.9). According to the United Nations, “CSR is no longer a luxury for the travel and tourism sector, but a need in the global marketplace”. Moreover, CSR is still unexplored in comparison with other industries (Ermlich 2009; Frey and George 2010; Coles et al. 2013).

It is difficult for most enterprises to accomplish the strict requirements of these standards because of the characteristics of tourism such as the high fragmentation, heterogeneity, intangibility, etc. In addition, it is hard to organize their core business in a socially and ecologically responsible way to develop the responsible product. Another important aspect which limits the adoption of CSR by tourism companies is the high cost of reporting and certification systems assessing the business responsibility. Aware of the difficulties, some organizations have started to develop different solutions to enable small businesses to implement their own reporting system: less expensive fees, free assistance, advice and support in finding appropriate sources of funding development of networks, exchange of best-practices, easier processes and standards, etc. (Rome 2007).

METHOD

In this study, the analysis of the corporate social responsibility and its impact on the hotel industry was examined through a case study which involves the study of an example – a case- of the phenomenon being researched. The fact that research projects using the case study method typically involve only one or few cases suggest some similarity with qualitative research methods and in some texts the case study method is subsumed under “qualitative methods”(Finn et al 200:81) but, as Yin (2003:14) states: “Case studies can be based on any mix of quantitative and qualitative evidences”. The aim of the case study research method is to seek to understand the CSR by studying Accor Hotels Group. In this paper, CSR is examined through a case study of Accor Hotels Groups which is one of the best practices of hotel chains in the world (Judy L. Holcomb, Randall S. Upchurch and Fevzi Okumus, 2007). Accor operating and trading 4229 hotels in 90 countries with 507,306 rooms and 145,000 employees, the largest hotel group in Europe is trying to become one of three largest hotels in the world, Accor is the only hotel that includes 11 major brands in different market segments from Luxury to Budget. Accor Hotels Group has been selected for the case study because this is one of the best practices for CSR in the hotel industry. They have implemented the sustainable development program which is called the Planet 21. It has launched in its groups and they also shared the program with their key players. Planet 21 seasons one has succeeded and they has been implementing for the next season to 2020. We used a number of data resources and data gathering techniques, including: the use of documentary evidence, secondary data analysis to explore the case study of Accor Hotels Group.

RESULTS

The Planet 21 has its own commemorative day of the year in every 21st of April. Accor’s employees around the globe join together and organize actions to implement the 21 commitments of the Planet 21 program which contributes towards social and environmental goals. There are a lot of activities such as planting trees, distribution of mosquito nets, health training actions, cleanup of natural sites, organic food lunches and loads more. According to Denis Hennequin, Charman and Chief Executive Officer of Accor: “At a time when the

group is embarking on a phase of brisk expansion, with the aim of becoming the global reference point in the hotel industry, we are reaffirming our choice of responsible growth capable of generating shared value for all. With the Planet 21 program, we are putting sustainable hospitality at the core of the Group's strategy, development and innovation. I am convinced that sustainable development will lead us towards a new business model. Planet 21 gives us a fantastic driver of competitiveness for our brands, attractiveness for our customers and partners and loyalty for our employees".

According to the Accor group's headquarters, CSR activities will keep their brand image and satisfy a huge part of their customers because customers are sensitive and committed to the ethical issues. The financial reports and net and income statements of Accor in 2011 shows a noticeable increase in expenses due to sustainable development, but the revenue has increased 5.2% which is approximately 6.100 million euro. Therefore, the sustainable development plans had a significant effect in attracting customers and the expenditures have completely expended target oriented. Moreover, its business model based on sustainable developments and CSR activities has a positive impact on the revenues.

Sustainable development program (Planet 21)

CSR plays an important role in monitoring mechanisms throughout the value chain and in particular innovation initiatives with its key partners in order to improve the sector's practices. Accor provides 40.000 new rooms each year; hope to combine development with the environment and local communities. Hence, they have been involving all its hotels and their customers in a sustainable development program – entitled 'Planet 21' which launched in April 2010. Why do they call Planet 21? Because it focuses on seven key areas, and there are three specific tasks in each key area. Planet 21 gives a framework of CSR criteria to implement in the whole Accor Hotels Group. The seven key areas and 21 elements are as follows:

Table 1. The commitments of Planet 21

Dimensions	Criteria
Health	1. Ensure healthy interiors 2. Promote responsible eating 3. Prevent diseases
Nature	4. Reduce water use 5. Expand waste recycling 6. Protect biodiversity
Carbon	7. Reduce our energy use 8. Reduce our CO ₂ emissions 9. Increase the use of renewable energy
Innovation	10. Encourage eco-design 11. Promote sustainable building 12. Introduce sustainable offers and technologies
Local	13. Protect children from abuse 14. Support responsible purchasing practises 15. Protect ecosystems
Employment	16. Support employee growth and skills 17. Make diversity an asset 18. Improve quality of work life
Dialogue	19. Conduct our business openly and transparently 20. Engage our franchised and managed hotels 21. Share out commitment with suppliers

(Source: CSR & Performance, Accor Hotels)

Accor Hotels apply the Hazard Analysis Critical Control Point (HACCP) to prevent diseases and keep the food safety in catering. The material of Furniture is not influenced to the health of customers. Planet 21 is committed to protecting and improving the environment. Accor Hotels try to save energy use; water use and the food waste. They encourage their staff create ideas to expand waste recycling. Renewable energy is used as much as they can and reduced CO₂ emissions. Moreover, Accor Hotels Group has been investing in the innovation such as eco-design; sustainable building and sustainable technologies.

Since CSR not only focus on environmental but also social, they solve the social problem as protect children from abuse. Besides that Accor Hotels Group wants to share their benefits with the local community by purchasing local products and giving priority to employing local staff. They ensure access to training, so as to develop the skills and employability of local employees. Furthermore, they have put a lot of time and effort into improving the quality of work life because of it influences to the quality of human resources. What is mentioning is that all the commitments are shared with suppliers and engaged their franchised and managed hotels.

Results from the implementation of the scheme so far are impressive. After the first year, the following things had achieved:

- 68% of hotels use eco-labelled products
- 77% of hotels organise disease prevention training for their employees
- 64% of hotels recycle their waste
- 68% of hotels ban endangered seafood species from restaurant menus

Accor Hotels Group is hoping to achieve the following results in 2015:

- 95% of hotels will organize disease prevention training for employees
- 85% of hotels will recycle their waste
- 10% of hotels will use renewable energy
- 40% of hotels will have at least three eco-designed room components
- 70% of hotels will purchase and promote products originating in their host country
- 100% will ban endangered seafood species from restaurant menus
- 100% of host countries will organize an employee opinion survey every two years
- 75% of hotel managers will be promoted from internal mobility

These are the main goals that Accor are planning to reach.

The evaluation of Planet 21 (2011-2015).

There is no denial that Accor Hotels group has succeeded in implementing Sustainable Development Program. They have equipped more number of the hotels with these innovative ideas in every year.

Table 2. The Planet 21 evaluation

		(Unit: Percent)				
	2015 Group Objectives	2011	2012	2013	2014	2015
Health	85% of hotels use eco-labelled products	68	89	95	97	98
	80% of hotels promote balanced dishes	62	87	96	97	98
	95% of hotels organize disease prevention training for employees	77	40	65	74	85
Nature	15% reduction in water use	-	-5.2	-5.2	-5.6	-8.4
	85% of hotels recycle their waste	64	79	86	88	89
	60% of hotels participate in the Plant for the Planet reforestation project	34	39	41	46	60
Carbon	10% reduction on energy use	-	+3	+0.3	-4.5	-5.3
	10% reduction in CO ₂ emissions	-	+10	+0.6	-3.8	-6.2
	10% of hotels use renewable energies	4	6	7	9	15
Innovation	40% of hotels have at least 3 eco-designed room components	13	23	35	40	50
	21% new or renovated hotels are certified as sustainable buildings	3	2	6	13	21
	20% of owned and leased hotels offer green meeting solutions	-	-	-	-	-
Local	70% of hotels have pledged to protect children	49	38	44	48	89
	70% of hotels purchase and promote locally	51	68	81	87	92

	sourced products	68	83	89	93	99
	100% of hotels ban endangered seafood					
	form restaurant menus					
Employment	75% of hotels managers are promoted from within	75 27	80 27	80 28	69 27	80 28
	35% of hotel managers are women (owned, leased and managed hotels)	71	71	59	55	78
	100% of country conduct an employee opinion survey every two years					
Dialogue	Accor is included in 6 internationally socially responsible investment indices	66.7	66.7	66.7	50	100
	40% of all non-budget hotels are ISO 14001-certified	25 45	31 60	36 68	41 80	43 94
	100% of purchasing contracts include Procurement Charter 21					

(Source: CSR & Performance, Accor Hotels, 2015)

There was 98% of hotels used the eco-labelled products and promoted balanced dishes, but there was 85% of hotels organized training disease prevention for their staff. Therefore, the other hotels must organize disease prevention course for the staff.

The staff encouraged customers to use less water so that the water use dropped 8.4% in 2015. After 5 years of recycling waste, Accor Hotels Group has significant growth from 64% to 89%. What is mentioning is that Accor Hotels Group has conducted the plant for the planet program. The aim of this project is to offer the customers to reuse towels so that they can allocate half of their savings of laundry expenses on tree planting projects. Their simple formula is that 5 towels reused can plant a tree. Accor has planted more than two million trees for global reforestation, which is supported by the United Nations. What's more, it involves guests and employees in a shared involvement with a message that is clearly identifiable in the hotels: "Here, your towels plant trees".

The consumption of energy has declined. However, they got 5.3% reduction of energy use instead of 10% as their objective. The reduction in CO2 had the same trend that they could not reach their task. In contrast, they made the best use of renewable energies and got the higher results with 15%. There was a significantly increased from 13% to 50% of hotels have at least 3 eco-designed room components. It means that they made the best of use eco-designed room components. The objective sustainable building certificates were met with 21% of hotels were awarded.

Accor Hotels Group has succeeded in shared benefits to the local community. 89% of hotels have pledged to protect children and 92% of hotels purchase and promote local products. Moreover, they are the priority to recruit local staff. They conducted a research into the assessment of staff and training the staff with higher skills.

The new Planet 21 (2016-2020)

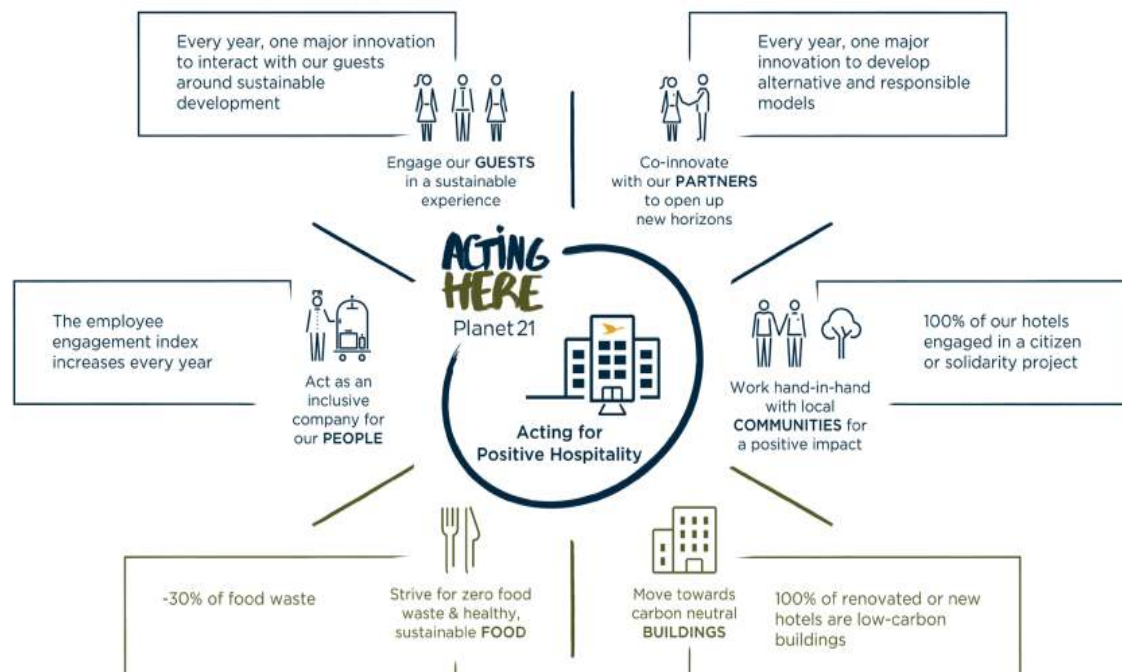
This program allocates new commitments to its employees, customers, partners and communities, and its focus more particularly on F&B and Buildings.

Commitments to employees: widening their responsibility as an employer to build a more inclusive company. The Group's commitments looking at 2020:

- Increase the employee engagement index
- Implement a health and wellbeing at work program in each country
- Ensure 35% of hotel general managers are women (by 2017)
- Increase employees' perception of the Group's high level of CSR engagement

Commitments to customers: enhance customer experiences by stepping up sustainable development.

- Introduce one major innovation to interact with our guests around sustainable development each year
 - Eco-design products in the 10 key hospitality categories (bedding, bathroom amenities, paint, carpets, cleaning products, sheets and towels, furniture, stationery, disposables, and gifts and goodies)
 - Require 100% of our hotels to implement Planet 21's 16 mandatory actions
- Commitments to partners:** innovate together to open up new opportunities and take positive hospitality to new heights.
- Introduce one major innovation to develop alternative and responsible models each year
 - Deploy our “CSR & ethical risks management” process among 100% of our partners (owners and nominated suppliers) and provide support mechanisms to help them make progress



(Source: Accor Hotels Report, 2016)

Commitments to communities: play an active role with communities by supporting local initiatives

- Engage in community work and social projects, in particular the ones backed by Solidarity Accor Hotels, the Group's endowment fund, which helps people on the fringes of society to find a way back in through employment. In France, for example, Solidarity Accor Hotels support La Table de Cana, a non-profit that trains women living in precarious circumstances to work in kitchens. Accor Hotels' five chefs in the area are playing a key role in this learning process.
- Protect children from sexual abuse by persistently raising team and customer awareness of the issue and constantly cooperating with partner law-enforcement agencies, experts and local NGOs.

- Plant 10 million trees by 2021 and support agroforestry with the Plant for The Planet program.

To achieve this bold goal, all hotels will join the program (as part of the baseline requirements) and this initiative will be included in all management and franchise contracts.

It is the most important for Accor to focus especially on these two areas – F&B and Buildings because F&B is a major issue for the Group, its hotels and its restaurants. The Group is also committed to slashing food waste (more than 30% of the world's food production is wasted), to contribute to mitigating famines and reducing the farming sector's negative environmental impacts. Accor Hotels own over 30% of its hotels. The program encourages hotels on the energy transition path which designing more and more carbon-neutral buildings, as well as renovate existing ones with a view to enhancing energy efficiency.

CONCLUSION

As a conclusion, if CRS is performed correctly in hotel industries, it can have a positive impact and direct effect on a higher performance of hotels. Accor headquarters firmly believes that sustainable development is a factor of performance. CSR has a positive effect on guest satisfaction: This could be due to the better quality of service that results from the positive influence of the management system on the hotel's organization and the fact that employees are more motivated and involved. CSR also has a positive effect on hotel profitability: The proportion of Charter 21 hotels (at a Bronze level or higher) with an above average EBIT increase in the level of Charter 21 achieved. In other words, the higher the sustainability performance, the higher the hotel's profitability. Profitable hotels can invest in sustainable initiatives, but these investments deliver positive paybacks by reducing costs (energy, waste) and increasing revenues (enhanced reputation and guest satisfaction). Moreover, CSR enables to gain turnover among Accor key B to B clients: Of the existing labels, ISO 14001 emerges as a differentiating factor in tender bids for B2B customers, over 70% of which say they have CSR expectations). A hotel's CSR performance is an important criterion for close to 90% of customers when choosing a hotel.

The first season of Planet 21 project has succeeded so that they have been implementing Planet 21: "Action Here" looking for 2020. Planet 21 in Action is more flexible, aims higher, and encompasses environmental management as well as social initiatives. It is more accommodating as regards local specifics and operations because it is based on a participative approach, allowing each hotel to set its own objectives and map out its own action plan.

The group is doing well in its CSR department through the Planet 21 initiative and setting quantifiable goals. However, it can improve on its operations in some areas. Firstly, Accor needs to be visible in the internet medium through active promotion and marketing and providing quality deals. Secondly, involving customers and suppliers in its CSR initiatives is a good step and should be continued throughout. Thirdly, Accor needs to train its managers and staff about disaster management and change management. Finally, customers should be made aware of environmental problems and their responsibilities as a responsible citizen through innovative ways like greeting cards, short and sweet messages that encourage the customers to contribute in the process without making them feel guilty, films etc.

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SAM SON MARINE TOURISM ADAPTATION TO CLIMATE CHANGE

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ABSTRACT

Vietnam has over 3260 kilometers of coastline stretching from the north to the south, making its advantage for marine tourism and resort tourism. However, many types of research have affirmed that the sea level is rising in the century with the main cause of climate change. Vietnam is considered one of the most vulnerable and being negatively impacted by sea-level rise. In which tourism in Vietnam is one of the most vulnerable sectors due to climate change because most of Vietnam's tourism activities depend on available natural resources. Original research current status of climate change impacts on the value of marine tourism resources, infrastructure, tourism technical facilities, tourism products, seasonality, adaptive capacity at a specific beach tourist destination is Sam Son contributing to further clarifying the impact of climate change on marine tourism.

Keywords: Climate change, Adaptation, Marine tourism, Climate impact, Sea Level Rise

INTRODUCTION

According to the Vietnam National Administration of Tourism (VNAT), Viet Nam with over 3260 kilometers of coastline, beautiful beaches, mountainous highlands, and friendly people, diverse cultural and historic sites, International visitors to Viet Nam in 2019 reached 18.008.591 arrivals, up 16,2% over the same period in 2018. The total revenue from tourists is estimated at over VND 720,000 billion (up to over 16%) and On 29 October 2019, the World Golf Awards (WGA) was organized in Abu Dhabi, UAE. Viet Nam was honored as World's Best Golf Destination 2019 and Asia's Best Golf Destination 2019

Thanh Hoa is a province in the North Central Coast of Vietnam. Its capital is Thanh Hoa City. The province has a well-known sea resort called Sam Son, which is situated about 15 km from the provincial capital. This place has been a famous spot for Vietnam tourism since the beginning of the previous century when the French begun building facilities there to serve themselves and the courts of the Nguyen regime. In addition to the gifts that nature presents, Sam Son also has many attractions for travelers to explore. With a long and beautiful beach reaching more than 16km in length, the very flat and gentle sandbank, the clean. Also, this is a good place to try various local seafood varieties such as shrimps, crabs, fishes make the scenery of Sam Son beach magnificent and attractive. Besides, Sam Son also has another fascinating destination with many natural attractions and historical relics: the Trường Lệ Mountain range. The part that is contiguous to the sea is called Co Giai Islet. On top of this islet, there is a small pagoda named “Độc Cước”, which means “One Leg”. The pagoda is the place for the local people to recall the epic legend of a giant that manages to slay a sea monster and to guard the sea in the past. Also, there is a special rock name “Trống Mái”, formed with two huge boulders on a flat rock. There is a story that these rocks represent a pair of husband and wife, who love each other passionately even when both have been transformed into birds...

However, the exploitation and development of Sam Son beach tourism is not sustainable and standing in front of the big challenges of climate change. According to statistics of the functional industry of Sam Son town, from 2005 to present coastal erosion has encroached on the mainland from 30 to 100 meters, but the most powerful is the last 4 years, hundreds of hectares of land are salty; more than 1.5 hectares of coastal casuarina forest, 20 hectares of protective forest land were invaded and destroyed by seawater. Coastal erosion has caused damage to non-Casuarina coastal forest and narrowing the administrative boundaries of Sam Son town, directly affect human life, tourism resources, infrastructure, historical and cultural relics, seasonality and all tourism activities of Sam Son town. According to estimates, every year, Sam Son town damages billions of VND because of sea encroachment, in which damage is clearly shown in Van Chai resort. Without Adaptation measures to Climate impact promptly, then nearly 3 km of the rest of Sam Son beach will be invaded by the sea. Therefore, proactively Sam Son beach tourism adapted to climate change, increasing resource management and environmental protection are issues have a particularly important meaning and urgent.

OBJECTIVES

- Overall potential and status Sam Son marine tourism
- Identify negative and positive impacts of climate change on tourism activities (including: infrastructure, accommodation, recreation, entertainment, tourism products, tourism resources)
- Building a number of appropriate solutions to develop Sam Son marine tourism to adapt to the impacts of climate change

METHODOLOGY

Study materials

Overview of documents on the theoretical and practical basis from various sources on climate change impacts on marine tourism development such as books, newspapers, documents from non-governmental organizations, government departments, master theses, etc.

Field survey

The author has conducted the survey plan from 10, 2020 to 23, 2020 in areas with vulnerability due to the impact of climate change tourism development activities in Sam Son city, Thanh Hoa province to collect information. By direct meetings, in-depth interviews and small discussions with stakeholders, have identified the impacts of climate change in the past such as drought, storms, floods, erosion, permanent land loss, the most serious is the risk of coastal erosion, ... v. In particular, the current state of implementation of climate change action plans and achieve results.

RESULTS

1. Impact of climate change on Sam Son marine tourism

According to preliminary statistics from the UNEP (United Nations Environment Program) and UNWTO (World Tourism Organization), exact figures are difficult to provide, tourism has a broad nature and various components which all contribute to a different extent to climate change (CO₂, heating, air-conditioning, construction, etc.). Despite these difficulties, recent approximations estimate: Tourism is responsible for about 5% of global CO₂ emissions. In terms of radiative forcing, tourism contributes to 4.6% of global warming. The transport sector, including air, car, and rail, generates the largest proportion, with 75% of all emissions. In terms of carbon

emissions, air causes 54-75% while coach and rail 13%. Air travel is considered the main tourism contributor to global warming: It's responsible for 40% of the total carbon emissions caused by this sector, and 54-75 of radiative forcing. The accommodation sector accounts for approximately 20% of emissions from tourism. This involves heating, air-conditioning and the maintenance of bars, restaurants, pools and so on. This varies according to the location and size of the accommodation, as well as the type of establishments – hotels having greater energy consumption than pensions or camping sites. Furthermore, activities such as museums, theme parks, events or shopping also contribute to certain amounts of emissions (approx. 3.5%).³

Thanh Hoa Province with a long coastline, wide territorial waters 17,000 square kilometers, Thanh Hoa sea and coastal areas there are quite rich and diverse resources, among them are outstanding marine resources, marine tourism resources, and maritime services. Along the coast, there are many estuaries and small and large creeks, which are favorable conditions for the development of mangrove forests and aquaculture. However, at present, with the influence of climate change, the coastal areas of Thanh Hoa, including Sam Son, are heavily influenced by natural disasters, storms, tropical depressions, coastal erosion, salt, and water intrusion. Under the sea level rise scenario of the Ministry of Natural Resources and Environment, if the sea level rise by 1 meter, it will be over 2.5% then the whole area of the central coastal provinces is at risk of flooding, nearly 9% of the population of this region will be directly impacted. Sea level rise will lead to saline intrusion, in Sam Son town the phenomenon of coastal erosion has been obvious, only in the storm No. 7 in 2005, the sea has intruded saline water into the land more than 100m. Landslide coasters cause damage to non-casuarina coastal forests and narrowing the town's boundaries, directly affecting hundreds of hectares of aquaculture and people's livelihood. It is estimated that each year the town has lost hundreds of billions VND because of sea salt intrusion.

Results of field surveys and in-depth interviews of the author from February 10, 2020, to February 23, 2020, with 250 votes for both men and women, belonging to the Information and Culture Department, Farmers' Association, Red Cross Association, Veterans' Association, Tourism Association, people, travel agency, the way of independent interviewing to ensure representation has shown that the impacts of climate change have initially greatly affected the development of Sam Son beach tourism, by tourism services such as relaxation, transportation, sightseeing, and entertainment activities depend heavily on weather conditions. In bad weather, tourism activities will be affected, even in many cases, it is necessary to cancel tours or terminate due to storms and sea-level rise. Specifically, climate change indirect impact (20%) tourism resources; (30%) Tourism infrastructure and (15%) tourism technical infrastructure and (35%) Seasonality in marine tourism, in addition to the impact of climate change that indirect impact tourism services such as resorts, passenger transfers, and sightseeing activities, entertainment depends heavily on weather conditions. These impacts have almost no long-term adaptation measures) and sustainable.

1.1. Tourism resources

The risk of sea-level rise will flood the cultural tourism resources, areas such as the relics of To Hien Thanh Temple, Hon Trong Mai, Lang Hoi Temple, Thanh Khe Temple (Van Village), Ngu Ong Temple (Ca Ong Church), traditional craft villages have been recognized as net weaving in Quang Tien, Quang Cu ward and fish sauce processing in Quang Tien ward, ... However, most

³ "Climate Change and Tourism: Responding to Global Challenges", UNEP and UNWTO, 2007

of these objects have not been exploited for tourism development. About natural tourism resources such as landscapes, has no signs of impact by flooded scenarios. The impact assessment results are affected.

1.2. Tourism infrastructure

Infrastructure for tourism (transport system, level - drainage, power supply: In the opinion of many local people here have said “In 2009, due to the effects of sea-level rise, combined with rain, storms and Ma river flow, coastline and protective forest land suffered from severe landslides in Quang Cu commune, and Quang Tien and Quang Cu river dike lines in Sam Son city, Thanh Hoa province. Specifically, the coastline from the Ma river creek to Van Chai tourist area is destroyed by seawater at the deepest point of about 100 meters, the shallow place to 40 meters. Seawater intrusion also swept nearly 30 hectares of land, in which, about 20 hectares of protective forest land, 10 hectares of aquaculture land of local people and the system of roads and embankments along Ho Xuan Huong road are in danger of being seriously flooded”

Besides, wastewater treatment stations and power supply stations are forecast to be in the flooded area. This greatly affects environmental quality and electrical insecurity.

Trung Son landfill leachate wastewater overflowed everywhere in the rice fields and fish ponds of people. The landfill is located next to the Đơ river, the south of the coast in Truong Son ward; the north connecting with Ma river and also pouring into Sam Son beach. Travelers to this beach must also bathe with dirty, foul-smelling sewage. According to some local people, "Visitors are not happy, garbage is full of beaches, seawater mixed with leachate with stench, some roads into coastal villages are littered with garbage. Some tourists feel frustrated and insecure when choosing Sam Son beach as a resting place, breathing fresh air after working days in a noisy city". Evaluation results impact on tourism infrastructure at the level of "severely affected".

1.3. Material and technical facilities for tourism

Most technical and material facilities (technical facilities) to serve tourism (systems of hotels, restaurants, shops, post offices, banks,...) in Sam Son city, there is a risk of being flooded by sea-level rise. Notably, the impacted area is mainly in the coastal area and in the center of Sam Son city, where the system of restaurants and hotels is concentrated. In the scope of this study, the subjects of technical facilities for tourism only researched 1 to 3-star hotels and small and medium-sized restaurants. The results show that over 20% of the subjects are at risk of flooding and the impact assessment results "affected". (Source: Survey data of the author, 2020)

1.4. Seasonality in marine tourism in Sam Son

The nature of the travel seasonality is the cyclical fluctuation in the year between the relationship of "supply" and "demand" in tourism and is characterized by the intensity, length, and frequency of the travel seasonality. The intensity of the travel seasonality is the time to concentrate many tourists in the travel seasonality. The most favorable climatic conditions to visitors experience Sam Son marine tourism is the number of rainy days decreases in the year, the number of sunny hours in the day increases, the average air temperature in the day is not very high and regulating seawater temperature from the end of May to the end of August every year. Tourism activities in marine Sam Son focus summer from March to April, the remaining months of the year almost have no tourists. Evaluation results impact on tourism infrastructure "severely affected".

Based on consultations with stakeholders in the field, the weather phenomenon has affected the tourism business activities of enterprises, tourism resources, tourism infrastructure, tourism facilities, and fashion properties. Services in marine tourism are as follows:

Table 1: Matrix analysis of strengths, limitations, and factors affecting marine tourism in Sam Son

Areas		Tourism activities	Tourism resources and strengths	Limitations	Impact factor
Coast	Along the coast of Ho Xuan Huong street	Hotels; Public swimming beaches; Shopping; Restaurant	Beautiful landscape; Convenient transportation	Planning is not synchronized; Infrastructure has not fully invested; Sea level rise	Storm, seawater intrusion; Sand moving, High tide
	Quang Cu commune	Resort FLC; Van Chai Resort; Public swimming beaches, Shopping; Hotels; Restaurants	Beautiful landscape; Convenient transportation	Natural disaster risks; erosion; Environmental pollution; Infrastructure is low; Services are not yet developed; Landslide.	Storm, seawater intrusion; Sand moving; High tide
Mountains	Truong Le Mountain	Visiting; sightseeing; exploring nature	Beautiful landscape; Many eco-tourism routes; Spiritual culture; Ability to connect different types of tourism (forest, sea);	There is no effective solution to protect natural ecosystems; Traffic is not well developed; Many dangerous ramps	Landslide; Storm; Drought
Center of Sam Son city		Hotel; Shopping; Sport; Festival	See the street at night; Convenient transportation; Easy shopping; Good travel service	Lack of car parks; There are few shopping centers for souvenirs; local specialties; The climate is quite hot in the summer	Storm; Flooding; Seawater intrusion
Lach Hoi Port, From Ma river to Van Chai eco-tourism area		Hotel; Entertainment - Yacht - Festival	Beautiful landscape; Nice bridge system, convenient traffic; Good infrastructure; Diverse types of services	Risk of traffic jams; Wastewater from restaurants and hotels causes bad smell at night when the tide is low	Flooding; Storm; Landslide, seawater intrusion, storm surge

(Source: Survey data of the author, 2020)

2. The actual status of adaptation measures

According to the “climate change and sea-level rise scenarios,(2016)” of Viet Nam Ministry of Natural Resources and Environment, Thanh Hoa province is one of the localities affected by climate change, sea-level rise, in which Sam Son is one of the affected areas.

Therefore, the application of climate change and sea-level rise scenarios of Viet Nam Ministry of Natural Resources and Environment in the operation of Thanh Hoa Tourism industry is indispensable and essential.

Thanh Hoa Provincial People's Committee has developed an action plan to adaptation measures with climate change with the following principles: adaptation measures with climate change must be conducted with focus; is the task of the whole political system, of the whole society, sectors, organizations, and individuals. Action plan to respond to climate change is implemented synchronously, in which, the stage is divided according to both the urgency and the long-term, proactive, urgent, timely and effective, ensuring the sustainable development of each locality, each sector, simultaneously implementing synchronously with the socio-economic development plan of Thanh Hoa province. In particular, will implement research activities, technology application, the proposed measures respond to climate change in the areas and sectors. However, to well implement this action plan, the province should have a solution to prioritize the planning and enhancing the adaptability of the community, especially for the poor (the most severely affected people of climate change) and implement positive policies in economic sectors affected by climate change. Besides, there should be a program and necessary funds for research, promotion of initiatives, application of new technologies, detection of effective measures to adapt and mitigate the effects of climate change. On the other hand, the effective use of local and government resources and international organizations in investing and transferring new technologies to successfully implement climate change adaptation and mitigation policies. Most importantly, it is necessary to change attitudes and raise people's awareness of climate change so everyone has a responsibility to join hands to protect the environment, protect his own life with the most practical actions.

- Integrating scenarios of climate change and sea-level rise in planning and implementing investment projects with all sectors
- Adjusting the development objectives and strategies of the sectors to suit scenarios of climate change and sea-level rise
- Encouraging and promoting environmental protection movements, mitigating and adapting to climate change in the whole industry
- Strengthening the application of scientific and technical advances in the sector's activities to minimize negative impacts on the natural environment

The impact of climate change on the tourism industry is responded by adaptive measures such as replacement, investment in appropriate equipment (specifically set up air conditioning systems when temperature changes ...) or diversify tourism activities to create flexibility when sudden climate change occurs. Besides, measures to mitigate the impacts of tourism on climate change also need attention and implementation, especially measures to reduce greenhouse gas emissions, from reducing energy consumption and increasing the use of renewable energy and carbon sequestration.

- Reducing energy consumption is the most important aspect of mitigation, can be done through the application of policies, programs to reduce greenhouse gas emissions. There should be some propaganda programs for tourists, which can encourage tourists to change their travel

habits, such as changing destination choices or transport modes such as transfer from vehicles causing high emissions (cars) to lower emissions vehicles (electric vehicles).

- Improving the efficiency of using alternative energy, investing in energy-saving equipment for tourism activities (air conditioning system, upgrading infrastructure for tourism ...).

- Use renewable energy sources suitable for tourism, including wind, photovoltaic, solar, geothermal, biomass and renewable energy from waste.

- Isolation of carbon (or carbon storage). In tourism, this is done through carbon offset or carbon offset by planting additional trees.

3. Proposed some solutions to develop sam son marine tourism adaptation to climate change

3.1. Links to cope with climate change

Hotels, motels, travel agencies, travel services businesses, and individuals need to link and work closely with related industries such as Transport, Planning, and Investment to:

- Investing in research, survey and survey programs, calculating the potential of reducing emissions in tourism; reducing emissions through reducing electricity consumption from residential areas, restaurants, and resorts; reduce emissions through efficient water use in residences, restaurants, and resorts; developing river tourism in Sam Son area; developing ecotourism (sustainable tourism), etc. upgrading infrastructure and technical facilities for tourism in the locality.

- Establishing a group of voluntary quick response to climate change response in Sam Son city includes core cadres of Women's Union, Farmer's Union, Red Cross, Youth Union at the village level, commune/ward to town level. This group needs to be trained to improve their knowledge of climate change and to invest in equipment and support facilities.

- Develop a mechanism to coordinate tourism businesses with the government departments of Sam Son city in implementing specific activities to prevent and mitigate 6 types of natural disasters and adapt to climate change has been identified, including storms, floods, droughts, coastal erosion, saline intrusion, moving sand.

3.2. Complete mechanisms and policies

- Policies to reduce greenhouse gas emissions, which can reduce tourism flows or promote the change of tourism structure and choose the time of arrival at Sam Son.

- All people need to participate in reviewing legal documents on responding to climate change to strictly implement legal documents on climate change response of Sam Son city.

- All people participate in developing coordination mechanisms in the tasks of developing marine tourism to cope with climate change has interdisciplinary nature

- And taking part in developing guidelines for consolidating and developing human resources, equipping material and technical facilities to serve the adaptation to climate change.

3.3. Raising awareness adaptive capacity with climate change

- Authorities coordinate with tourism businesses to propagate, educate, raise awareness about climate change response for organizations, individuals, tourism enterprises, tourists and community members. residents.

- Learning many development models of community-based CCA tourism developed and implemented successfully in some other coastal localities, such as mangrove planting patterns combine to create sustainable livelihoods for people, extensive shrimp farming model, the development model of energy-saving marine tourism, ...

- Coordination of implementing programs adapt to climate change between state agencies and departments with mass organizations such as Women's Union, Union of Science and

Technology Associations, Labor Union, Ho Chi Minh Communist Youth Union, Farmer's Union, NGOs, Committee for flood and storm prevention and natural disasters ... and establish a network of key propagandists in the locality.

- Organize training courses to improve knowledge of climate change and possible risks, measures to prevent, respond to, information systems and warnings of hazards caused by climate change.

- Develop action plans to respond to climate change with the participation of the people.

3.4. Adaptation measures to climate change for each area

Adaptation measures	Adaptation measures to climate change for each area			
	Coastal	Mountains	Center	Riverside
Protect tourism resources	<ul style="list-style-type: none"> - Protect beaches and coastal environments - Protection of marine and coastal ecosystems such as coral reefs; seagrass; coastal protection forest - Protect Truong Le limestone mountains - Protection of coastal spiritual-cultural relics 	<ul style="list-style-type: none"> - Prevention of forest fire - Protect the streams 	<ul style="list-style-type: none"> Protection of historical monuments, museums, and entertainment area 	<ul style="list-style-type: none"> -Protect the landscape on both sides of the river -Water environment protection
Responding to climate change and sea-level rise for infrastructure and infrastructure of tourism	<ul style="list-style-type: none"> - Protection and development of coastal protection forests - Protection of coastal dikes and embankments - Reinforce the drainage system, wastewater treatment - Planning and protecting electrical systems - Build a warning system for abnormal weather events such as tsunamis, storms, floods... - Strengthening the rescue system; disaster response 	<ul style="list-style-type: none"> -Protection and development of watershed forest system - Prevention of landslide of roads; outdoor play areas; restaurant Hotel,... - Construction of lightning protection system - Reinforce the work of collecting, treating and storing domestic water - Building a system of works to collect and treat wastewater and domestic waste 	<ul style="list-style-type: none"> Strengthen the drainage system to respond to natural disasters 	<ul style="list-style-type: none"> -Strengthen the embankment system to prevent coastal erosion - Construction of flood warning system -Strengthen solutions incident response rescue disaster, ...

3.5. Adaptation measures to climate change for hotels, restaurants, and other tourism businesses

Adaptation measures	Adaptation measures to climate change for hotels, restaurants, and other tourism businesses
Policies and measures for activities	<ul style="list-style-type: none"> - Use lighting systems and air conditioning devices with less greenhouse gas emissions - Use minimum and maximum temperatures for air conditioning equipment for warm and cold seasons - Use towels that are more adapted to unusual weather patterns and local climatic conditions (for example, light cotton or white silk instead of heavy cotton with tropical climate). There is a specific contingency plan to deal with the committee to ensure ongoing business - Reduce the exposure of equipment and services to natural disasters by creating a natural barrier to enhance ecosystem services (eg planting trees around the tourism business, planting mangroves in coastal areas)
Use green products	<ul style="list-style-type: none"> - Encourage the use of products of sustainable origin because of the weather-resistant features and environmentally friendly (eg, the production process contributes to the enhancement of sustainable ecosystem use)
Coordinate with local communities and organization	<ul style="list-style-type: none"> - Create mitigation and climate adaptation tourism activities - Use local products to support livelihood resilience in communities with natural climate risks and weather-related hazards
Human resource development	<ul style="list-style-type: none"> - Providing training courses on how to operate and service hotels and restaurants can contribute to climate change mitigation and adaptation.
Solid waste management	<ul style="list-style-type: none"> - Use low carbon consumption equipment
Use efficient energy	<ul style="list-style-type: none"> - Designed or redesigned to maximize the use of sunlight, wind and air for tourism activities and services to reduce energy consumption from non-renewable sources.
Use water effectively	<ul style="list-style-type: none"> - There are devices collect rainwater
	<ul style="list-style-type: none"> - Water treatment for cooling systems of hotels, restaurants and other activities
Air quality management	<ul style="list-style-type: none"> - Plan to monitor air quality and reduce greenhouse gas emissions
Manage and wastewater treatment	<ul style="list-style-type: none"> - Monitor greenhouse gas emissions from wastewater management activities - Water treatment technology replaces with low greenhouse gas emissions and low energy demand - Protect septic tanks from flooded water

Management of hazardous waste and chemical waste	<ul style="list-style-type: none"> - Emission from product inventory used for activities and services in hotels and restaurants - Minimize the use of hazardous wastes and piles that contribute to more greenhouse gas emissions
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3.6. Overcome the seasonality in tourism

Seasonal climate change and extreme weather phenomena such as Northeast monsoon, storm, tropical low pressure, flood, ... are factors that create seasonality in sea tourism activities, even hindering tourism activities. To overcome seasonality in marine tourism activities in Sam Son, there should be specific orientations and solutions such as diversifying types of tourism products and products, developing tourism types that are less affected by climate conditions such as sightseeing tourism, ecotourism, community tourism experiences the life of the fishing people. Also, investment in technical facilities, equipment for tourism, planning points, promote promotion for sea tourism and protect marine tourism resources ...to reduce the intensity of the travel season, extend the season of tourism during the year.

Specifically, the detailed planning of eco-tourism area in Quang Cu commune; historical relics, Some specific solutions are:

- It is necessary to coordinate with the Provincial Tourism Association, tourism business and localities to set up tours, organize cultural and sports events to attract tourists to Sam Son during a low time.

- Strengthen attracting guests by organizing sports tournaments, cultural and cultural programs in Sam Son during the period from September to April next year.

- Develop plans to develop specific types of tourism in Sam Son city, like swimming, resort, spiritual tourism, developing various types of entertainment services, entertainment; tourism combined conference, workshop,...

- Promoting the potential effectiveness, the strength of marine tourism and other types of tourism in 6 neighboring communes to create high-quality tourism products, rich and attractive tourism products. High for tourists, especially community ecotourism.

- Tourism enterprises need to make efforts to exploit the market, enhance the search for public service tourists, conferences, seminars of agencies, departments, branches, and companies nationwide. There are marketing and promotion measures in low season, discounts or implementation of promotional measures for activities.

- In the absence of tourists, it is necessary to organize the upgrading of infrastructure, equipment, additional auxiliary services, training of human resources. Also, units need to implement many measures to save costs during the off-season, but also need to ensure the minimum wage for employees to keep employees.

- Strengthen trade promotion activities and cooperation activities with international organizations to be supported with programs and projects on developing marine tourism to cope with climate change.

- Enhancing the attraction of foreign investment in the field response to climate change, especially attracting technology - high technology to effectively serve the development of marine tourism to cope with climate change.

CONCLUSION

Tourism is an economic sector that is sensitive to the natural environment and is, therefore, one of the sectors most affected by climate change and sea-level rise. Climate change has a direct impact on tourism infrastructure, travel activities, tourism resources and seasonality in marine tourism. In the context of Vietnam is identified as a country heavily affected by climate change and sea-level rise, research and development of marine tourism to cope with climate change at a specific point such as Sam Son are very important and necessary. The results of this project will be a scientific basis and a valuable reference source for activities to respond to the impacts of climate change and sea-level rise in the tourism sector in Sam Son in particular and other areas. In general, contributing to ensuring the sustainable development of tourism in Vietnam.

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CATEGORIZATION OF UNCIVILIZED TOURIST BEHAVIOR PERCEIVED BY THE THAI HOSTS AND THE CHINESE TOURISTS VISITING THAILAND

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ABSTRACT

The problem of Chinese tourist's uncivilized behavior has received much attention in China as it directly affects China's national image. This study aimed to examine how the Thai hosts and the Chinese tourists perceive the uncivilized behaviors of other Chinese tourists in terms of frequency of occurrence and level of annoyance. A quantitative approach using factor analysis was conducted, resulting in six categories of tourist misbehavior: (1) lack of public manner; disturbing others by noise or body contact; failure to observe local customs; (2) smoking habit; improper toilet manner; causing environmental damage; (3) practicing habitual norms in a new environment, violating conventional acceptable norms; (4) marginally illegal behaviors; (5) being casual; (6) normal tourist practice. An action grid was developed to illustrate the behaviors across the perceived frequency and the degree of annoyance. Of the six categories of uncivilized behavior, only the first category, lack of public manner; disturbing others by noise or body contact; failure to observe local customs, was found to be frequent and annoying by the Thai hosts and the Chinese tourists. The governmental authorities, the tourism industry and the host communities should seriously consider this aspect of uncivilized behavior for the benefits of both the hosts and the Chinese tourists.

Key words: Thai hosts, Chinese tourists, uncivilized behavior, frequency, annoyance

INTRODUCTION

Due to urbanization, higher educational levels, increased high income, and the relaxed visa policy, considerable growth of the Chinese market has been observed in many key destinations in every corner of the globe (Hsu & Song, 2012; Ma, Ooi & Hardy, 2018; Tung, 2019; UNWTO, 2018; Wu, 2016). China is considered to be a representative of the eastern world with over 5,000 years of ancient civilization in Asia and it has been perceived as a country with an advance economy, culture and technological development (Banterng, 2017).

China is now the first tourist generating country for many well-developed destinations in the Asia-Pacific region. Thailand, Japan, Vietnam, South Korea, and Singapore are among the top 10 destinations for Chinese tourists (Chinadaily.com.cn, 2019). During the last two decades, a number of research topics on Chinese travel behavior have been conducted. However, there appear to be no studies attempting to investigate undesirable tourists from the joint perspectives of both tourists and hosts, which is a desirable research direction because both groups are directly influence by such behaviors (Loi & Pearce, 2015; Moscardo, 1996). In recent years, tensions have been identified between Chinese tourists and the communities they visit. Such tensions are due to increasing perceptions that these new waves of tourists often behave in uncivilized ways (Zhang, Pearce, & Chen, 2019).

With the increasing visibility of the Chinese tourists they are considered to usurp the American tourists, who were once frowned upon by the international community as "ugly Americans" following the title of a popular book and movie of the same title (Wu, 2016). Their individual behavior was exaggerated and reinforced by certain mass media as possibly the world's ugliest tourists, due to images of them as loud, uncouth and culturally insensitive (Ming, 2018; Wu, 2016). The local hosts in many countries have witnessed the uncivilized behaviors of their Chinese guests. Several posts

contain complaints on the annoying behavior of the Chinese tourists. The degree of severity of complaints vary from mild to strong ones. Some local hosts have an impression that the Chinese tourists in their countries disregard for customs and rules (Amy Li, 2013). In Hong Kong, there were instances where Chinese mothers allowed their children to urinate in public which made several Hong Kong residents extremely unhappy. In Taiwan a PRC mother let her children defecate on the floor of Kaohsiung airport, just meters from a toilet (Phneah, 2019).

These cross-cultural phenomena have created increasing tensions between the Chinese and their hosts (Li, 2013). A poll by the Public Opinion Programme of the University of Hong Kong recently found that the number of Hong Kong residents holding negative feelings towards Beijing and mainland Chinese is up by about 40 per cent since November. Following that survey, SCMP.com conducted another online poll, headlined “What makes some Hong Kong residents dislike mainland China and its people?”, more than 50 per cent of the readers blamed the negative feelings on “ill-behaved tourists” (Li, 2013).

The most noticeable dirty habit of many Chinese people is spitting. Chinese men especially have the habit of making loud hawking sounds and spitting on the road, pavement or wherever they happen to be (Tvnewswatch, 2009). Phneah, (2019) explained that such behaviors like littering carelessly, throwing cigarette butts, and spitting in public, which exemplified their lack of environmental consciousness was due to the lack of education.

As the number of Chinese tourists visiting Thailand has been rising, various problems arise as well (Ming, 2018). Another example of uncivilized behavior of the Chinese tourists concerned the use of public toilet. The uncivilized manner of not flushing the toilet after use was mentioned in a local media in Chiang Rai, north of Thailand, which reported an actual incidence taking place at the White Temple in Chiang Rai that the temple staff refused entry to Chinese visitors for half a day due to their frequent incidents of using the toilet without flushing it (Editor Chiang Rai News, 2015).

According to UNWTO’s global code of ethics for tourism, tourism should contribute to mutual understanding and respect between peoples and societies. This can be interpreted as understanding and respect between the hosts and their guests (UNWTO, 1999). The code of ethics emphasizes that tourism activities should be conducted in harmony with the attributes and traditions of the host regions in respect for their laws, practices and customs. Tourists and visitors should not commit any criminal act and abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local environment. On the other hand, the host communities, and local professionals should acquaint themselves with and respect the tourists who visit them and find out about their lifestyles, tastes and expectations.

The author adopted the principle of responsible tourists as a point of departure to form such research questions as: What are the uncivilized behaviors or less-than-desirable behaviors of the Chinese tourists?; How often do these behaviors take place?; Are these behaviors annoying to both the Thai hosts and the Chinese tourists? Which aspect of uncivilized behavior should the host, take into consideration. The objectives of the research are, therefore, to classify the uncivilized behaviors of the Chinese tourists, which were perceived as frequent by both parties, into categories using factor analysis. Also, the degree of annoyance to such behaviors will be examined. The result of the analysis will lead us to developing measures to deal with the behaviors that are considered to be frequent and troublesome.

REVIEW OF LITERATURE

Tourist-host contact

The tourist-host contact occurs when there are opportunities for contact, which allow participants to interact, get to know each other and understand one another. If no opportunity exists, no contact occurs (Reisinger, 2009). Furthermore, the personal characteristics of tourists and hosts, such as tolerance, enthusiasm, interest, generosity, welcoming attitudes, willingness to listen and

understand each other's need, and mutual respect increase the chances for mutual interaction. On the other hand, resentment, disrespect, lack of appreciation for each other's cultural background, arrogance, and sense of superiority decrease the chances for interaction. Therefore, without a closer, longer, and deeper interaction, a positive attitude is not likely to be developed. Social interactions between tourists and hosts are governed by rules of social behavior. These rules concern introductions, greetings and farewells, names and titles, behavior in public places, and so forth. In this research, the aspects of behavior of the Chinese guest in public places that affect the host negatively will be examined. Negative attitudes create reservation, suspicion, dissatisfaction and lack of understanding and thus discourage from the development of interaction. The more a person is prejudiced, the less likely the person is involved in interaction. Some Thai people have negative feelings about all Chinese people because they dislike some Chinese tourists' behavior such as speaking loudly in public. The awareness of the others' cultural background does not lessen the dislike of loud speaking. When prejudice replaces communication, we see overt and covert avoidance and withdrawal when cross-cultural communication is expected (Ming, 2018). However, prejudice does not mean avoidance of contact; even highly prejudiced people seek contact with others (Reisinger, 2009). The prejudice of hosts towards tourists is hard to detect in the exchange setting since people who engage in rendering service seem so tolerant of outgroup members (Ming, 2018).

Theoretical approaches to understand misbehavior

Misbehavior refers to behavior contravening various proper norms (Fullerton & Punj, 1997). It also refers to behavior that violates conventions, rules, regulation, laws, or social mores (Moschis & Cox, 1989). Many of the past studies on misbehavior have interpreted the inappropriate behavior and attitudes of consumers based on neutralization theory, labeling theory and strain theory (Tsaur, Cheng, & Hong, 2019).

From the perspective of neutralization theory, Sykes and Matza (1957) state that people are always aware of their moral obligation to abide by the law, and that they have the same moral obligation within themselves to avoid illegitimate acts. Thus, they reasoned, when a person did commit illegitimate acts, they must employ some sort of mechanism to silence the urge to follow these moral obligations. They believed, delinquents justified their illegitimate actions by referring to one of these techniques including denial of responsibility, denial of harm, denial of the victim, condemnation of the condemners, and appeals to higher loyalties. When individuals engage in misbehavior, they may use these various techniques to excuse their misbehavior and attempt to lighten an inner sense of guilt arising from the deviant behavior (Tsaur, Cheng, & Hong, 2019).

Labeling theory, a theory stemming out of a sociological perspective known as "symbolic interactionism," a school of thought based on the ideas of George Herbert Mead, John Dewey, W. I. Thomas, Charles Horton Cooley, and Herbert Blumer, among others. The labeling theorists shaped their argument around the notion that, even though some criminological efforts to reduce crime are meant to help the offender (such as rehabilitation efforts), they may move offenders closer to lives of crime because of the label they assign the individuals engaging in the behavior. As members in society begin to treat these individuals on the basis of their labels, the individual begins to accept this label him- or herself.

Strain theory, in sociology, proposes that pressure derived from social factors, such as lack of income or lack of quality education, drives individuals to commit crime (Merton, 1968). Individuals whose incomes placed them below the poverty threshold were unable to realize common, socially accepted ambitions through legal means, and thus they were forced down a path of criminal behavior to achieve their goals.

Consumer misbehavior

There is an implicit assumption in tourism consumer behavior models that consumers will behave properly, despite the recognition that consumer dissatisfaction and negative emotions, attitudes and perceptions exist that contribute to misbehavior (Cohen, Prayag & Moital, 2014). The darker side of consumer behavior has attracted increasing attention in marketing and management more widely.

Several earlier studies have investigated various customer behaviours that have a negative impact on service production. They are conceptualized as “aberrant behaviour” (Fullerton & Punj, 1993); “dysfunctional behaviour” (Harris and Reynolds 2003; Reynolds and Harris 2006; Daunt and Harris 2011; Yi and Gong 2008; Hibbert et al. 2012), but also “misbehaviour” (Fullerton and Punj 2004), “unruly behaviour” (Cheng-Hua and Hsin-Li 2012), and “deviant behaviour” (Reynolds and Harris 2006; Suquet 2010). While there are many concepts about behaviour that has negative impact on service production, these concepts can be interchangeable (Harris and Daunt 2013). A review of existing literature reveals no single generally accepted label, definition, or classification of customer misbehavior.

Fullerton & Punj (1993) defined aberrant consumer behaviour as behavior in exchange settings which violates the generally accepted norms of conduct in such situations and which is held in disrepute by marketers and by most consumers. The three major outcomes of aberrant consumer behavior are: 1) destruction of marketer property (vandalism); 2) abuse, intimidation, and physical and psychological victimization of other consumers and marketer personnel; and 3) material loss through various forms of theft including insurance, credit card, and check fraud, and shoplifting. It can result in serious financial, physical, and/or psychological harm to marketing institutions and their employees, and to other consumers.

Dysfunctional customer behavior that have a negative impact on production in service settings are a social problem and a problem for companies in Japan (Uémoto, 2018). A number of researchers view customers as ‘partial employees’ because of their participation in the creation of service values (Boven, 1986; Mills et al., 1983). For example, smooth boarding on planes may contribute to on-time flights and reduce passengers’ frustration, and eating quietly at restaurants may enhance guests’ overall satisfaction. Modification of dysfunctional customer behaviors can be considered as a means of managing customers to become excellent partial employees (Uémoto, 2018).

Consumer misbehavior on tourism market may be divided into four main groups (Solomon, 2010). Consumer terrorism occurs in the case of consumers who set out to destroy the image of a particular brand. Such behavior occurs as a response to poor consumer service or dissatisfaction. Another form of consumer misbehavior is addiction, which is a physiological or psychological dependency on products or services. The addictions of consumers can have a significant impact on service providers, for example alcohol-related aggression and assaults occur regularly in bars and restaurants (Haines & Graham, 2009). Compulsive consumption is a kind of addiction, in terms of an addiction to shopping. This term refers to repetitive shopping, often excessive, as an antidote for tension, anxiety, depression, or boredom (Solomon, 2010). An addict to shopping behavior appears frequently because of low self-esteem, where consumers treat shopping as a way of reaching some social level and respect. Another misbehavior under this category is excessive consumption of food and beverages during all-inclusive holidays (Grybś-Kabocik & Marie, 2016). The third group of consumer misbehavior is the consumed consumers. They are consumers who are treated as

commodities and who become subjects of businesses. In the tourism market, prostitution can take a form of sexual tourism, which involves a large segment of the world market (Grybś-Kabocik & Marie, 2016). Those who participate in sex tourism are considered consumed consumers. The last category is the consumer fraud. A consumer who steals a product instead of purchasing it is an example of consumer fraud. Shoplifters may be rich people seeking some excitement. Teenagers may become thieves in order to obtain the respect of their peers.

Berry & Seider (2008) classified ‘unfair’ customers into 5 forms. First ‘verbal abusers’ refer to consumers who behave in an offensive and disrespectful manner towards organizational employees. Second, ‘blamers’ denote individuals who always position any fault with the firm. Third, ‘rule breakers’ represent consumers who knowingly overlook organizational policies and procedures that they consider to be undesirable. Fourth, ‘opportunists’ signify shoppers who are constantly on the lookout for situations in which they may gain. Fifth, ‘returnaholics’ are consumers who purchase and use products with the intention of returning them in an illegitimate manner at a later date. These categorizations offer insights into the varied forms of misbehaviors performed by consumers, research in this area generally lacks empirical validation (Harris & Daunt, 2011).

Applying these concepts of consumer misbehavior to Chinese tourists, their uncivilized behaviors may adversely affect the hosts and host community by lowering the morale of the service providers (marketer personnel). Their vandalism activities may affect the environment of the destination. The overall satisfaction toward tourism experience of other tourists may be reduced.

Impacts of tourism on the hosts

Doxey (1975) states that negative impacts of tourism gradually increase especially in maturation stage. In his irritation index, Doxey suggested that local people who had positive perspective of tourism in the beginning started to have negative perspective of tourism activities due to rapid development of tourism industry and negative aspects of tourism. Doxey proposes this process in four basic stages. In the first stage, euphoria, local people tend to accept tourism and tourists and have a sense of extreme happiness.. In the second stage, apathy, local people perceive tourism activities that begin turning into an economic activity as a routine activity and develop an apathy towards tourism. In the third stage, irritation, with the increasing concentration of tourism, the local people who are exposed to negative social, cultural, economic and environmental impacts of tourism begin to feel uncomfortable and suspicious about tourism sector. In the final stage local people develop an antagonism towards tourism activities and tourists (Akdu & Ödemiş,2018; Faulkner & Tideswell, 1997). Modern Thai tourism had taken root during the fifties and was off and running.

With its long history of tourism, undoubtedly tourism development in Thailand now is already at the development stage according to Butler’s (1980) “Tourism Area Cycle of Evolution.” In this stage, marketing activities are intensified and the number of visitors in the destination is increasing (Akdu & Ödemiş,2018). Tourism in Thailand has gone beyond “exploration”, when the touristic destination is discovered by the visitors, and “involvement stage” when the local people in destination have increased their support and participation in the tourism. But it has not reached “consolidation” stage in which the number of visitors decreases, and the “stagnation” stage, when the number of visitors has reached its peak, and not even “decline” stage in which the attractiveness of the destination and the number of visitors starts to decrease.

Some authors state when Doxey Irritation Index and Butler’s Tourism Area Cycle of Evolution are compared, it can be expressed that Butler’s ‘exploration’ and ‘involvement’ stage correspond to

Doxey's 'euphoria' stage, 'development' stage corresponds to 'apathy' stage, Butler's 'consolidation' and 'stagnation' correspond to Doxey's 'irritation' stage, and Butler's 'decline' and 'rejuvenation' stages correspond to Doxey's 'antagonism' stage (Akdu & Ödemiş, 2018). One of the objectives of this research projects is to examine whether the uncivilized behaviors of the Chinese guests affect the Thai hosts, and what kind of behavior tourism entrepreneurs, tourism planners and local and national authorities have to pay attention to.

Uncivilized behavior of Chinese tourists

Tourism has been discussed as a predominantly hedonistic and liminal experience which reveals hidden values and deviant behaviors that are repressed in the usual place of residence. Tourists are more likely to exhibit unethical and deviant behavior during travel than at home and also likely to employ various neutralization tactics to justify such behavior (Tolkach, Pratt, & Zeng, 2017).

Very few studies on perceptions of misbehavior of Chinese tourists, which were published in English, have been done except for those studies done by Chen, Hsu, & Li (2018); Loi & Pearce (2015); Lai (2016) and; Phichaiwongphakdee (2018). Also few studies on uncivilized behaviors of Chinese tourists were conducted by Chinese scholars and they were in Chinese (Chen, 2016; Liu, 2007; Wu & Zhou, 2016; Xu & Pan, 2016; Yang, Tian, & Chang, 2015). The term 'uncivilized', 'inappropriate', 'annoying', and 'misbehavior' have been used interchangeably to describe the less-than-desirable behaviors of the Chinese tourists on holiday.

Wu (2016) analyzed the media representations of Chinese outbound tourist behavior in his research, which involved an analysis of 137 media reports about Chinese tourist behaviors. Wu summarized four groups of attitudes toward Chinese tourists. Slightly more than half of the media reports (51.8 percent) revealed complex attitudes toward Chinese tourists, or the attitudes that Chinese tourists bring both benefits and costs. 32.1 percent had negative attitudes toward Chinese tourists as annoying. This group felt that Chinese tourists were annoying and upset the hosts with specific acts. Nearly 11 percent had positive attitudes, hoping that a new generation will become savvy tourists. A small percentage, 5 percent, held the view that Chinese tourists' bad behavior hurts China's national image.

Loi & Pearce (2015) studied the perceptions of 363 residents of Macao and 365 tourists there regarding the annoying behavior of the tourists, and found that the four most frequently encountered behaviors were, in order from high to low: smoking anywhere without considering those around them; littering/spitting in public; breaking into a line of waiting people, and; driving a car or crossing road unsafely/ not observing local traffic rules and regulations. With regard to the attitudes towards annoying behaviors of the tourists in Macao, the researchers found that the most annoying behaviors were: not flushing the toilet after use; littering/spitting in public; verbally or physically abusing service personnel in hotels and other service operations; and, smoking anywhere without considering those around them. Out of the 40 perceived annoying behaviors, the authors have developed 3 new integrative categories: 1. Behavior directly relating to others; 2. Isolated individual acts, which are bodily functions or presentation / appearance issues, and verbal or sound acts, and; 3. Marginally illegal or scam behaviors.

In the package tour settings, Tsaur, Cheng & Hong (2019) applied the concept of consumer misbehavior (Fullerton & Punj, 1997; Harris & Daunt, 2013) and adopted a qualitative approach to interview 24 tour leaders. They categorized package tour member misbehavior into 5 categories; 1)

misbehavior detrimental to group operation, 2) misbehavior toward the tour leader, 3) misbehavior toward tour members, 4) misbehavior toward the tourism environment, 5) misbehavior toward tourism organization.

Lai (2016) investigated the impact of Chinese tourists' misbehavior on Thailand tourism by interviewing 76 respondents consisting of 56 tourists Malaysia, Netherlands, Hong Kong, Australia, Japan, Singapore and Iran, and 20 locals. Lai concluded that the majority of the respondents were aware of the issue of Chinese tourists' misbehavior in Thailand. Nearly half of the tourist respondents were aware of the issue but had not witnessed the incidence of the Chinese tourist misbehavior. There were 36 percent of Thai local residents had direct experience with the misbehaved Chinese tourists. Those tourists who had experienced with such behavior gave examples like speaking loudly, being impolite, cutting queue and spitting. Over 90 percent of the tourist respondents said they would still revisit Thailand and recommend it to others, which signified the destination loyalty of the tourists towards Thailand. Lai (2016) commented that the Thai government's current measures are not sufficient and effective to combat the issue of Chinese tourists' misbehavior, and that incidents of Chinese tourists misbehavior still continue in Thailand, and that this issue caused dissatisfaction of some locals towards Chinese tourists, but the local community is still showing support and commitment in hosting more Chinese tourists for the sake of the country's economy.

Zhang, Pearce, & Chen (2019) suggested that educated Chinese tourists are aware of the need to behave well in the eyes of the hosts. Guidelines for proper behaviors addressing the cultural differences at key points in the journey, which include departing for, arriving at, and on-site visiting an outbound destination would be helpful to many Chinese tourists. These guidelines may decrease their anxiety about behaving inappropriately. Their study focused on the newer waves of educated Chinese outbound visitors, hoping that they would become agents of positive changes and management among their fellow travelers. They hoped that knowledgeable individuals should guide or give instructions to those with less knowledge on proper behavior abroad. The researchers conclude that attempts to shape Chinese behavior should take the concept of face into consideration. Tourism management authorities should promote the idea that individuals are the face of a country and that behaving properly should prevent losing such face.

Impacts of customer misbehavior on service providers

Customer-contact employees claimed that deliberate customer misbehavior was a considerable cause of stress in their working lives. It eroded their emotional strength and negatively affected their mood during work episodes and their temperament afterwards (Harris & Daunt, 2013). Employees felt that customer misbehavior was a key source of frustration, anger, guilt, irritation, anxiety, sadness and even depression (Harris & Daunt, 2013). Thus suitable behavior of customers in service settings is a very important issue for creating high quality service performing (Uémoto, 2018). Misbehavior can also lead to service disruption and imbalance from the perspective of the service supplier, the customer, and even other customers. This behavior includes verbal or physical abuse, theft, causing cost of business losses, vandalism, and defiling the environment, as well as talking loudly in public places, cutting in line and smoking (Tsaur, Cheng, & Hong, 2019).

This study attempts to investigate the more micro aspect of the Thai hosts in relation to less-than-desirable Chinese tourist behavior in general. The study adapts the term of 'consumer misbehavior' as behavioral acts by tourists, who are tourism consumers, that violate the generally accepted norms of conduct in consumption situations and the order expected in such situations

(Fullerton & Punj, 1997; Tsaur, Cheng, & Hong, 2019). In this study hosts refer to service providers and people in the tourism trade, as well as those who involved both directly and indirectly in tourism. The hosts in this study included both employers and employees in tourism sectors. The other party concerned is the Chinese tourists visiting Thailand. This study seeks to assess the perceived frequency of uncivilized behaviors and the levels of annoyance towards uncivilized behaviors which were perceived by both the hosts and the tourists themselves. The sources of the uncivilized behaviors to be studied will be derived from the comments posted by bloggers in websites, as well as from the previous literature. This work builds from the identification of problematic Chinese tourist behaviors which appeared in the internet media and academic papers to a more detailed study of the perceptions of the desirability of those behaviors.

RESEARCH METHOD

The sample of Thai host consisted of local people who work in tourism industry, who were mostly hotel staff in various departments, tourist guides, shop assistants, bus and/or boat drivers, and domestic airline flight attendants. The questionnaires were mailed to the hotels and tour companies which had been contacted and agreed to participate in the research project and allowed their personnel to complete the questionnaire. Therefore, the convenient sampling method was employed. However, the researcher tried to make sure that the Thai host sample represented the Thai host population by mailing the questionnaires to hotels and tour companies both in Bangkok and upcountry. Outside Bangkok, the questionnaires were distributed to hotels and tour companies in Chiang Mai, Nakhon Ratchasima, Phuket, Krabi and Samui Island in Surat Thani.

Another target population of this study was the Chinese tourists, who visited Thailand for a holiday purpose. A convenience sampling technique was used to select individuals. A verbal assessment was carried out to confirm that the person was a Chinese tourist visiting Thailand for pleasure before the questionnaire form was provided to him/her.

As previously mentioned, the research tool was a questionnaire, which consisted of two parts. Part 1 comprised closed-ended questions on demographic profile of the respondents. Part 2 concerned the frequency of the perception of 42 behaviors, and the degree of annoyance toward each of the 42 behaviors. Evaluation was made based on an ordinal 4-scale: 1 (never encountered before/not at all annoying), 2 (not very frequently/mildly annoying), 3 (rather frequently/rather annoying) and 4 (very frequently/very annoying).

The data collection period took place during March and July 2018 before 899 completed questionnaires were selected. The data were analyzed. The statistics employed were percentage, Mean, and Standard Deviation at the general level. An exploratory factor analysis was performed using principal component with varimax rotation in order to identify the underlying dimensions (factors) of the perceptions of the frequency of uncivilized behaviors. The use of a frequency-annoyance action grid similar to the importance-performance (IPA) matrix was also employed in order to illustrate the relationship between frequency and annoyance ratings of the behaviors in a neat manner. This technique was previously employed by Loi & Pearce (2012).

RESEARCH FINDINGS

The Thai host demographic profile

The sample of the Thai hosts comprised 401 respondents, slightly more than half (55 percent) were drawn in Bangkok. The remainder were drawn from other regions in the north, the northeast and the south of Thailand. The percentage of female respondents is slightly higher than that of the male respondents, which mirrored the Thai population as a whole with slightly more females than males. Most of the respondents were aged between 20 and 39. Over two-thirds of the respondents held a bachelor degree. About 27 percent finished either high school or vocational school. A small percentage received a higher degree. The host sample comprised mostly hotel personnel, which included department managers (11.1 percent), front office staff (27.1 percent), bell captain and security (5 percent), housekeeping staff (11.9 percent), F&B staff (10.8 percent). The rest were from the tourism and transport sector, which included tourist guides (18 percent), tour operators (2.8 percent), airline flight attendants (8.5 percent). With reference to income, the respondents were asked to self-estimate their income from not satisfactory to very good. About 41 percent reported that their income was satisfactory, and about 35 percent reported that their income was good. 13 percent were not satisfied with their income, while 11 percent reported that they had very good income. The details are displayed in Table 1.

Table 1
Demographic Profile of the Thai Hosts

Area of Residence	Number	Percentage	Gender	Number	Percentage
Bangkok	221	55.1	Male	184	47.5
Chiang Mai	66	16.5	Female	203	52.5
Nakhon Ratchasima	27	6.7	Total	387	100.0
Krabi	4	1.0	Age	Number	Percentage
Nonthaburi	20	5.0	Under 20	5	1.3
Phuket	39	9.7	20-29	143	35.8
Koh Samui	24	6.0	30-39	120	30.1
Total	401	100.0	40-49	69	17.3
Occupation	Number	Percentage	50-59	47	11.8
Tourist guide	70	18.0	60 and over	15	3.8
Departmentl manager	43	11.1	Total	399	100.0
Hotel front office staff	105	27.1	Highest Education	Number	Percentage
Bell captain/bell boy/security	19	4.9	High school	106	26.9
Hotel housekeeping/engineer	46	11.9	Bachelor degree	266	67.5
Hotel F&B staff	42	10.8	Higher degree	22	5.6
Bus/boat driver	7	1.8	Total	394	100.0
Tour business entrepreneur/owner	11	2.8	Self-estimate Income	Number	Percentage
Airline flight attendant	33	8.5	Not satisfactory	50	13.2
Hotel sales and marketing	12	3.1	Satisfactory	155	40.9
Total	388	100.0	Good	132	34.8
			Very good	42	11.1
			Total	379	100.0

Note Total sample: N = 401. Totals differ due to missing data

The Chinese tourist demographic profile

The Chinese tourist sample came from 30 regions in China including Taiwan and Hong Kong. Some of the major sources of the Chinese tourists were Guangdong (4.7%), Sichuan and Zhejiang (3.9% each), Jiangsu (3.2%), Shandong (3.1%), Shanxi 2.9%), Beijing and Yunnan (2.8% each), and Shanghai (2.6%). The percentage of male is slightly higher than that of female. Fifty-five percent of the respondents were in the age group of 20-29, and 20.9 percent were aged between 30 and 39. Those under 20 accounted for 13.5 percent. Half of the respondents received a bachelor degree. 17.3 % obtained a higher degree, and 31.2 % completed high school; consequently 35 % reported that they were students. Nearly one-fourth were white-collar workers, and almost 13 % were professional. Half of the respondents were satisfied with their income. Details are shown in Table 2.

Table 2
Demographic Profile of the Chinese Tourists

Province of residence	Number	Percentage	Gender	Number	Percentage
Anhui	11	2.3	Male	242	49.2
Beijing	25	5.3	Female	250	50.8
chongqing	7	1.5	Total	492	100.0
fujian	11	2.3	Age	Number	Percentage
Gansu	4	0.8	Under 20	67	13.5
Guangdong	42	8.9	20-29	284	57.0
Guangxi	21	4.4	30-39	104	20.9
Guizhou	8	1.7	40-49	22	4.4
Hainan	2	0.4	50-59	16	3.2
Hebei	11	2.3	60 and over	5	1.0
Heilongjiang	4	0.8	Total	498	100.0
Henan	19	4.0	Highest Education	Number	Percentage
Hong Kong	7	1.5	High school	155	31.2
Hubei	16	3.4	Bachelor degree	256	51.5
Hunan	10	2.1	Higher degree	86	17.3
Jiangsu	29	6.1	Total	497	100.0
Jiangxi	4	0.8	Occupation	Number	Percentage
Jilin	12	2.5	Student	175	35.1
Liaoning	11	2.3	Skilled worker	27	5.4
Neimongol	4	0.8	Agriculture	8	1.6
Qinghai	1	0.2	White-collar worker	124	24.9
Shaanxi	8	1.7	Manager/entrepreneur	47	9.4
Shandong	28	5.9	Professional	64	12.9
Shanghai	23	4.9	Not working	14	2.8
Shanxi	26	5.5	Total	498	100.0
Sichuan	35	7.4	Self-estimate Income	Number	Percentage
Tianjin	3	0.6	Not satisfactory	95	19.1
Yunnan	25	5.3	Satisfactory	250	50.2
Zhejiang	35	7.4	Good	128	25.7
Taiwan	18	3.8	Very good	25	5.0
Other places	14	3.0	Total	498	100.0
Total	474	100.0			

Note : Total sample: N = 498. Totals differ due to missing data

Factor analysis of perceived frequency of uncivilized behaviors

In order to identify the underlying dimensions (factors) of the perceived frequency of uncivilized behavior types, an exploratory factor analysis was performed using principal component with varimax rotation. For the purpose of interpretation of factors, a loading cut-off 0.40 was adopted in this study. The results of the factor analysis, which suggested a six-factor solution, included 42 uncivilized or less-than-desirable behavior types and explained 58.39% of the variance. The Kaiser-Meyer-Olkin (KMO) overall measure of sampling adequacy was 0.968, which suggested that the variables were interrelated and they shared common factors. Bartlett's test of sphericity was significant ($p = .000$). All the factor loadings were > 0.4 with at least four variables loading on a factor, except for Factor 6, which has two variables loading on the factor. The results showed that the alpha coefficients of the six factors ranged from 0.652 to 0.935. This demonstrates that the scales of the formal questionnaire have considerable reliability (Nunnally, 1978). Table 3 shows the results of the factor analysis.

Table 3
Factor analysis results with varimax rotation of frequency of uncivilized behaviors perceived by Thai hosts and Chinese tourists

	Factor loading						Communality
	F1	F2	F3	F4	F5	F6	
Factor 1. Lack of public manner; disturbing others by noise or body contact; failure to observe local customs							
Bumping into / shoving others in a crowd	.774						.692
Rushing into a place in a chaotic manner	.773						.686
Talking/making a loud noise in public	.767						.696
Cutting a queue/not queuing for service	.762						.672
Making noise while eating in restaurants	.708						.633
Getting in elevator or vehicle before others get off	.675						.563
Allowing children to run around disturbing others	.664						.600
Shouting calling others in hotel corridors/public places	.653						.648
Being rude/ showing bad manner to service personnel	.626						.605
Walking obstructing others in the footpath	.595						.542
Spilling food around dishes on dining table	.589						.566
Not observing / breaking local traffic rules / crossing the road unsafely	.534						.503

Expecting to be served before locals	.479						.570
Not caring to observe or learn local customs	.456						.443

	Factor loading						Communality
	F1	F2	F3	F4	F5	F6	
Factor 2. Smoking habit and improper toilet manner							
Smoking/throwing cigarette butts in toilet		.630					.604
Throwing cigarette buts		.592					.637
Smoking in the non-smoking area		.585					.652
Urinating/defecating outside toilet bowl		.580					.616
Littering carelessly		.573					.615
Squatting on toilet bowl seat		.522					.617
Writing on public walls		.521					.483
Spitting in public		.503					.565
Factor 3. Practising habitual norms in a new environment violating conventional acceptable norms							
Knocking/shaking public toilet doors when they are closed			.651				.632
Knocking on every hotel door to look for friends			.569				.543
Rinsing foot in public wash basin			.519				.582
Allowing children to go to toilet in the street / public places			.508				.551
Standing on passenger seats to pick up things/climbing on prohibited places to take photos			.499				.494
Not flushing toilet after use			.465				.584
Taking photos where it is forbidden			.423				.532
Factor 4.Marginal illegal behaviors							
Leaving/sneaking out of restaurant without paying				.688			.568
Shop lifting				.666			.602
Smoking while browsing / shopping in stores				.550			.539
Insulting local people who cannot speak Chinese				.544			.509
Asking for too much service from officials or service providers				.514			.656
Smoking while eating in restaurant				.454			.486
Getting drunk in public				.451			.537

	Factor loading						Communality
	F1	F2	F3	F4	F5	F6	
Factor 5. Being casual							
Being too affectionate in public					.694		.542
Lying / sleeping in public places in a casual way					.608		.492
Dress improperly in public / not observing local dress codes					.512		.569
Eating strong-smell food in public transport					.434		.493
Factor 6. Normal tourist practice							
Bargaining when going shopping						.757	.785
Trying on clothes or food items and not buy						.680	.721
Eigenvalues	16.568	2.874	1.748	1.188	1.084	1.063	
Percentage of variance	20.692	9.137	9.133	8.901	6.238	4.296	
Cumulative variance	20.692	29.829	38.962	47.863	54.101	58.398	
Cronbach's alpha	.935	.868	.848	.814	.652	.779	
Number of items (total = 42)	14	8	7	7	4	2	
KMO = 0.968 ; Bartlett's Test of Shpericity (p = .001)							

The first factor was labelled 'Lack of public manner; disturbing others by noise or body contact; failure to observe local customs'. This factor explained 20.69 % of the total variance with an eigenvalue of 16.568 and a reliability coefficient of 0.935. It carried items related to the frequency of behaviors directly relating to others, such as bumping into others or shoving others in a crowd; rushing into a place in a chaotic manner; getting in elevator before others get off; cutting a queue or not queuing for service; walking obstructing others in the footpath; and allowing children to run around disturbing others. This factor also carried items related to the problem of noise made by the tourists, such as talking loudly or making a loud noise in public or making noise while eating in a restaurant; shouting, or calling others in public places. These behaviors are considered to be disturbing and directly relating to others. This factor also included behaviors showing lack of public manners, such as being rude; spilling food around dishes on dining table; breaking local traffic rules; expecting to be served before locals; and not caring to observe or learn local customs.

Factor 2, which is loaded with 8 items, was labelled 'smoking habit and improper toilet manner'. This factor explained 9.13 % of the total variance with an eigenvalue of 2.874 and a reliability coefficient of 0.868. This factor contained attributes relating to smoking behavior, which are "Smoking/throwing cigarette butts in toilet", "Throwing cigarette butts", "Smoking in non-smoking area" toilet manner, which are "Urinating/defecating outside toilet bowl", and "Squatting on toilet bowl seat". Littering, spitting, and writing on public walls were included in this factor as well.

Factor 3 is labelled “Practicing habitual norms in a new environment violating conventional acceptable norms”, Seven attributes were included in this factor, which are “Knocking/shaking public toilet doors when they are closed”, “Knocking on every hotel door to look for friends”, “Rinsing foot in public toilet wash basin”, “Allowing children to go to toilet in the street or public places”, “Standing on a passenger seats to pick up things on board the airplane or climbing on prohibited places to take photos”, “Not flushing toilet after use” and “Taking photos where it is forbidden”. This factor had an eigenvalue of 1.748 and represented 9.13% of variance. The seven items had a reliability coefficient of 0.848.

Factor 4, labelled “Marginally illegal behaviors” explained 8.90% of variance with an eigenvalue of 1.188, and a reliability coefficient of 0.814. This factor consists of 7 attributes relating marginal illegal acts, which are “Leaving or sneaking out of a restaurant without paying”, “Shop lifting”, “Smoking while browsing or shopping in stores”, “Smoking while eating in a restaurant”, “Insulting local people who cannot speak Chinese”, “Asking for too much service from officials or service providers”, and “Getting drunk in public”.

Factor 5, which is labelled “Being casual”, is loaded with four items and explained 6.23% of variance with an eigenvalue of 1.084 and a reliability coefficient of 0.652. This factor included the following items : “Being too affectionate in public”, “Lying or sleeping in public places in a casual way”, “Dress improperly in public or not observing local dress codes”, and “Eating strong-smell food in public transport”.

Factor 6 is labelled “Normal tourist practice”. This factor explained 4.29% of variance with an eigenvalue of 1.063 and a reliability coefficient of 0.779. There were only two items in this factor, “Bargaining when going shopping” and “Trying on clothes or food items and not buy”.

Frequency-Annoyance Grid of the Entire Sample

The mean scores of the six factors relating to the perceived frequency of the 6 behavior types which were derived from the factor analysis were calculated. After that the mean scores of another six factors relating to degree of annoyance towards these behavior types were calculated. Table 5 shows the mean scores of the six behavior types perceived by the Thai hosts and the Chinese tourists, as well as the mean scores of the level of annoyance towards these six types of behavior. The mean scores of the attributes underlying each factor (behavior type) are also displayed. The data were then transferred to the Frequency-Annoyance grid presentation.

The use of this IPA-like grid as one of the ways to present findings is essential to the ready interpretation and readability of the findings. Loi & Pearce (2015) were the first authors who introduced the idea of using the IPA-like grid in their study. The grid suggested here resembles IPA in format only because it is considered to a neat way of presenting results across the frequency and annoyance dimensions. This work adopted the technique invented by Loi & Pearce (2015).

The Frequency-Annoyance grid was constructed using the frequency and level of annoyance measurement scale ranging from 1 to 4 for X-axis and Y-axis, respectively. Cross-hairs (horizontal and vertical lines), were placed on the grid using mean values of the four-point scale for both perceived frequency and level of annoyance. In Figure 1, the X-axis represents the perceived frequency of the uncivilized behavior performed by the Chinese tourists. The Y-axis represents the relative annoyance that all the respondents (the hosts and the tourists) felt towards the six types of uncivilized behavior. The mean Frequency rating for the pooled data was 2.084 while the mean Annoyance rating was

2.961. The four quadrants were constructed based on the mean scores of the Frequency and Annoyance ratings. These quadrants identified here are as follows:

- Quadrant I (concentrate here) – behaviors are perceived to be highly annoying and frequently encountered by both Thai hosts and Chinese tourists. These behaviors should be focused on because they will directly affect the emotions of the hosts and other Chinese tourists.

- Quadrant II (watch out) - behaviors are perceived with high annoyance level but not as frequently seen. Policy makers should continuously watch and observe the trend of these behaviors in order that these behaviors will not become more prominent and thus cross over into Quadrant I.

Table 4
Mean ratings of frequency factors and annoyance factors and frequency-annoyance attributes

Factors and frequency-annoyance attributes	Frequency		Annoyance	
	Mean	Std Dev	Mean	Std Dev
<i>Factor 1- Lack of public manner; disturbing others by noise or body contact; failure to observe local customs</i>	2.444	.742	3.113	.624
Bumping into / shoving others in a crowd	2.574	1.034	3.233	.907
Rushing into a place / vehicle in a chaotic manner	2.558	1.038	3.264	.876
Talking loudly / making a loud noise in public	2.866	1.088	3.254	.897
Cutting a queue/ not queuing for service			3.304	.871
Making noise while eating in a restaurant	2.706	1.056	3.116	.944
Getting in elevator or vehicle before others get off	2.345	1.011	3.135	.864
Allowing children to run around disturbing others	2.407	.997	3.216	.881
Shouting calling others in hotel corridors/public places	2.481	1.052	3.165	.875
Being rude/ showing bad manner to service personnel	2.110	.998	3.176	.924
Walking obstructing others in the footpath	2.353	.958	3.030	.926
Spilling food around dishes on dining table	2.579	.996	3.015	.970
Not observing / breaking local traffic rules / crossing the road unsafely	2.266	.975	3.047	.941
Expecting to be served before locals	2.054	.946	2.918	.943
Not caring to observe or learn local customs	2.404	.985	2.721	.985

Factors and frequency-annoyance attributes	Frequency		Annoyance	
	Mean	Std Dev	Mean	Std Dev
<i>Factor 2- Smoking habit, improper toilet manner, causing environmental damage</i>	2.079	.692	3.210	.656
Smoking/throwing cigarette butts in toilet	1.982	.975	3.144	.911
Throwing cigarette butts	2.265	1.004	3.185	.866
Smoking in the non-smoking area	2.331	1.014	3.228	.896
Urinating/defecating outside toilet bowl	2.016	.979	3.383	.872
Littering carelessly	2.347	.947	3.236	.809
Squatting on toilet bowl seat	1.990	1.033	3.214	.925
Writing on public walls	1.542	.771	3.048	.992
Spitting in public	3.194	.949	3.266	.876
<i>Factor 3- Practicing habitual norms in a new environment violating conventional acceptable norms</i>	1.953	.685	3.146	.671
Knocking/shaking public toilet doors when they are closed	1.914	.971	3.128	.945
Knocking on every hotel door to look for friends	1.795	.947	3.091	.958
Rinsing foot in public wash basin	1.757	.906	3.174	.918
Allowing children to go to toilet in the street / public places	1.941	.925	3.175	.910
Standing on passenger seats to pick up things/climbing on prohibited places to take photos	1.892	.935	3.114	.937
Not flushing toilet after use	2.226	1.018	3.429	.863
Taking photos where it is forbidden	2.175	.908	2.938	.935
<i>Factor 4-Marginally illegal behaviors</i>	1.742	.583	3.108	.719
Leaving/sneaking out of restaurant without paying	1.506	.792	3.139	.992
shop lifting	1.448	.790	3.283	.971
Smoking while browsing / shopping in stores	1.803	.876	3.126	.942
Insulting local people who cannot speak Chinese	1.790	.894	3.050	.976
Asking for too much service from officials or service providers	1.922	.901	3.155	.907
Smoking while eating in restaurant	1.876	.888	3.193	.920
Getting drunk in public	1.925	.863	2.912	.972
<i>Factor 5- Being casual</i>	2.071	.627	2.649	.741
Being too affectionate in public	2.172	.904	2.380	1.109
Lying / sleeping in public places in a casual way	1.888	.873	2.541	1.001
Dress improperly in public / not observing local dress codes	2.239	.891	2.658	.990
Eating strong-smell food in public transport	2.018	.909	3.027	.946
<i>Factor 6- Normal tourist practice</i>	2.222	.862	2.544	.936
Bargaining when going shopping	2.317	.991	2.475	1.041
Trying on clothes or food items and not buy	2.129	.911	2.620	.994

◉ Quadrant III (let it be) – behaviors are deemed neither annoying nor frequent by the respondents. Policy makers should not preoccupy themselves with these behaviors.

◉ Quadrant IV (low priority) – behaviors are considered to be frequently seen but not very annoying to the host respondents. Such behaviors are of no immediate concern or threat to the policy makers and thus limited resources should be extended to this low priority cell (Loi & Pearce, 2015).

Figure 1 shows that only Factor 1 “Lack of public manner; disturbing others by noise or body contact; failure to observe local customs” was identified in the ‘Concentrate here’ quadrant. Three factors were identified in the ‘Watch out’ quadrant, which were ‘Factor 2- Smoking habit and toilet manner’; ‘Factor 3- Practicing habitual norms in a new environment violating conventional acceptable norms’ and ‘Factor 4-Marginally illegal behaviors’. The ‘Let it be’ quadrant contained ‘Factor 5- Being casual’, while ‘Factor 6- Normal tourist practice’ fell in quadrant ‘Low priority’.

The results shown in Figure 1 suggest that special attention should be directed to the problem of the Chinese tourist lacking public manner, the problem of their disturbing others by noise and body contact, and their failure in observing the Thai local customs. These problems need to be addressed to immediately.

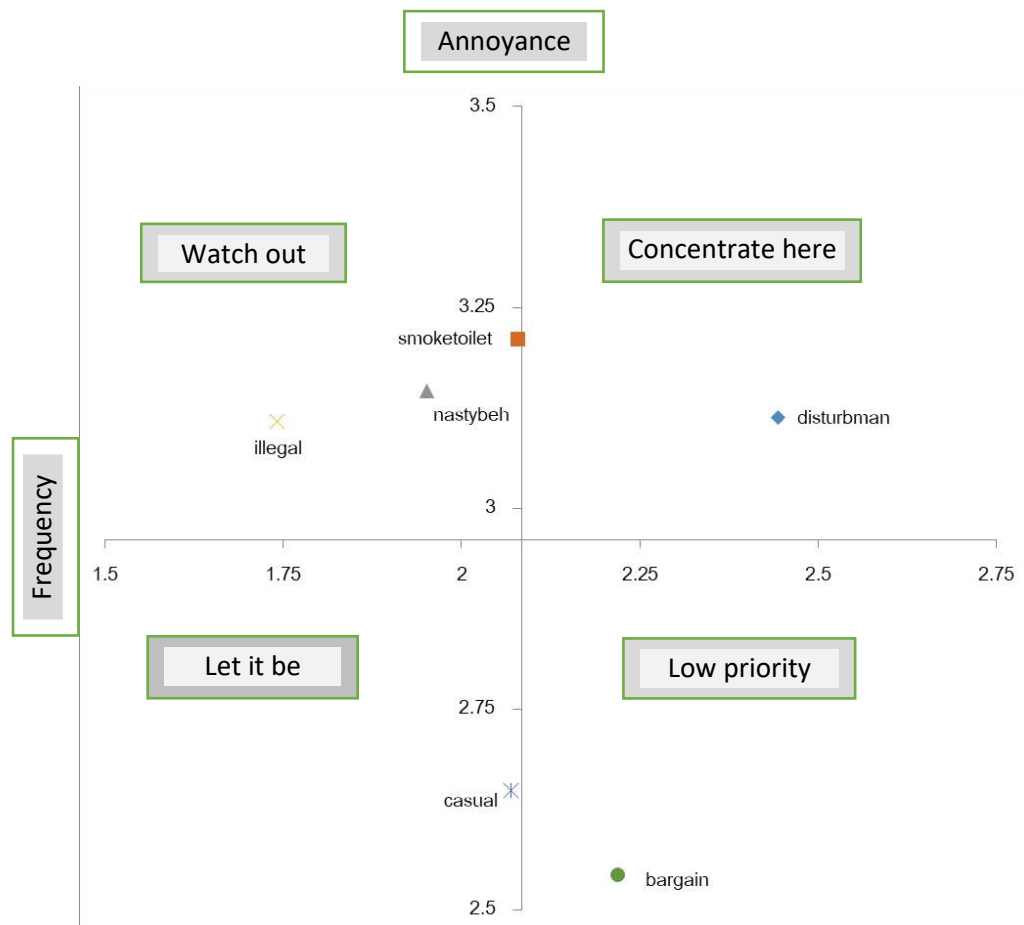


Figure 1: Frequency-Annoyance Grid

Note : *disturbman* = Factor 1- Lack of public manner; disturbing others by noise or body contact; failure to observe local customs ; *smoketoilet* = Factor 2- Smoking habit and improper toilet manner ; *nastybeh* = ‘ ; *illegal* = Factor 4-Marginally illegal behaviors ; *casual* = Factor 5- Being casual; *bargain* = Factor 6- Normal tourist practice

DISCUSSION

This study has categorized the 42 uncivilized behavior according to the perceived frequency into six factors or behavior types: the most often perceived behavior – “Lack of public manner; disturbing others by noise or body contact, including failure to observe local customs”. Other categories are smoking habit, improper toilet manner, causing environmental damage; practicing habitual norms in a new environment violating conventional acceptable norms; marginally illegal behaviors; being casual; and normal tourist practice.

This study of uncivilized tourist behavior contributes to current knowledge of consumer misbehavior by expanding the understanding of uncivilized Chinese traveling in Thailand. The results identify forms of uncivilized behavior actually experienced by both the Thai hosts and the Chinese tourists. A theoretical implication is that the six themes of uncivilized behavior are labeled differently from the customer misbehavior, aberrant consumer behavior, and dysfunctional customer behavior, all of which take place in exchange settings. In the Thai tourism context, uncivilized tourist behavior is characterized by 1) the expressive acts of the tourist that affect others physically in public as a result of their ignorance of or ignoring social norms or cultural rules. Examples in this subcategories are disturbing others by bumping into others, shoving others while trying to get into a place. Other forms of disturbance are caused by noise and such behavior as cutting queues; 2) personal habits detrimental to others’ health and general well-being of others and environment. Such practices include smoking in prohibited areas, spitting, littering carelessly, and urinating or defecating outside toilet bowl; 3) practicing habitual norms, violating acceptable conventional norms. Shaking a toilet door when it is closed may be a normal practice in China, but it is not proper elsewhere. Rinsing foot in a public toilet wash-basin may be done at home, but Thais consider it rude. Not flushing toilet after use is obscene, showing no honor to others who uses the toilet afterwards; 4) marginally illegal behaviors includes sneaking out of a restaurant without paying and shop lifting. This category is similar to one of the three categories of aberrant behavior, the material losses caused by various thefts, cheque fraud, and shoplifting (Fullerton & Punj, 1993), insulting local people who cannot speak Chinese is another category of aberrant behavior: caused abusive, threatening, physical or mental harm to other customers and employees (Fullerton & Punj, 1993; Wu, 2015); 5) being casual refers such behaviors as showing too much affection in public, dressing oneself in a casual manner, lying or sleeping in a public place casually. These behaviors are almost normal practice of tourists in general while on holiday as tourists are more likely to exhibit unethical and deviant behavior during travel than at home (Tolkach, Pratt, & Zeng, 2017); The sixth category is not likely to considered uncivilized behavior, so it is labeled as ‘normal tourist practice’ as it includes such behavior like bargaining, and trying on a food item and not buying it. It is a common practice to bargain when shopping is done in a bazaar or market, not in a department store. Vendors often offer a few pieces of fruit or snack for tourists to try before they decide to buy it or not. These categories of uncivilized behavior of Chinese tourists are experienced by the hosts and the tourists.

Using the Frequency-Annoyance grid, which was a technique adapted from IPA, this study has compared the frequency of the uncivilized behaviors and the level of annoyance as perceived by the Thai hosts and the Chinese tourists themselves. The Frequency-Annoyance grids have illustrated that

the factor “Lack of public manner; disturbing others by noise or body contact, including failure to observe local customs” fell into the Concentrate here quadrant; “Smoking habit and toilet manner”, “Practicing habitual norms in a new environment violating conventional acceptable norms”, and “Marginal illegal acts” in the Watch out quadrant; “Being casual” in the Let it be quadrant; and “Normal tourist practice” in the Low priority quadrant.

The research results shown in the grid suggested that immediate attention should be paid to the problem of the tourists’ lacking public manner, as well as the problem of their disturbing others by noise or bodily functions and their failure to observe local customs. The problems of the tourists making a loud noise in public places, their bumping into others or shoving into others in a crowd, and their jumping a queue are problems which are related to others directly. Therefore, they are the problems that are frequently seen and perceived as annoying by both the hosts and other tourists themselves. Cutting queues is a breach of social contract established by the consumers, who make an unwritten agreement on how the queue is to proceed (Fullerton & Punj, 1997; Tolkach, Pratt, & Zeng, 2017). Cutting queues is deemed as unethical behavior due to the low social consensus and immediacy of effect (Jones, 1991). For tourists, a few more minutes in a queue can become even more important since they may have spent a lot on their holidays and have limited time in the destination (Tolkach, Pratt, & Zeng, 2017). Loi & Pearce (2015) classified similar behaviors such as breaking into a line of waiting people, getting in elevators before others get off, bumping into others in a crowd, as well as being rude to service personnel in hotels and other service operations as behaviors directly relating to others. Other immediate problems are problems of the tourists not observing or breaking the traffic rules, and crossing the road unsafely. This problem is in line with the problem of their not caring to observe or learn local customs. In spite of the Guide to Civilized Tourism issued by China National Tourism Administration (Gwynn Guilford and Quartz, 2013), the problems of these uncivilized behaviors of the Chinese tourists still appear in media reports (Wu, 2016). Now it is left to the site management to consider the issue of cutting queues seriously. Measures to manage the visitors to queue up for service is urgently needed. Authorities providing services to tourists have to realize that they have to play a role of cultural educator as well.

Some behaviors which fell in the Watch out quadrant should not be overlooked. Even though these behaviors do not appear frequently, they are considered annoying by the hosts and the tourists. The problems may be scattered, but if the number of tourists increase in the future the problems may be cumulative and move into the Concentrate here quadrant. The most important problem in the Watch out quadrant is the problem relating to cigarettes and smoking habits of the tourists, spitting and littering carelessly. Although these problems are isolated individual acts (Loi & Pearce, 2015), they indirectly affect the health and hygiene of other people.

Now it is the task for researchers, governments, and professionals to identify or implement the tools which can modify these undesirable behaviors in a short time frame. Although the Chinese government has tried to encourage their citizens to behave in a civilized manner while travelling overseas, as a host we should support the effort of the Chinese government by raising their awareness of being a civilized tourist. At least they should be aware that their uncivilized behavior could hurt China’s national image. Experience tells us that formal consumer education campaigns tend to have limited impacts (Swarbrooke, 1999). Therefore, all we can do is to raise awareness of the issues and leave tourists to decide for themselves what they should do in terms of their behavior as tourists and becoming involved in pressure groups. To raise their awareness, the hosts including the governmental agencies, travel agencies, and the local communities, have to provide clear instructions, especially

guideline for proper behaviors addressing the cultural differences at key points in the journey (i.e., on board airline flight departing for a destination, arriving at a destination, and on-site visiting an outbound destination). Providing them with such guidelines and instructions would be helpful to many Chinese tourists, especially those with little travel experience, and those who are less educated. Such clear messages and guidelines may potentially decrease their anxiety about behaving inappropriately and make it easier for them to preserve their faces. The educated Chinese tourists should be involved in pressure groups. In the contemporary world, educated Chinese tourists are aware of the need to behave well in the eyes of the hosts (Zhang, Pearce, & Chen, 2019); therefore, they may become agents of positive changes and management among their fellow travelers. It is culturally accepted that knowledgeable individuals should guide or give instructions to those with less knowledge on proper behavior abroad. In conclusion this study has developed typologies of uncivilized behavior of Chinese tourists in Thailand, and has pointed out the problematic behavior types which need improvement, with a positive outlook that the emerging waves of Chinese tourists will be more globally responsible and acceptable tourists.

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WHAT IS THE SOLUTION FOR SUSTAINABLE DEVELOPMENT OF FLOATING MARKET TOURISM IN THE VIETNAMESE MEKONG DELTA?

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ABSTRACT

The floating market and river merchant represent the river-based cultural value created by Kinh ethnic during their adaptation process in the Vietnamese Mekong Delta. Exploiting these values in tourism offers promise for rural development. However, in the context of urbanization and globalization, floating markets face many challenges expected to affect tourism development. On that basis, the paper approaches the cultural tourism village model as an integrated solution in floating market preservation. The results showed that it is essentially a space connecting attractive tourists in the area. At the same time, it encourages the local community to participate in tourism activities that both improve livelihoods and enhance awareness about the importance of preserving the values of indigenous culture and the natural environment. Therefore, if this model is well implemented and managed in the area with the floating market can bring about the prospects of preserving river-based cultural values, promoting mutual assistance for sustainable development.

Keywords: cultural tourism village, floating market, river merchant, preserving cultural value

INTRODUCTION

Kinh ethnic group, in the process of migration to reclaim the Vietnamese Mekong Delta, together with the Khmer, Cham, and Chinese ethnic groups created a complex ecological culture with river-based cultural values that differentiated with the cultural region (Ngo Van Le, 2014; Tran Ngoc Them, 2013). In the development process, these indigenous cultural values are significant because they plays a role in connecting ethnic communities (intergeneration), acculturation and socio-economic development through tourism.

Tourism is generally considered one of the largest industries in the world (Saarinen, 2006; Wallace & Russell, 2004) with continued growth (McAreavey & McDonagh, 2011). As tourism becomes increasingly important to communities around the world, the need for sustainable tourism development also becomes a top concern. The rationale for sustainable tourism development is often based on the assurance of economic, social and environmental benefits for the community. Floating markets – river-based cultural values that can be exploited for tourism in the Mekong Delta (floating market tourism). This type of tourism promises to bring prospects for rural development. However, in the modern context, there are many challenges that can lose these cultural values. This requires conservation needs more attention to maintain resources for sustainable tourism development.

Preserving cultural values is essentially establishing a way to reconcile the relationship between conservation and development. Conservation based on the context of heritage or cultural values is necessary to maintain the structure and at the same time improve, reuse, and

adapt values into the cultural flow. The paper approaches the conservation of floating markets through the form of museumisation by the cultural tourism village model. This model shows the correlation between tourism development and cultural value conservation. Especially, it emphasizes the role of local community's participation in effective conservation and sustainable development.

OBJECTIVES AND METHODOLOGY

The main purpose of the paper is to give an overview of floating markets, challenges for the development of its as well as floating market tourism activities, and to propose a tourism model to harmonize the relationship between development tourism and conservation towards the sustainability of tourism activities in floating markets. Therefore, the paper is intended to be a review article. The main method used is the secondary data source overview method, which is journals articles, monographers, reports in areas such as tourism, conservation, anthropology, and geography.

RESULTS AND DISCUSSION

The floating market and challenges for its development

The floating market: Kinh's river-based culture value in the Southwestern Vietnam

The economic activities of ethnic communities depend on natural conditions, thereby showing their ability to adapt to their living environment. Adaptation is at the focus of the interaction between people and the environment, which demonstrates the activeness of people through culture to choose the possibilities that the environment provides (cultural ecology theory) (McGee & Warms, 1996; Steward, 1955, 2006). Applying cultural ecology theory to see that the Kinh ethnic has adapted to the river environment in the Vietnamese Mekong Delta and created a floating market. This is the most popular day-to-day market in the morning, where both sellers and buyers use boats as a means of transportation. This type of market meets the purpose of trading, exchanging and trading agricultural products on the confined river terrain in the Southwestern Vietnam. Beyond the function of trade exchange, the floating market is also a function of cultural exchange and diversify regional culture.

Community relations, spiritual life, and beliefs of the river merchant combined with floating market space including the immense river view, busy boats, bustling sounds, fresh air created attraction for tourists (Nelson & Shock, 1998; Nguyen Trong Nhan, 2017). The attraction that leads to the interaction between visitors and trading activities of indigenous residents gradually formed a unique type of tourism - floating market tourism. Floating market tourism was born in the 1980s and Nga Bay floating market (Hau Giang province) was the first destination. After that, floating markets such as Cai Be (Tien Giang province), Cai Rang, Phong Dien (Can Tho city), Tra On (Vinh Long province), Long Xuyen, Chau Doc (An Giang province), Nga Nam (Soc Trang province) also welcomes tourists. However, only Cai Be and Cai Rang are two floating markets that are invested and professionally organized, so attract many tourists while the remaining floating markets are spontaneous activities, so the number of visitors is small.

Appreciating the floating market cultural values and interacting with the indigenous residents are really an important motivation for tourists' decision when they choose this type of tourism (Nham Hung, 2009). Besides the attraction inherent from the landscape and the river

merchants' cultural life, the tourism potential of the floating market is also considered in terms of traffic convenience and the connectivity of other sightseeing programs such as visiting gardens, traditional trade villages; enjoying traditional folk songs, country cuisine; canoeing on canals... Floating market and floating market tourism have mutual interactions. In the first dimension, the floating market is specific resources to tourism activities. In the second dimension, floating market tourism contributes to promoting the local culture more deeply and increasing the awareness of preserving traditional cultural values.

Challenges to developing floating markets

At the micro-level, the current floating market faces challenges such as water pollution from trade and sightseeing activities; the number of successors has decreased; road transport infrastructure, supermarket systems developed during urbanization have led to concerns about the end of the existence of floating markets. If it happens, it will affect the possibility of tourism development in the future. At the macro-level, in the context of globalization, the continuous increase in international exchanges has challenged the preservation of national identity. This situation further promotes the role of culture in national identity because each nation's culture is a unique treasure and the disappearance of any culture makes the country poor (Boas, 1982). Globalization promotes a nation's culture of exchanges, contacts, and dialogues with many different cultures. This is really an opportunity to enrich the national cultural identity but at the same time, it can also blur the cultural boundaries leading to the risk of national decline.

Solutions from the cultural tourism village model

What is cultural tourism village?

The cultural tourism village is essentially a space of relatively close tourist destinations in the area. This type of tourism has created opportunities for the advancement of community-based tourism in developing countries. This model is based on the concept of sustainable development of indigenous communities, encouraging diversification of income from tourism activities, strengthening tourism linkages with agriculture (McAreavey & McDonagh, 2011). In addition to tangible cultural values such as traditional architecture, folk costumes, folk sculptures, and environmentally friendly products, intangible cultural values such as religion, language, myths, music, dances, rituals, customs, and lifestyles also contribute to the unique and fascinating features of developing cultural village tourism in a locality (UN-WTO, 2008). In other words, it's the rural lifestyle that attracts tourists who want to alienate the boring urban life and rediscover cultural values almost lost by urbanization. Therefore, the development of the cultural tourism village can encourage the local community to be proud of their ethnic culture and contribute to strengthening the community's identity (Smith & Richards, 2013).

Prospects for sustainable development from cultural tourism village model

The natural landscape and cultural identity are an important factor in the development of a tourist culture village in the countryside. A beautiful landscape and unique culture are an attractive factor for visitors, helping to increase sales and profits for tourism. In contrast, tourism development (especially responsible tourism) can bring positive benefits to local communities as well as the use and management of tourism resources through marketing local, promoting economic value and increasing funding for conservation. Conservation and tourism

development can create many opportunities for local communities to improve their livelihoods. If livelihoods is improved, local communities become more aware of investments in tourism development and protection of natural landscapes and cultural identities for sustainable livelihoods.

The practice of floating market tourism in the cultural tourism village space allows exploiting natural resources (a key factor in developing this type of tourism), maintaining essential ecological processes, respecting the cultural authenticity, encouraging the local community to find and uphold indigenous cultural knowledge to attract more tourists.

Local communities have an equal opportunity to distribute tourism benefits in the cultural tourism village. The museumization of floating markets with the cultural tourism village model also gives local communities a special social role. From there, they are self-aware of the cultural values they are preserving and then voluntarily participate in conservation activities and promote that cultural value to serve the development of the community.

Integrating the floating market into the construction of the cultural tourism village that allows exploitation of the natural landscape of the river area, daily activities taking place in special space. All bring tourists unprecedented experience. River merchants now can not only engage in agricultural business but also engage in tourism from their own daily activities. The local community will then have the opportunity to diversify income beyond agricultural instability toward sustainable livelihoods.

CONCLUSION

Floating market tourism is a form of community-based tourism that is becoming the development trend of many developing countries thanks to the promise of an effective poverty reduction tool for rural communities. However, the floating market - representing the river-based cultural value - is facing many challenges expected to affect tourism development. Based on that, the paper approaches the cultural tourism village model as a solution to the sustainable development of floating market tourism. Regarding tourism development, this model is essentially a symbolic space combining attractive tourist attractions in the area including natural landscape, indigenous culture, and rural lifestyle. Regarding the preservation of cultural values, this model promotes more community participation in local development projects; encourages responsible natural resources to develop tourism. If this model is well managed, it will promote the reciprocity between tourism development and conservation towards sustainable development in rural areas./.

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ECOTOURISM AS AN ALTERNATIVE SUSTAINABLE TOURISM IN NEPAL: CASE STUDY OF ANNAPURNA CONSERVATION AREA (ACA) USE OF RENEWABLE ENERGY ON TOURISM SECTOR.

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ABSTRACT

Energies which are non-renewable has a limited of natural resources which cannot be remake or re-grown in a short time but renewable energy has unlimited natural resources that can be replanted in short period of time such as solar energy, wind, hydro power, biomass, ocean energy, geothermal. These are the prime factor of sustainable socio-economic development. It plays a vital role for civil society and industrial development. In the past people used only wood for cooking and firing. In the last century people has been use solar, hydropower, nuclear power. Due to socio economic and industrial development, population growth followed by power demand explore and diversified the socio economic, commercial and industrial development. As the country moves to the development era, energy demand in all sectors will significantly increase. Developing countries in particular need to expand access to reliable and modern energy services to reduce the poverty and to improve the health of their citizens by increasing the productivity, and promoting economic growth. Ecotourism as an alternative to sustainable tourism management policies should aim at maximizing economic benefits from tourist arrivals while minimizing associated adverse impacts on the environment. Energy is the basic factor contributing to development and sustainable development is not possible without making energy systems more sustainable. On tourism sector, Nepal is highly dependence on non-renewable sources like fossil fuel. For some case, biomass resources specially forests and tree are used. Fuel wood has been and still is the major source of energy daily used by rural people in Nepal. The dependence on fuel wood has posed a serious like deforestation, flood, global warming, soil erosion, landslides, climate change etc. Renewable sources like wind energy, solar energy, biogas and hydroelectric production don't emit global warming gases. Energy consumption negatively affects tourist arrivals, calling for increased attention towards improving energy efficiency and energy diversity.

Keywords: Sustainable tourism, renewable energy, resources, ecotourism, Nepal

INTRODUCTION

Tourism is one of the world's largest economic sectors; its importance to the global economy is undeniable. Tourism creates employment, promotes exports and embodies tremendous cultural, environmental and heritage value (Aryal, 2005). WTTC (2017) reports global tourism contributed to 10.2 percent of the Gross Domestic Product (GDP), created 292 million jobs, and accounted for 6.6 percent of total global exports in 2016. Tourism is a driver of wealth and employment creation

worldwide, although there are concerns about increasing socio-economic inequities and environmental costs (Alam et. al., 2016).

Nepal is a landlocked country located between 80°, 04' and 88°, 12' east longitudes and between 26°, 22' and 30°, 27' north latitude. It is a small country which lies between two giant countries of Asia, China and India. The Nepal extends along the south of Himalayas in Central and India. It covers the total land area of 147,181km² and its borders is contiguous with India in West, South and the people's Republic of China in the North. Nepal is a popular among the people by the name of Himalayan as well as it has eight of the world's tallest peak, which includes the highest peak of the world Mount Everest ranging 8,848 meter above. The country is however distinguished not only for its high mountains but also for its unique cultural heritage, artistic monuments and exotic wildlife (NTB, 2002).

Nepal is also famous for ecotourism as well as trekking. Different regions are opened for trekking. Among them Annapurna Region is one of the most popular trekking destination, receiving about more than 60% of the visitors who come to Nepal for trekking. The unique biodiversity, the scenic grandeur in combination with the multi-ethnic diversity makes it the world's most popular trekking destinations. Trekking area along the Annapurna is easily accessible, hotels in the hills are plentiful, treks here offer good scenery of both high mountains and lowland villages and it offers different facilities and less strenuous for trekkers as compared to trekking in other regions of Nepal (The trekking guide book, 2000). Due to all these reasons, trekking in Annapurna has become popular in the world. It is considered to be one among the ten treks of the world (Baral et. al., 2008).

In this situation the development and promotion of tourism sector can play a vital role in Nepal's overall development. Development and promotion of tourism sector contributes to generate employment to male and female and income opportunities. Tourism also increases government revenue through various types of taxation and reduce nation trade deficits (Aryal, 2005). Tourism has also socio- cultural significance. It helps to develop international peace, friendship and understandings. In the context of development of tourism, energy also play vital role. Like other industries tourism industries have been facing a lot of energy related problems. Since the energy problem is getting more and more hazardous in the Nepalese rural areas that further is resulting to the depletion of the precious forest and natural resources (Bhandari, 2004). On the other hand as Nepalese people has not been such strong to afford the technology of other renewable sources of energies like solar, wind and water, Biogas being cheaper, easy to maintain plus other lots of positive aspects makes it very important in the Nepalese context. In view with the fact that the rapidly growing population needs more amount of energy through the limited resources, over use of conventional source of energy could lead to the exhaustion of those resource in some frame of time, so it has been very much important to search for the alternative source of energy for tourism sector also so that we may not have to face the energy crisis in near future (Li & Lin, 2015).

1.1 Statement of the problem

Nepal is a multiethnic, multilingual, multi religious country. Every culture possesses its own type of attitude, norms values, perspectives and perceptions of the society. Tourism is an important sector to generate revenue in one hand and employment on the other for the sustainable development in the national economy. Tourism is emerging as the most viable industry of Nepal which has been providing skilled and unskilled jobs to many unemployed people and has helped to reduce rampant poverty in the country. Tourism not only brings foreign currency but also other things such as changes in attitude and behavior of people. In the present, the basic goals of rural tourism are minimizing negative impacts, and maximizing benefits for the local people and their natural environment, while providing positive experiences to visitors (Nyaupane & Thapa, 2006).

The proper understanding of the interrelationships between tourism, the underlying economy, and the natural environment is critical in formulating effective sustainable tourism policies. Tourism is the backbone-leading sector for the economic development of developing countries like Nepal. Development and scope of tourism depends up on the quality and quantity of products/components. Without adequate planning and tourism development only richer individuals and urban based organizations will benefit from the economic opportunities of tourism and tourism in fact may increase the economic, environmental and socio-cultural cost of the area visited (Aryal, 2005).

Ecotourism is nature and unique diversity in flora and fauna, topography, climate etc. but rapid growing population deteriorates the forest to fulfill their needs. It causes deforestation, loss of bio-diversity, landslide, flood and soil erosion, such effort ends the panoramic & wonderful scenic beauty of environment or the products of tourism. Nepal has been endowed with diverse fauna and flora and beautiful pristine land escapes. The national park and the conservation area scattered in different parts of the country have become most potential site for tourism. These national parks symbolized naturals paradise have diverse land masses containing in it only the unique and rare diversity but also here the religious and spiritual sites of high values of significance (Bhandari, 2004).

1.2 Research questions

1. What is the potential and importance of ecotourism aspect of Annapurna Conservation Area?
2. What are the types of energy used in Annapurna Conservation Area?
3. What is the role of renewable energy for sustainable tourism development in Annapurna Conservation Area?

1.3 Objectives of the study

The overall objectives of this research on tourist are to analyze the growth, scope, problems and prospects of tourism in Annapurna Conservation Area,

The specific objectives are

- 1.To explore the feasibility of ecotourism in the Annapurna Conservation Area
- 2.To study the sources of energy and implemented in tourism sectors at Annapurna Conservation Area
- 3.To study the role renewable energy for sustainable development of tourism

1.4 Significance of the study

Nepal has three major resources built of economy: agriculture, hydropower and tourism. Among them tourism is the key industry which can effortlessly be established, promoted and developed with minimum investment and can be made an important foundation of national income. So, it is one of the chief sectors for economic development. Tourism is an activity that generates economic and social benefits. Tourism has effects on the different sectors of the economy. The importance of tourism in Nepal is not confined to the economic aspects only, but also to environmental and cultural aspects. This study will help the policy makers to develop sustainable tourism policies.

The study is also significant, as findings would allow policymakers in identifying economic strategies that seek to balance economic growth while reducing pollutant emissions and curbing energy usage. The policy implications of this study's findings would be relevant to other mountainous economies where tourism sector plays an important role in fostering economic. The study mainly focuses on the study of the role of ecotourism and renewable energy for sustainable development of tourism in Nepal.

LITERATURE REVIEW

2.1 Diversity of Nepal

Nepal is a small Himalayan Federal Republic; it is situated Nepal situated between two big economic powers: China in the north and India in the east, west and south. Nepal is one of the least developed, land locked nations located in the northern part of Indian subcontinent. It is roughly rectangular in shape with a total area of 1, 47,181 square kilometers. The absolute location of Nepal lies between the degrees of 26022' to 30027' north latitudes and 8004' to 88012' east longitudes. In fact, the whole nation can be considered a country of villages, as there are more than 3,915 villages located in just about all parts of the country distributed from the south to north and from east to west. On the geographical scale, Nepal occupies only 0.03 percent of the world while occupying 0.3 percent of Asia (NTB, 2002).

Nepal is one of the richest countries in terms of geographical and climatic variation thereby having varieties of ethnicity, culture, biodiversity and social customs. The elevation of the country ranges from 60 meters above sea level to the zenith point on earth, Mt. Everest at 8,848 meters. Within

the average 192 km width of the country, climatic condition ranges from sub-tropical in the south to arctic in the north. This wide variation has fostered an incredible variety of ecosystem, the greatest mountain range on earth, thick sub-tropical jungles teeming with a wealth of wild life, thundering rivers, forested hills and frozen valleys. Likewise, varieties of ethnic groups found all over the country, especially in local villages, have diverse social structures and their own social customs as well (NTB, 2002).

Based on culture alone, Nepal has tremendous cultural diversity. The feature of Nepali culture is unity in diversity (Shrestha and Gupta, 1993). Diversity in culture can be seen by a diversity of caste, religion, ethnicity, language and culture. Major ethnic groups are the Indo-Aryans and Tibet Mongoloids. The major religion is Hinduism followed by Buddhism and small minorities such as Islam and various others. The religious customs, life styles, festivals, food habits, clothing and languages differ according to geographical and ethnic variation. But social harmony is often taken as a remarkable feature of Nepalese culture (Grenable, 2006).

2.2 Tourism in Nepal

Possessing eight of the ten highest mountains in the world, Nepal is known as one of the most visited adventure tourism destinations in the world. The mighty Himalayas, colorful mountains, and cheerful faces always attract the tourist. Nepalese are the ones who can smile even they are suffering from sorrows. The tourism industry employs 42% of the total working population, which depicts that most of the Nepalese are dependent on the tourism industry for their livelihood. Today, the responsible tourism is practiced by the Government of Nepal to ensure that environmental degradation does not occur as a product of tourism activities. (Nepal Tourism Board ,2010).

Nepal is well-known as the main tourist destination in the international arena due to its natural beauty, unique cultures, incomparable heritage and innumerable tourist destinations. Even a small reform in culture and tourism sectors means that the country can earn foreign currency and generate employment and other opportunities contributing to economic growth. Nepal is the birth place of Lord Buddha, Vrikuti and Sita and has incomparable traditions, prosperous culture, unique customs and a rich heritage. Conservation and promotion of history of brevity and warriors and uniqueness of Nepali society in itself are issues of major importance (Chand, 2000).

2.3 Impact of tourism

Today tourism is one of the largest and fastest growing industries in the world. Vast development of infrastructures and inflows of foreign currency into the host region shows that the tourism has been growing rapidly in recent years. Tourism has a wide economic impact on the host region and it can be classified on two levels. Firstly, the host region can benefit from foreign exchange earnings directly through transportation, lodging, and from food. Secondly, tourism makes a greater contribution to the host region through the taxation and employment created by the tourism

industry. In general, we believe that tourism generates foreign exchange earnings and it creates different new jobs directly or indirectly. Tourism consumes lots of goods and services, the manpower used to make the foods and other stuffs are also involved indirectly in the tourism industry, whereas the works of restaurant and hotels, transportation and security of the tourist are involving directly in the tourism industry (Mishra et al., 2011). Tourism stimulates the trade, income and entrepreneurship and helps to maintain the regional development. Tourism also generates money from taxation, royalty and visa charges from the foreigners (Bista 2009, 26).

The quality of the environment, both natural and man-made, is essential to tourism, however, the tourism industry's relationship with the environment is complex – many activities can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads, hotels, restaurants, shops, golf courses and marinas. The impacts of tourism are commonly linked with each other; when the mass visitation is occurred, it does not only affect the local culture and tradition at the same time this also has greater negative impacts on the local environment. (Pandey et al. 2010.)

Mount Everest is the highest peak in the world and located in Nepal. The base camp of this peak is the holy place for climbers, but today the massive environmental problem has arisen, the base camp is littered with oxygen cylinders, debris and the dead bodies of failed climbers can be seen on the trail which means the Mount Everest needs help and attention. The government of Nepal has placed emphasis on mountaineering tourism and hence receives more and more tourist's day by day for mountaineering purposes, but the most needed thing is; the government should focus on sustaining the environment and tourism has to follow the principle of eco-tourism (Fears 2011.)

2.4 Sustainable development of tourism

Simply, sustainable development refers to the needs which can be met not only today, but also for the further generations to come. We can say the sustainable development is the way of using the resources in the present, which aims to save the potentiality of the same resources for the future. In 1987, the Brundtland Commission defined sustainable development as "Development that met the needs of the present without compromising the ability of the future generations to meet their own needs"; since then the concept is widely accepted where the economic well-being and the environmental quality coexist. According to the Brundtland Commission the sustainable development must address the maintenance of ecological integrity and diversity, has to meet basic human needs, there has to be open option for the future and increase self-determination and is the most important. (Brundtland Commission for Sustainable Development 2005.)

Basically, sustainable tourism is tourism, while visiting the host region, which attempts to make low impacts on the local environment and the cultures and at the same time generates the employment for the local people and preserves the potential for the future visitors. The tourism industry cannot be completely sustainable but while visiting the visitors and the local community must apply the rules of sustainability while using it (Paramati et al., 2011).

In other words, sustainable tourism is also called a responsible tourism as each and every participant has to take responsibility. Sustainable tourism is the way of respecting the local environment or any destination such as respecting of local cultures and the natural environment, buying local and giving fair local economic returns to the local families, meaning the emphasis has to be given for the locally produced goods, helping to protect the endangered flora and fauna with our own way as we can. As we all know water and energy are a precious natural resource that is why we need to be very careful while using them. The tourists could be more sustainable while visiting the destination region and protect and enhance the favorite destination for the future enjoyment. (Thomas Cook 2010.)

It is necessary to maintain the environmental sustainability not only for a tourism purpose; it is also an essential element for people and other living organisms. Polluted surroundings may cause serious problems in the living organism. The environmental sustainability can be defined in terms of a comprehensive, multi-scale and dynamic hierarchical measure of resilience, vigor and organism. (Munasinghe 2007.) This applies to both human beings and other living organisms like plants, small herbs, microorganisms and other wild animals. All the living organisms are inter-linked somehow, if some of the organisms get destroyed or get serious problems in surviving, this may affect the other organisms, so it is necessary to maintain the ecosystem to maintain the environmental sustainability (Heinan et al., 2006).

Sustainable tourism is a most important factor today because the communities need to support themselves on the available resources. The increasing population must survive on the limited resources because the resources are limited. Place-based communities have become central to a holistic concept of sustainability, which embraces and integrates environmental, economic, political, cultural and social considerations. In this way there is an implicit recognition which has to be truly sustainable, the preservation of the natural environment must be grounded in the communities and societies, which exploit and depend upon it (Hall & Richards 2000, 1.)

2.5 Annapurna Conservation Area

Eco-tourism is a complex and multidisciplinary phenomenon and has a tremendous role to play in the interpretation of nature and natural resources, as well as in the outstanding of human history and its interaction with the rural environment, and the diffusion of environmental knowledge and awareness. Ecotourism can be described by different terms such as nature Based Tourism, Nature Tourism, Environmental Tourism, Specialist Tourism, Green Tourism, Adventure Tourism, Indigenous Tourism, Responsible Tourism, Sensitized Tourism, Cottage Tourism and Sustainable Tourism (Pradhan and Grandon, 2008). A case study at Annapurna conservation area, the central part of Nepal is dominated by the Annapurna Himalaya range and the villages around Pokhara. The Annapurna region is popular for its combination of high peaks, spectacular natural and cultural landscapes, and high cultural diversity. The area surrounding the Annapurna range in western Nepal has long been recognized both nationally and internationally for its rich and varied flora and fauna. The Annapurna Himalaya Region features the world's deepest valley, the Kali Gandaki,

between the Dhaulagiri and Annapurna ranges stretching from tropical lowlands lush temperate rhododendron forests in the south to a dry sub-alpine steppe environment on the northern range, the Annapurna Region includes an outstanding variety of wildlife habitat and vegetation (Baral et al., 2008).

METHODOLOGY

3.1 Research Design

The study will be conducted under ‘Descriptive Research Design’ because the study describes systematically the major tourism activities at Annapurna Conservation Area and uses of renewable energy in this area also. The study will be carried out on the basis of explanation and descriptive research designs because the study mainly focuses on to investigate the socio-economic condition of ACA. Moreover, the study will try to find out the socio-economic impact due to tourism and relationship between renewable energy on sustainable tourism development.

3.2 Population and sampling

The population of the study is total household of Annapurna Conservation Area. Using the stratified random sampling, 5000 households will be sampled. Then municipality or rural municipality will be selected randomly. Stratified random sampling method will be applied for the rest of the stage of the study and data collection. The total numbers of respondents will be 500 including both male and female of different age groups. The respondents will be chosen by using random sampling method.

3.3 Natures and Sources of Data

Primary Sources: - Primary data will be collected by asking direct question to local community people, hotel owners, local forest users’ group, tourism experts and tourism entrepreneurs. Primary data of tourist visited in the study area will be collected from daily record book of DDC profile. Secondary Sources: - Secondary data will be collected from government officials. Both primary and secondary information sources will be used for the fulfillment of the objectives of the study. Primary sources provide firsthand documents or direct evidences regarding the topic under investigation. They are created by the witness or recorders who experienced the conditions or events being documented. Those sources are mostly created at the time when the events or conditions are occurring. The study will be basically based on filed work where secondary sources of information will be used from the relevant literatures, previous studies and the different archival sources.

3.4 Data Collection Tools and techniques

Various tools and techniques will be used to collect the primary and secondary data for the study. The choices of those tools and techniques will be in accordance with those demanded by the research. a) Interview: The interviews will be taken with selected respondents. The structured,

unstructured and open-ended questions will be used for interview schedules. The respondents will be the different representatives of the active members from tourism board, members of mother group and similarly with the members of father group and youth club. b) Observation: In this section, the focus will be more on unstructured type of observation. Daily life, or the natural situation of the informants, their interactions, events, and situation around them will be observed. Participant observation is a strategy of reflexive learning not a single method observing. c) Household Survey: Household survey will be carried out to collect the actual information and data from the study area and also to identify the view of local people about tourism development in study area. Questionnaire will be used to collect primary data.

3.5 Presentation and Data analysis

In the process of data analysis, the researcher will be classified and tabulated data, which are collected through the various sources. In this study data will be collected and tabulated manually. For different types of data different table will be prepared. Simple statically tools will be used such as percentage, average, frequency and table. To fulfill the objectives of the study, data will be analyzed descriptively.

RESULTS

The Annapurna region is indeed endowed and enriched by the varied and cultural attractions. The altitude of Annapurna region varies from less than 1000 m to 8091 m (which is the height of mountain Annapurna, the 10th highest peak in the world). The sharp altitudinal variation has made this region one of the most fragile spectacular and interesting places in the world. This region is rich in biodiversity. There are around 474 species of birds, 102 species of mammals, 39 reptiles, 22 amphibian species and 1226 flowering plants; it is the home of over 122,000 people of various ethnic cultural and linguistic groups. (NTNC 2010)

Annapurna region has the eight highest peaks in the world where the altitude of mountain varies from less than 100m to 8091m. There are six major peaks over 7,200m which are Annapurna I (8,091m), Annapurna II (7,937m), Annapurna III (7,555m), Annapurna IV (7,525m), Gangaputra (7,455m) and Annapurna South (7,219m). It provides many micro-climates supporting subtropical lowlands in the valley, temperate evergreen forests in the south and alpine steppe environments to the North of Annapurna region. (Wikipedia, 2nd November 2012)

Different species of flora are found in Annapurna region. A wide variety of wild flowers linger in bloom long after the monsoon. Flowers like *Luculia* (a pink mallow often mistaken for rhododendron), variety of impatient and composites (e.g. Asters, daisies etc.) and the plume orchids that bloom in trees are found. Along the wet rock walls between Ghorepani and Ghandruk near Banthati, the profusion of mauve primrose cannot be missed (Holidaymountaintreks, 7th September, 2012).

Different species of rhododendron are found (both in shrub and tree form) in the temperate and sub alpine zones of Nepal. They are readily recognized when they are burst into magnificent blooms in spring and summer. The national flower (Lanligurans in Nepali) has funnel-shaped flowers clustered at the ends of branches in a wide variety of colors such as white, pink, mauve and red. The main trees like schema and chestnut are the dominant species of the wet subtropical forest (1000m to 2000m) and are easily distinguished from each other. The schema is called chilaune (itchy) in Nepali due to the irritant nature of its bark. It is a medium sized tree of the tea family with evergreen leathery leaves and fragrant white flowers that appear in late spring. Small, round, woody fruit can be found in the fall. The chestnut is the larger tree and is the member of the oak family. The evergreen oaks are found in the temperate zones from 1700m to 3000m.

Different species of birds and mammals found in Annapurna region add to the beauty of the region. Birds in the sky, the raptors, of prey are the birds most likely to catch one's eyes. The main birds of this region are Danphe, Kalij Pheasant, Cheer Pheasant, Chestnut-crowned bush warbler, grey-checked warbler, Brown Parrot bill, Golden-breasted fulvetta and Red browned finch. The large raptors such as the Himalayan griffon and lammergeyer are of particular note. These huge graceful vultures are often mistaken for eagles. They are larger than eagles with long broad wings and are common. The lammergeyer is striking with wingspan of about two meters. These birds like white capped river chat, plumbeous start (a slate blue bird with a red tail), a little fork tail (larger than long black and white specks). And different kinds of Kingfishers are found which are large pied kingfisher and Eurasian Kingfisher. Brown dipper is a chocolate colored bird, White breasted dipper is also found west of the Kaligandaki. The region also provided excellent habitat for various types of spring and autumn birds migrating from India and China as well as from other regions (Annapurna ways brochure, 2nd October, 2012).

The Annapurna region is well known in terms of bio-diversity as well as for diverse ethnic groups. The major ethnic groups of Annapurna region are Gurung, Magar, Thakali, Bahun-Chhetri, newar and ethnic Tibetan. The Gurung are estimated that about 20.4%, of the total population and main profession of Gurung was animal herding; many are now dependent upon farming. But they have worked in British and Indian armies so the pensions and salaries play an important role in the economy of the area. Magar are about 8% of the total population of this region and they lives in western part of the trekking areas such as Sikha, Ulleri and Ghodepani. They have been also gone through Nepalese army and Indian army and Arab for labor work for income.

Thakali are less than 10 thousand in Nepal and their original homes are in Thak Khola region of upper Kaligandaki valley between Jomsom and Ghasa (deepest gorge in the world). Bahun and Chhetri are dominant group in the country and their language is Nepali and they are Hindus. Ethnic Tibetans lives in north of Kagbeni and Muktinath where Buddhist is in religion. Newar community is found in market towns along the trail such as Bhote Odar and Beshisahar on the Marshyangdi valley and Baglung in the Kaligandaki valley.

“Trekking in the Annapurna range will open your eyes not only to scenes of great beauty, but will enable you to build relationship with people of another race another culture”-KevReynols (The Annapurna way brochure, 2011.) Trekking tourism has becoming one of the important activities of Annapurna region. Tourism has been possible in Annapurna Region because of its unique and rich natural resources. Above sixty percentages of the trekking in Nepal visits the Annapurna region. It offers all sorts of trekking possibilities from easy short treks to difficult long treks. Trekking area along this region is easily accessible by road transport. On the other hand, trekkers get great opportunities to see ethnic diversity on the Annapurna trek. Annapurna region offers good facilities for trekkers. Because of this particular reason, trekking tourism in Annapurna region has become more and more popular which can be simply understood by growing numbers of trekkers in Annapurna region every year.

The starting/ending point of major trekking routes of Annapurna Region can be reached easily by several buses and taxis. Amongst some of the most dramatic scenery in the world there are trekking routes to suit all seasons and levels of fitness. (The Trekking Guide book, 2000). The main routes in the Annapurna region follow the two major river valleys (the kali Gandaki and the Marshyangdi) and the trail into the Annapurna Sanctuary via Ghandruk and Chomrung. There are many alternative trails and shorts cuts routes for trekkers and can found numerous possibilities. The options are even greater for those with camping equipment who can explore some of the rarely-treked high altitude routes.

New road has been built around the trek route of Annapurna which changes the lives of local people and experiences of travelers. From Mustang ‘Marpha’ now it can be possible to transfer the apples to other places of country with the newly build road. The construction of road between the towns of Beni and Jomsom was finished in 2009 which is 82 km long, rises from 830m to 2720m high. The road has been constructed through almost a kilometer mined inside the side of the mountain that rises vertically. The government of Nepal is planning to continue the road con.

CONCLUSION

Nepal is one of the least developed countries with more than 80% of its population residing in rural areas. It has no oil, gas, or coal reserves, and its energy sector is dominated by the traditional energy sources like firewood, crop residues, and animal dung mainly for domestic use. The majority of rural populations are meeting their energy needs by burning biomass in traditional stoves, and mostly fossil-derived fuels are imported. Also, the continuous increase of petroleum imports has an adverse impact on its fragile economy.

The major sources of renewable energy are mini and micro hydropower, solar energy, various forms of biomass energy, biogas and wind energy etc. But still around 85% of the total final energy consumption in Nepal is met by traditional biomass energy and around 28% of households in Nepal do not have access to electricity. Nepal aims to achieve universal access to clean, reliable and

affordable renewable energy solutions by 2030. It is expected to reduce dependence on traditional and imported energy by increasing access to renewable energy.

The use of solar energy is more reliable than traditional electricity in Nepal. Private installations of solar panels are more frequent in urban areas used as a backup during the power outages. On average, Nepal has 6.8 sunshine hours per day with the intensity of solar radiation ranging from 3.9 to 5.1 kWh per meter square, with a commercial potential of solar power for grid connection estimated to be 2,100 MW (Ghimire & Naeen et al, 2017). In 2015, Nepal and the World Bank signed an agreement to invest USD 130 million to develop a 25 MW solar project that will eventually be connected to the national grid. It is the largest renewable energy plant planned in the country. The wind potential is available in the mountainous region. Solar and Wind Energy Resource Assessment project has an attempt to map the wind resource potential in Nepal and has shown a very good prospect of wind energy with the prediction of about 3,000 MW of wind energy.

Despite its hydro dominant policies, Nepal has established a semi-autonomous agency called the Alternative Energy Promotion Centre in 1996. It claims that more than 1.5 million families have got access to electricity using renewable energy sources, especially in off-grid areas. Meanwhile, rapid urbanization fueled by stable economic growth has already created a huge energy demand in Bangladesh, where electricity is the widely used form of energy. At present, about 72% of the total population has access to electricity. Bangladesh is starving for energy for the last few decades since its power generation mostly depends on imported fossil fuel and natural gas. The present government has increased electricity generation, yet the grid electricity to the remote areas is difficult because of the lack of longstanding distribution facilities.

RECOMMENDATIONS

Renewable energy in the development of tourism in Nepal needs the low carbon renewable energy technologies. Low carbon renewable energy technology refers to the utilization of such energy as the solar, wind, hydro, biomass, geothermal energy. The technology can deal with the utilization style of energy in the rural tourism area fundamentally and friendly environment substantial technology in the growth of tourism industry. It is very easy and convenient to use coal and firewood in the rural area which does not need equipment investment, the utilization of coal and firewood in the rural tourism area has taken the large proportion and utilization style of this kinds of energy just limited to the combustion. The first investment in the renewable energy could be higher but in a long run the equipment investment of the renewable energy only needs investment and almost there is a very little investment in the operation. It can be a cost effectiveness, and less harmful the environment. The use of renewable energy in rural and ecotourism activities can open the door of development of rural areas.

Energy tourism is an emerging trend of tourism in world. We can see how the energy is helping to promote the tourism industry. Energy can drive tourism for the economic development of

country. Electricity, heating, transportation process of use of power in tourism. In case of Nepal Hydro power dam and its water reserve can be one of the best tourist products for domestic and international tourist.

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THAI TEENAGERS PERCEPTIONS ON BAMBOO CULTURAL TOURISM TRAIL IN THE EAST OF THAILAND

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ABSTRACT

This quantitative research aims to study the perceptions among Thai teenagers towards the selected Bamboo tourism trail located in the eastern region of Thailand which provides souvenir, handicraft and tourism activities concerned bamboo. The result shows that knowledge and values of bamboo culture from the tour programs were at the high level ($\bar{x} = 4.13$), ranked by average from high to low. There are 3 opinions that have the highest average number for example 1) if you join this tour will make you see the importance of bamboo even more ($\bar{x} = 4.34$), 2) if you join this tour will make you know more about the value of bamboo ($\bar{x} = 4.30$) and 3) if you join this tour will make you learn more about bamboo ($\bar{x} = 4.25$). Moreover, participants consider to take the story about bamboo received from this tour program to think more and more ($\bar{x} = 3.97$) and the last one they consider this tour program interested in traveling with (Regardless of cost) ($\bar{x} = 3.80$). This Bamboo trail can generate the awareness on bamboo applying tourism activities to develop sustainability in term of economic, social and environment.

Keywords: Bamboo Tourism Trails, Tour Program, Awareness, Cultural Tourism, Sustainability

INTRODUCTION

World Tourism Organization (WTO) announced the development plan for sustainability well-known as “Agenda 21”. Therefore, international tourism that included nine articles defining essential regulations for governments, touristic operators, developers, travel agents, workers as well as communities and tourists. In this context was noticed that tourism could contribute in effective way in sustainability development when, "... It operates within the natural capacity for regeneration and future productivity of natural resources; recognizes the contribution that people and communities, customs and lifestyles, make to the tourism experience; acknowledges that these people should have an equal share in economic life, tourism benefits, and is guided by the wishes of local population and communities in the host areas" (WTO, 2006). There are three aspects to fulfill sustainability in the destination consisting of environment, economic and socio-cultural. Cultural tourism was considered as a form of sustainable tourism. Tourism is one of the industries that has brought culture as a selling point to attract the attention of foreign tourists especially international tourists who are interested in learning the culture and Historical heritage by visiting the architecture and experience the lifestyle and well-being of people in that country, especially in countries such as Asia and Africa, as well as buying souvenirs that are handicrafts. The handicrafts that are made from the wisdom of the people in that country known as “Cultural Tourism” (Richards, 2007). The arranging domestic tours can bring Thai and foreign tourists to travel to Thailand by the travel

agency of that country contacted through the branch in Thailand or Thai tour company. The Thai travel agency acts as a travel agent, contacting accommodations, restaurants, and vehicles, as well as providing guides and tour followers. Tour arrangements may be from day to night or organized during the weekend or organized according to festivals and traditions. Most tour arrangements are organized using a van or coach depending on the number of guests. Some items that are long distances may be arranged by return plane. Then this can use the tour coach according to tourist attractions resulting in not wasting time traveling but the service price will be more expensive (Chatrungrueng, 2008). In addition, it may be organized as a Package tour in cooperation with various hotels. Nowadays, many Thai tour companies manage this type of tourism. Resulting in high competition in management and finding new tourist spots as a selling point. In this research the domestic package will be create and ask voluntary Thai teenagers who lived in the eastern part of Thailand provinces such as Chonburi, Rayong, Chanthaburi and Trad. This research target to adolescents who are children who are about to become adults. The life of a teenager is in the middle of the lifestyle, which generally determines that the teenager is between the ages of 13-19 years (Chanem, 1997). Various conditions, especially gender with regard to the availability of the sex glands to produce germ cells. University age or late teens, almost, starting from the age of 18, but will advance to adulthood at that age depends on the ability to develop individual's thoughts, emotions, and society. When children change status from students to students from the school. Entering to the university, children are often perceived as being socially grown adults and therefore tend to be more independent. And receive rights, opportunities, and practices like an adult. Adolescents tend to have dreams of being like a role model because wanting to be the focus and want to be someone who is special and different from others. Therefore, adults should understand and try to give the opportunity to the extent that is appropriate like in this research is to provide the opportunities to take teenagers learn and absorb the eco-cultural tour from bamboo trails. They learn and love later if they have had great time and good memories. This research teach them to practice and look for the good things that arise from those inappropriate results and train them to look positively. This age is considered to be an age that has learning, development, as well as adults, so should include good awareness for him when in the right conditions and opportunities in order to cultivate a good future (Phuangkhot, 2012). This research applied the concept of Krathwohl, Bloom and Masia (1964) to demonstrated a hierarchy of feelings that began with 1) receiving 2) responding 3) valuing) 4) value system arrangement (organization) and 5) creating traits by using certain values or complex values (characterization by a value or value complex), in which these 5 levels of feelings are arranged from low to high intensity feelings until becoming a character, personality, or behavior in a person. In step 5, this research applied the concept of sensation classification of Krathwohl et al. (1964) as criteria for measuring the level of consciousness towards sustainable tourism management and bamboo trail tour in studied area.

OBJECTIVES

This quantitative research aims to study the perceptions among Thai teenagers towards the selected Bamboo tourism trail located in the eastern region of Thailand which provides souvenir, handicraft and tourism activities concerned bamboo.

METHODOLOGY

This research used the Bamboo trail tour program in the eastern region of Thailand, which is considered as important as tourist destination in Thailand, to study the perception from Thai

teenage tourists who resided in the eastern part of the country. The research process started from secondary data gathering, then field surveying for data collection to draft the pilot Bamboo trail tour package as one of research instrument except from the survey questionnaire. The questionnaire included 1) general information of the respondents, including gender, age, demographic characteristics 2) perceptions of teenage tourists towards sustainable tourism management towards knowledge and value of tour programs and 3) suggestions about tourism management on Bamboo culture route. The total number of participants were 161. After the collection data was completed, the analysis from statistic program then was conducted to answer the research objectives and summarize in the research report. The part of demographic characteristics and general information of the respondents were applied the analysis of Frequency and Percentage as presented in the table. The perceptions and the level of opinions on knowledge and value of tour programs and raising awareness among teenage tourists were analyzed by average and standard deviation (S.D.). The hypotheses were tested by T-test and One-way ANOVA in SPSS. The suggestions about tourism management on Bamboo cultural route applied content analysis to analyze by using the frequency.

RESULTS

The descriptive analysis from collected data was shown that there were 161 total where 134 were female (83.2%) while 27 were male (16.1%). The respondents were in range teenager age between 18 to 24. There were teenagers who were 21 years old total 63 respondents (39.1%), 22 years old total 35 respondents (21.7%), 20 years old total 28 respondents (17.4%), respectively. Most of the respondents lived in the city for total 96 persons (59.6%). The result shows that knowledge and values of bamboo culture from the tour programs were at the high level ($\bar{x} = 4.13$), ranked by average from high to low. There are 3 opinions that have the highest average number for example 1) if you join this tour will make you see the importance of bamboo even more ($\bar{x} = 4.34$), 2) if you join this tour will make you know more about the value of bamboo ($\bar{x} = 4.30$) and 3) if you join this tour will make you learn more about bamboo ($\bar{x} = 4.25$). Moreover, participants consider to take the story about bamboo received from this tour program to think more and more ($\bar{x} = 3.97$) and the last one they consider this tour program interested in traveling with (Regardless of cost) ($\bar{x} = 3.80$). The overall level of opinion towards sustainable economic tourism management was at a high level $\bar{x} = 3.96$, ranked by average from highest to lowest. It was found that the average level of opinions on sustainable tourism management was that you think that the places and activities in this tour program increase the income of local people from bamboo = 4.20, followed by the places and activities in this tour program have economic value $\bar{x} = 4.04$ and the least mean is that you think this tour program is worth the tour company to open for service $\bar{x} = 3.73$. The opinions of sustainable tourism management social and culture at overall is in the high level $\bar{x} = 4.05$, sorted by average from high to low. It was found that the highest level of opinion on sustainable tourism management is that you like and appreciate this tour program that is related to local culture or local products related to bamboo $\bar{x} = 4.13$, followed this tour program shows respect for local culture related to bamboo $\bar{x} = 4.11$, and the least mean is that you think you will go on this tour to learn about local culture related to bamboo $\bar{x} = 3.94$. Opinions of sustainable tourism management Environmental Overall is in the high level $\bar{x} = 4.19$, ranked by average from highest to lowest. Found that the highest level of opinion towards sustainable tourism management is that you think that this tour program shows the conservation of nature in relation to bamboo $\bar{x} = 4.25$, followed by you think this tour program will give knowledge about bamboo in environmental protection, and you think this tour program makes bamboo more important in particular links

to tourism = 4.24 and the least mean is that you think this tour program will contribute tourists to the conservation of nature especially bamboo $\bar{x} = 4.11$.

DISCUSSION/CONCLUSION

These opinions of sustainable tourism management upon environmental at overall is in the high level $\bar{x} = 4.07$, sorted by average from high to low. It was found that the opinions of sustainable tourism management with the highest mean were the environment $\bar{x} = 4.19$ which were social and culture $\bar{x} = 4.05$ and the least mean was the economy $\bar{x} = 3.96$. To answer the research hypothesis 1, gender is different, opinions about sustainable tourism management are different. After testing the hypothesis, it is found that Reject hypothesis with significant differences at the level of 0.05. However, when testing each item, it was found that economy in item 6 was significantly different at the level 0.05. In Hypothesis 2, gender is different, opinions about tour programs. The Bamboo Cultural Path creates different awareness among teenage tourists. After testing the hypothesis, it is found that Reject hypothesis with significant differences at the level of 0.05. This Bamboo trail can generate the awareness on bamboo applying tourism activities to develop sustainability in term of economic, social and environment.

RECOMMENDATIONS

In terms of academic, tourist attraction can provide learning sources, raising awareness for Thai teenage tourists especially from environmentally tour. While, in public policy can be apply as guideline have been given to create tourism awareness. Economic and commercial will make tourism to create awareness and in social and communities who get involved in tourism development. Moreover, there is a research article for dissemination in the management journal. The organizations can use this research results to benefit the government, universities, and the public either entrepreneurs or consumers.

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DETERMINING DRIVERS OF DESTINATION ATTRACTIVENES IN BATANGAS PROVINCE, PHILIPPINES

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ABSTRACT

Destination marketing organizations currently face a number of challenges emerging from changes within the tourism industry. This study aims to identify the drivers of destination attractiveness in the province of Batangas. Specifically, this study sought to present the tourist profile; determine the importance of destination attributes in terms of natural features, cultural features, recreational and shopping facilities, infrastructure and establishments, accessibility, reception, services and cost or price; test the significant difference on the destination attractiveness when grouped according to profile. The researchers used a descriptive method with tourists of Batangas province as respondents. An adapted questionnaire was used as the main tool in collecting the data needed for the study. Percentage, frequency distribution, weighted mean, ranking and ANOVA was used as statistical tools. Based from the result, the primary reason for visiting Batangas Province is leisure while the top motivating factor to visit is adventures and fun experiences. It was found out that all the attributes of destination attractiveness were rated as very important such services, infrastructure and establishment, cultural features, reception, recreational and shopping facilities, as natural features and cost and price. It was also found out that accessibility is significant factor as reason to visit the destination, all attributes except for recreational and shopping facilities are significant factor that motivate tourist while cultural features and infrastructure are significant for tourist for repeat visit. The researchers recommend the local government unit to establish marketing strategy related to natural destination available resources.

Keywords: *Destination Attractiveness, Tourist Perception*

INTRODUCTION

Destination marketing organizations currently face a number of challenges emerging from changes within the tourism industry as well as from broader social, political, environmental and economic developments (Gretzel, Fesenmaier, Formica, & O'Leary, 2006). The destination is widely acknowledged to be one of the most difficult products to manage and market. Over the coming decade, the challenges facing destination marketers are likely to be even greater with a whole host of issues likely to impact on the future marketing of destinations (Fyall and Leask, 2006).

In the Philippines, tourism arises from numerous benefits and advantages. But the real importance of tourism comes from its nature and how it is defined & structured. Tourism contributes towards complete growth and development of a country: one, by bringing numerous economic values & benefits; and, second, contributing to the country's name, value, image & identity. Tourism industry excels by the attractive destinations, to be an important economic growth contributor (Thakur, 2015).

Batangas Province is blessed with undeveloped beaches that can be a potential attraction in the province since it is well known for its beautiful beaches in the south. Having one of the longest coastlines in Southern Luzon that contributes the city making it as one of the tourist destinations (Adventurista, 2017).

National Shrine of Padre Pio in Sto. Tomas, AngPulo (Volcano Trekking) in Talisay, Mahal na Senior Nazareno and Immaculate Conception Parish in Balayan, Caleruega in Nasugbu, Don Bosco Chapel on the Hill in Calaca, LumangSimbahan in Nasugbu Mount Gulugod Baboy in Mabini, La Virginia Resort in Mataas Na Kahoy, and St. Francis Xavier in Nasugbu are the top attractions according to Provincial Tourism and Cultural Affairs Office. The study is composed of different aspects to determine the drivers of destination Attractiveness of a destination in the depends on the needs and wants of the tourist.

attractiveness in Batangas Province. Natural features, cultural features (Bedeckovic & Hajba, 2014), recreational and shopping, accessibility, cost or price, services and tour experience (Chan, Hsu & Baum, 2015) and reception.

The fundamental reason for this research is to acquire awareness of the overall appeal of a destination and further investigate its role and potential in increasing the economic growth of the tourism industry. To bring out the best of Batangas, the proponents decided to do a research and aid the province and its local communities in improving its capacity to generate an income by examining tourists' views in the attractiveness of Batangas, investigating the importance of its attributes, and studying the relationship between tourists' perspectives and their psychological and socio-demographic characteristics.

OBJECTIVES OF THE STUDY

This study aimed to identify the drivers of destination attractiveness in the province of Batangas. Specifically, this study sought to present the tourist profile in terms of purpose of the trip, motivation to visit and intention to return; determine the importance of destination attributes in terms of natural features, cultural features, recreational and shopping facilities, infrastructure and establishments, accessibility, reception, services and cost or price; test the significant difference on the destination attractiveness when grouped according to profile; and proposed an action plan based on the result of the study.

METHODS

The researchers used a descriptive method of research to determine the destination attractiveness through tourists' perspectives in the Province of Batangas. The respondents of the study are the tourist visiting the top 10 tourist attractions in the year 2018. An adopted questionnaire was used which was tested for reliability with a over-all Cronbach's Alpha coefficient of 0.88. Percentage and frequency distribution, weighted mean, ranking and ANOVA was the statistical tools used.

RESULTS AND DISCUSSION

Tourist visits the province mostly for leisure. They are motivated to visit because of the adventure and fun experiences. With these experiences they intend to visit again on their next holiday. Tourist visits a certain destination because of its attributes and features.

Natural features are very important destination attributes. Natural features mean man cannot control these instead, they need to sustain it. Once used up or destroyed, these things are either hard to replace to or cannot be replaced forever. According to them, cleanliness and clearness of water is essential not only for daily use but also it is a factor to influence tourist to visit in some coastal tourism.

Cultural features were also rated as very important. Cultural features are helpful in the tourism industry in many ways. It helps in enriching a lifestyle of a province, it boosts the identity of the place and helps find its uniqueness compared to the other places, it maintains the place's cultural heritage while at the same time promoting their place as an attractive destination with a lot of unique factors to offer.

Recreational and shopping is becoming a trend in the province thus, the tourist may visit a certain place because of the activities or the shopping centers in the province. Shopping has become a major tourist activity and accounts for significant expenditure on tourism. Tourists stay at a destination longer and spend about three to four times more than tourists on leisure

activities.

Infrastructures and establishments are also very important destination attributes. Elements such as comfort facilities, safety & infrastructure, tourist attractions & shopping, attractions & atmosphere and variety & accessibility affect tourist loyalty. The province offers accommodations that will suite the perception of the tourist either. Since Batangas Province is near Metro Manila, some tourist visit and also book their accommodations frequently.

Accessibility was also very important destination attributes. Accessibility enables all people to take part in tourism experiences and enjoy them. More people have access needs that can become a huge obstacle to travel. Time involved in reaching the vacation destination is very important. Some roads are made to function as an easy access to a destination and some roads are made to lower the traffic in a location.

Reception was also rated as very important. These represents a destination's way of receiving a tourist. Having these receptions makes a place more welcoming and accessible to those who want to visit. The attitude of the community towards tourist is the most important of all attributes presented. They believed that the locals can make them feel at home and feel safe wherever they go. Tourists who visited Batangas tend to enjoy their time and look forward in visiting the province again.

Services as destination attributes to motivate tourist are very important. Tourists consider these attributes in visiting and the presence and absence of each affects their decisions. These services are not the major factors the tourists are looking for but they all contribute to the convenience of a destination.

As to cost or price, it was also rated as very important. Value received for money spent on food and value received for money spent on transportation in the province ranked first This means that most of the tourist gives importance for the food and transportation that they spent during their travel experience.

CONCLUSION

Based from the result, the main reason for visiting Batangas Province is leisure while the top motivating factor to visit is adventures and fun experiences. It was found out that all the attributes of destination attractiveness were rated as very important such services, infrastructure and establishment, cultural features, reception, recreational and shopping facilities, as natural features and cost and price. It was also found out that accessibility is a significant factor to visit a destination, all attributes except for recreational and shopping facilities are significant factor that motivate tourist while cultural features and infrastructure are significant for tourist for repeat visit.

RECOMMENDATIONS

The researchers recommended to the Local Government Unit of the Province of Batangas to establish marketing strategy related to Natural Resources available destinations. To the local community of Batangas, to improve and conserve the natural resources is recommended. It was also recommended to the main provider of basic necessities such as Prime Water, Meralco, and Banking Facilities to develop and increase the supply if necessary and prioritize basic services. To the Department of Public Works and Highways (DPWH) of the Province, to plan and develop additional terminals, road widening so that transportation will be readily available and accessible

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EDUCATING GLOBAL CITIZENS: WORK INTEGRATED LEARNING, GAMIFICATION, AND SUSTAINABILITY IN TOURISM NON-PUBLIC HIGHER EDUCATION IN VIETNAM

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ABSTRACT

This case study discusses work integrated learning, gamification, and sustainability as important strategies to consider when delivering tourism and hospitality management curricula effectively at a nonpublic Western university in Vietnam. This study discusses how Western tourism and hospitality curricula, which aim at developing problem-solving skills, independent thinking, and individual initiative in a global marketplace, are at odds with the education system in Vietnam, and proposes specific strategies that can be employed by global educators to bridge this gap. A case-study with a four-year-old tourism and hospitality management bachelor's program delivered to a primarily Vietnamese university student population is presented as demonstrative of the benefits of work integrated learning, gamification, and sustainability for tourism and hospitality management curriculum delivery. Implications for educational praxis, suggestions and recommendations for best uses, common pitfalls, and directions for future research in light of extant literature are discussed.

Keywords: culture, education, gamification, sustainability, tourism, Vietnam

INTRODUCTION

This case study discusses gamification as a viable strategy to deliver tourism and hospitality management curricula effectively at a nonpublic Western university in Vietnam. Specifically, this study discusses how Western tourism and hospitality curricula, which aim at developing problem-solving skills, independent thinking, and individual initiative in a global marketplace (Cooper & Westlake, 1989; Dredge et al., 2014; Hu & Bosselman, 1997; Okumus & Wong, 2004; Paraskevas & Sigala, 2004; Scheule & Sneed, 2001; Sheldon et al., 2008), are at odds with the education system in Vietnam, and proposes specific strategies that can be employed by global educators to bridge this gap.

Globalization has brought with it a variety of challenges for educators, not least among which the necessity to prepare students to succeed in a more culturally and ethnically diverse, interconnected, and interactive workplace, which is no longer necessarily confined to the boundaries of nationality (Banks & Banks, 2009; Burbules & Torres, 2013; Green, 1997). Competencies such as digital literacy, inter-cultural awareness, critical information synthesis and analysis, and global citizenship have been added to traditional curricula, and it has fallen upon educators to ensure that such objectives are achieved within the disciplines they teach (Brooks & Normore, 2010; Stromquist & Monkman, 2014). Conversely, the last decade has also been witness to the globalization of education, implying worldwide mobility of both students and educators (Spring, 2014).

The problem is compounded in the case of tourism and hospitality management education programs in Vietnam. Given Vietnam's meteoric rise as an international tourism destination in the last two decades (Vietnam National Administration of Tourism, 2019, 2019a; World Tourism Organization, 2018), the need for a well-trained tourism and hospitality management work force is dire, and the Vietnamese government has declared that the qualification of tourism and hospitality human resources is a priority (Việt Nam News, 2019). While a few tourism and hospitality management professional schools exist in Vietnam, these are few in number and offer primarily short-term, professional courses at the Associate's level. In light of the competencies needed from Vietnamese tourism and hospitality students (including fluency in English) to succeed in a global(ized) tourism marketplace (Jayawardena, 2001; Khuong, 2016; Luka et al., 2013), Vietnam has primarily turned to foreign institutions to qualify their human resources at the graduate and postgraduate levels (Le & Ashwill, 2005; Nguyen & Chaisawat, 2011). In turn, these Western institutions have brought with them new educational paradigms to Vietnam, most of which rooted in (post-)positivistic worldviews, reliance on Socratic methods of knowledge delivery, reward of individual initiative and risk-taking, and work-integrated learning. Western educational models stand in contrast with the Vietnamese educational school system, which still follows the Confucian model of authoritarian discrepancy between teacher and student, emphasizing the virtues of discipline, hard work, conservative decision-making, and unquestioned obedience to authority (London, 2011; Tran, 2013; Tran et al., 2016; Trung & Swierczek, 2009).

This case study highlights the inherent challenges that result from the juxtaposition of these two educational paradigms. Comparisons between Western tourism and hospitality management undergraduate students and their Vietnamese counterparts are drawn and discussed in light of

extant literature on tourism and hospitality management education in Asia (Barron, 2002; Hsu, 1999; Li et al., 2013). This study proposes culture-based gamification (Kapp, 2012; Kiesler et al., 2011) of face-to-face content delivery and interactive discussion as a viable strategy for foreign university educators to bridge the gap between the two aforementioned educational systems while increasing student engagement, critical thinking skills, and work-integrated learning among Vietnamese undergraduate students.

CASE STUDY DISCUSSION

The Tourism and Hospitality Management (THM) program is taught at a private Western university with campuses in Ho Chi Minh City, Hanoi, and Da Nang, Vietnam. THM awards a 3-year Bachelor's in Tourism and Hospitality Management curricula, established in 2016, which comprises eight semesters of face-to-face instruction and one final practicum/internship semester (three semesters per year). All courses at this university are taught in English with the exception of a few translation courses. This university was the first foreign university to be established in Vietnam (2000) and caters primarily to Vietnamese students, who compose more than 95% of the THM program. The THM faculty body is entirely non-Vietnamese. THM courses have a heavy work-integrated learning (WIL) component and aim at preparing THM students to face real-life challenges in their future workplace from a managerial perspective. Each course section is capped at a maximum of 35 students per section. Each section meets with the lecturer for three hours once per week, in addition to field trips, industry visits, etc. There are no textbooks assigned to the courses, and course materials (lectures, research articles, videos, assignments, etc.) are posted online for easy access by students. Assessment comprises a variety of individual and group assignments, both in class and out of class, culminating in a capstone strategic management group project, which students present in public along with a written report. The final group project(s) accounts for 50% of the student's course grade.

THM courses also involve a great deal of discussion, case study analysis, and simulation – one of the goals of the course is to mimic and roleplay specific managerial situations students will find themselves in during either their flagship internship or later on in their careers. Students are forced to sit in groups during instruction, as each classroom does not allow for individual seating at single use tables, but instead provides between five and seven large conference tables in each classroom, with each table having up to seven seats, for a maximum of 35 students in each classroom. The expectation is that students will sit at the same table/with the same group each class, and that group assignments (both inside and outside the classroom) will be undertaken by the same group of individuals, again attempting to mirror best practices in tourism and hospitality (Dredge et al., 2014; Lam et al., 2019).

As one of its distinguishing aspects from other tourism and hospitality postsecondary programs in Southeast Asia, a great deal of emphasis is placed on sustainability and sustainability practices across the curriculum. Eco-tourism is a mandatory course in the THM curriculum, and other courses such as Tourism Planning and Development, Facility Management for Tourism and Hospitality, and Strategic Management for Tourism and Hospitality discuss and address sustainability via simulation, case study analysis, and scenario-based learning activities. Further,

students are encouraged to get involved in community-based sustainability practices, such as cleanup days, zero waste awareness initiatives, others, as part of their undergraduate studies.

Further, gamification, i.e., “using game-based mechanics, aesthetics, and game thinking to engage people, motivate action, promote learning, and solve problems” (Kapp, 2012, p. 10), is used extensively in the program to increase student involvement, cement knowledge acquisition, and foster collaborative learning efforts. Gamification is particularly suited for tourism and hospitality management curricula given tourism educators’ penchant for active teaching and learning, work-integrated learning, scenario and case study analyses, and individual problem-solving (Okumus & Wong, 2004; Paraskevas & Sigala, 2004; Scheule & Sneed, 2001; Sheldon et al., 2008). Gamification efforts have the added benefit of overcoming cross-cultural barriers via the adoption of common goal setting(s), playbooks and rules, and shared risk-reward systems (Chung et al., 2019; Kapp, 2012), thus making it an excellent tool for educators teaching students with a cultural background different from their own.

Preliminary findings indicate that students in the program reported higher levels of engagement, awareness, and performance when compared with other courses, both within THM and outside the program. Issues of absenteeism and tardiness were, for the most part, resolved. Students performed particularly well in their final course assignments and revealed higher levels of inter-cultural awareness and cultural intelligence when evaluating particularly complex situations related to the THM curricula. Most importantly, students developed greater individual initiative and looked to the material, their colleagues, and themselves for solutions rather than to the educator for the correct answer.

CONCLUSION & RECOMMENDATIONS

This study placed tourism and hospitality tertiary education in Vietnam in its appropriate cultural, historical, and institutional contexts and proposed culture-based gamification as a viable strategy for Western university educators to deliver tourism and hospitality curricula to Vietnamese undergraduates. Preliminary findings from this case study validate the use of work integrated learning, gamification, and sustainability practices as important tools in the global educator’s arsenal, predicated on cultural knowledge of local culture and education system. Inclusion of gamification elements was also found to facilitate problem-based learning, a critical skill for future global citizens, thus supporting earlier efforts in gamification in tourism education and research (e.g., Adukaite et al., 2017; Poole et al., 2014; Xu et al., 2013). In addition, adequate knowledge of Vietnamese culture, language, and character, as well as related Vietnamese culture-based behavioral prescriptions and proscriptions, were found to be necessary conditions for the successful implementation of gamification efforts in this particular educational setting. While a robust corpus of literature of gamification of online curriculum delivery exists (Dicheva et al., 2015; Looyestyn et al., 2017), little is known about its effects in the delivery of tourism and hospitality online curricula. This would be an interesting avenue of research for tourism and hospitality scholars to investigate in the future, especially if examples are compared cross-culturally. Implications for educational praxis, suggestions and recommendations for best uses, common pitfalls, and directions for future research in light of extant literature are discussed.

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TOURISTS BEHAVIOUR AND SUSTAINABLE TOURISM: FINNISH TOURISTS' PERSPECTIVES

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ABSTRACT

This research examines Finnish tourists' perspectives of their responsibility when booking travel and whilst on holiday at a destination. Two online surveys were conducted in Finland in spring 2018 and autumn 2019. The samples of the surveys were collected among the customers of the members of Association of Finnish Travel Industry (SMAL). The results of both surveys show that customers of Finnish travel intermediaries are aware of sustainability and their responsibilities as tourists.

Keywords: Responsibility, Sustainability, Travel intermediation, Tourist behaviour

INTRODUCTION

This research examines Finnish tourists' perspectives of their responsibility when booking travel and whilst on holiday at a destination. The literature had identified two approaches to achieving sustainable tourism development: the tourism supply chain (Middleton & Hawkins, 1998) and tourist behaviour (Moisander & Pesonen, 2002). A sustainable tourism supply chain can influence tourist behaviours and sustainable forms of tourism (Budeanu, 2005; Tepelus, 2005) as these intermediaries have the potential to impact the way they market, promote, sell and form relationship with suppliers (Mossaz & Coghlan, 2017). Understanding tourists' pro-sustainable behaviour is a growing field of research (Budeanu, 2007; Buckley 2019; Juvan & Donclair, 2017; López-Sánchez & Pulido-Fernández, 2016) and this knowledge can have powerful impacts in enabling suppliers and destinations to create real sustainable tourism development transformation

METHODOLOGY

Two online surveys were conducted in Finland in spring 2018 and autumn 2019. The samples of the surveys were collected among the customers of the members of Association of Finnish Travel Industry (SMAL). The sizes of the samples were 187 and 241. The first survey focused on the purchasing behaviour of Finnish customers and the second on their behaviours as tourists at destinations.

RESULTS

The results of both surveys show that customers of Finnish travel intermediaries are aware of sustainability and their responsibilities as tourists. The survey on the purchasing behaviour identifies that generational differences have an impact on sustainability. Younger women with families do not find sustainability very important when choosing the destination and hotel whilst members of older generations found it more important. The survey of tourism

behaviour declares clearly that Finnish tourists are interested in sustainability and responsibility when on holidays. Their main interests are in local people's human rights and equality, respect of local nature, culture, waste management, and recycling. Two third of the respondents choose a travel package that indicates both sustainability and responsibility in the tourism value chain. It is clear from the findings that both sustainability and responsibility are important to Finnish tourists.

DISCUSSION

However, travel intermediaries in Finland are not clearly demonstrating their actions in developing and promoting more sustainable forms of tourism in the supply chain. During the spring and summer 2020, everything might be changing. There has been a vivid discussion about new tourism or better tourism after the lockdowns of countries due to the Coronavirus epidemic and its impacts in tourism. Will tourism as an industry move to more sustainable and responsible direction, is another question.

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CHINESE TOURISTS' INTENTION OF AND PREFERENCE FOR ATTENDING THAILAND'S CREATIVE TOURISM ACTIVITIES

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ABSTRACT

This research aimed to 1) to study Chinese tourists' intention to participate in creative tourism; 2) to examine factors influencing intention to attend creative tourism activities, attitude towards creative tourism, subjective norms, perceived behavioural control; 3) to examine the influences of attitude towards creative tourism, subjective norms, perceived behavioural control on intention; 4) to explore the Chinese tourists' preference of attending creative tourism activities. This study aims to examine Chinese tourists' intention to participate in creative tourism. The theory of planned behaviour (TPB) was used to verify the determinants of Chinese tourists' intention to attend creative tourism activities. In addition, the study investigates the degree of Chinese tourists' preference for 17 creative tourism activities in Thailand. A sample of 466 Chinese tourists was drawn by convenience sampling. Data was analysed by descriptive statistics including frequency, percentage, mean, and standard deviation. Hypothesis testing was undertaken by using multiple regressions and t-test statistics. The results confirmed that the tourists' attitude towards creative tourism, their subjective norms and Perceived Behavioral Control positively influenced the tourists' intention. Among the 17 creative tourism activities, Chinese tourists had a high preference for three creative activities: Lanna Ceremonial Flags, Thai Massages and Carve Thai Fruit creative activities.

Keywords: tourists' intention; factors influencing on tourists' intention; tourists' preference; creative tourism activities; theory of planned behaviour

INTRODUCTION

Tourism is an important part of national economic and social development and has become the fastest growing industry in the world economic system. During the process of globalization, both the quantity and quality of tourists have changed. With the improvement of education level, the current tourist experience requirements for tourism are gradually increasing, the role of intangible culture in tourism is increasing, and the expansion of tourism itself makes more people come into contact with other cultures, which all promote people's growing desire for holiday cultural experience

(Richards, 2012).

Tourism is not only an important source of foreign exchange income for Thailand, but also creates more job opportunities for local residents. The country has become one of the top 10 travel destinations. In 2019, Thailand's tourism revenue reached \$62 billion, a year-on-year increase of \$4 billion (CEIC,2020). Due to geographical factors and friendly international relations, China has been the country with the largest number of tourists to Thailand since 2012. Chinese tourists made nearly 11 million visits in 2019, accounting for 27.6%. As of November, tourism revenues from Chinese tourists totalled \$16.7 billion (Tourism and Sports Ministry). But the vast majority of Chinese tourists come to Thailand to follow guides, experience traditional sightseeing Tours or choose to spend their holidays by the sea (Chen, 2015). In 2019, Chinese tourists made 3.1 million group trips to Thailand, making up 28% of total inbound Chinese tourists in Thailand (Association of Thai Travel Agents). This mode of tourism does not play an important role in the export of Thai culture, but also lead to the imbalance of tourism development between different regions of Thailand. The central Bangkok area and its neighbouring areas develop rapidly, while the northern and north-eastern areas lag behind. In addition, the increasing number of tourists has caused pollution to the natural environment of the coastal areas. Therefore, Thailand needs to develop more sustainable tourism to improve its situation. Sustainable tourism is the concept of visiting somewhere as a tourist and trying to make a positive impact on the environment, society, and economy. Musikyan (2016) research shows on the case of Óbidos the potential of creative tourism to meet these new needs of modern tourists while also solving number of problems that many destinations face, namely seasonality in tourism.

In response to global trends in sustainable tourism trend, Thailand has launched the "Creative Thailand Tourism" initiative through the Designated Areas for Sustainable Tourism Administration (DASTA) to find the best tourism model. Due to the large base of Chinese tourists visiting Thailand, the opportunities for creative tourism development in Thailand's tourism industry are mainly focused on Chinese tourists.

In order to promote Chinese tourists' participation in creative tourism in Thailand, Thai authorities and tourism-related enterprises need to know their intention, influencing factors and preferences for participating in creative tourism activities. This study can provide guidance for the development of Thailand's tourism industry, accelerate the upgrading and transformation of tourism industry, and provide more possibilities for the related development of Thailand's creative tourism industry, and help relevant departments of Thai tourism to develop targeted creative tourism projects that can meet the needs of Chinese tourists.

OBJECTIVES

The primary objectives of this study are: 1) to study Chinese tourists' intention to participate in creative tourism; 2) to examine factors influencing intention to attend

creative tourism activities, attitude towards creative tourism, subjective norms, perceived behavioural control; 3) to examine the influences of attitude towards creative tourism, subjective norms, perceived behavioural control on intention; 4) to explore the preference of Chinese tourists on creative tourism activities.

LITERATURE REVIEW

Creative tourism concept

Richards and Raymond define what creative tourism is, a concept that has since generated widespread international interest and been further promoted by the UNESCO Creative Network. According to Richard and Raymond, creative tourism refers to a form of tourism in which tourists actively participate in the cultural or skill learning of the destination country or community to stimulate their own creative potential and further experience the cultural atmosphere of the destination (Richards& Raymond, 2000). The early concept of creative tourism is a form of cultural tourism based on the integration of cultural content into tourism. Cultural tourism is one of the oldest forms of special interest tourism. Therefore, many tourist destinations around the world have adopted the idea and the strategies of cultural tourism for attracting tourists (Sano, 2016). However, Richards and Wilson (2007) have pointed out that one of the problems inherent in cultural diversity strategies is that many places adopt similar strategies, and therefore cultural tourism begins to lack diversity. Although creative tourism developed from cultural tourism, it is different from cultural tourism. Raymond has shown that creative tourism focuses on acquiring authentic and creative experiences at the destination, mainly due to an active interaction between visitors and residents. Recently the definition of creative tourism has become a label for concepts such as economic, cultural, social and environmental sustainability, the personal development of the tourist and the reflexivity of tourism social agents (Carvalho et al., 2019). DuBru, (2009) emphasises the connection of creative tourism to local communities, Virginija(2016) emphasises Raymond's opinion of participation and informal communications between tourists and local communities. Carvalho et al. (2011) indicated that the inclusion of activity workshops in creative activities could serve as a new form of contact with local people, increase the value of personal experience, and helping to diversify the tourism offer of various tourist destinations. In the context of tourists seeking for authentic cultural tourism experience, creative activities are connected with places, and concepts such as local history and traditional culture are integrated into creative activities. Tourism, therefore, is seen in the broadest sense as a form of mutual communication and can be transformed into an opportunity for the territory and its inhabitants to identity recognition, awareness the richness of their heritage and culture, improve their quality of life, enhance their attractiveness and local profile (Duxbury & Vinagre, 2018).

In general, the definition of creative tourism has several implications such as the development of the creative potential of tourists; the active involvement of the tourist; personal experiences of the chosen destination and co-creation as a process of

production of products, services and experiences (Richards & Wilson, 2007).

Development of Creative Tourism in Thailand

Thailand has a long history of culture and creativity in arts, crafts, performances and design. In 2010, the Thai government launched a new program called Creative Thailand to promote the creative economy. They believe that in order to promote the countries' economy, they must pay more attention to the service sectors and all other manufacturing areas to increase value creation. The main objective of the project was to drive strategic initiatives by increasing the value of local Thai arts, history, traditional culture, and innovative products and services. The strategy aimed to develop Thailand into a creative industrial hub in the ASEAN region (Government Public Relations Department, 2010). In order to match the concept of creative tourism with the background of Thailand, DASTA customized definition of creative tourism is as follows: Creative tourism is based on life style, local wisdom, art, culture, history and other elements, and pays attention to tourism development of value creation of tourism resources.

In order to further deepen the creative tourism industry, DASTA's innovative "Creative Tourism Thailand" project expanded to the social level and developed a two-year action plan with Thammasat University: identify potential tourism activities and develop them into creative tourism activities in the designated areas of DASTA. After that, 13 creative tourism activities were selected in 6 designated areas, and the 13 activities were evaluated by 5 experts and some tourists interested in creative tourism.

The 11th National Economic and Social Development Plan (2012-2016) has planned to create a new Economic system for Thailand -- The Creative Economy System. Thailand divides the scope of the creative economy into four categories (NESDB, 2009). One is heritage and culture, including cultural tourism, traditional medicine, herbal medicine, spa and food. The remaining three categories are technical labour & cultural industry, creative works & design, modern media or entertainment & digital content. All these show that Thailand is gradually transforming from mass tourism to creative tourism.

Theory of Planned Behaviour (TPB)

The theory of planned behaviour holds that an individual's behaviour is the result of deliberate planning, and it helps to understand how an individual sticks to and changes his or her behaviour pattern (Ajzen, 1991). Scholars have applied the theory of planned behaviour to different fields of behaviour, and the vast majority of studies have confirmed that the theory can significantly improve the explanatory power and predictive power of behaviour. Behavioral intention is an indication of an individual's readiness to perform a given behaviour. It is assumed to be an immediate antecedent of behaviour (Ajzen, 2002). The stronger the individual's behavioural intention is, the more likely the individual will take the behaviour. Therefore, this study focuses on the

behavioural intention to examine the factors influencing the intention of participating in creative tourism.

Behavioural attitude, subjective norm and perceived behavioural control are three kinds of factors affecting behavioural intention. Among them, behavioural attitude refers to the psychological experience of liking or disliking reflected by an individual to a specific object, and is the positive or negative evaluation of the individual to the implementation of a specific behaviour. Subjective norm is an individual's perception about the particular behaviour, which is influenced by the judgment of significant others (e.g., parents, spouse, friends, teachers) (Amjad & Wood, 2009). Perceived behavioural control is an individual's perceived ease or difficulty of performing the particular behaviour (Ajzen, 1991). When an individual can decide whether to perform a specific behaviour, the generation of the behaviour depends largely on the acquisition of non-motivational factors such as essential opportunities and resources, time, money, skills and cooperation with others. As a general rule, the more favorable the attitude toward behaviour and the subjective norm, and the greater the perceived behavioural control, the stronger the person's intention to perform the behaviour should be (Ajzen, 2002).

The theory of planned behaviour has been widely used in the field of tourism. Kerner & Kalinski (2002) used the theory of planned behaviour. They found that promoting a positive attitude contributes to the intention of participating in tourist activities. Basala & Klenosky (2001) proposed that group opinions have an impact on the choice of tourist destinations. Lam & Hsu (2006) found that attitude and perceived behaviour control were significantly correlated with tourism intention. Guo et al. (2013) studied behavioural intention of rural tourism and show that emotional attitude, instrumental attitude, external pressure, personal norm, perceived self-efficacy perceived facilitation have significant positive influences on rural tourism intention of tourists. Kuo and Dai (2014) applied planned behaviour theory to predict low-carbon tourism behaviour, and finally concluded that perceived behaviour control had a positive impact on behavioural intention. AL Ziadat (2015) investigated the intention of revisit to test the application of planned behaviour theory in Tourism in Jordan. The results show that there is a significant positive relationship between tourist attitudes and subjective norms in terms of willingness to revisit. In addition, revisit intention and perceived behaviour control have a significant direct positive effect on the actual visit behaviour. Boguszewicz-kreft et al. (2020) used the theory of planned behaviour to examine the applicability of the TPB in medical tourism and to check whether there are differences in predicting the intentions of medical tourists from different countries. The research showed that the TPB model can be used in medical tourism.

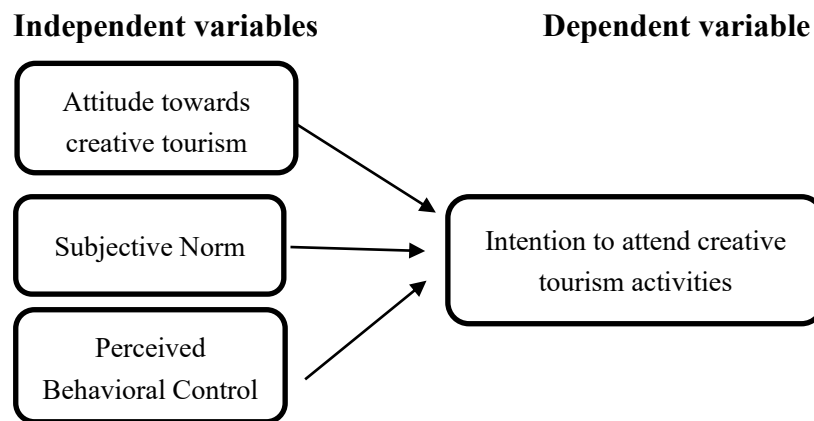
All these show that the theory of planned behaviour has good explanatory power and predictive power. However, TPB theory was not mentioned in the literature to study creative tourism activities. In view of this, the three variables of attitude to creative tourism, subjective norm and perceived behaviour control were integrated into the conceptual model of creative tourism intention and applied to the research of creative

tourism.

Conceptual model and Research hypothesis

Based on literature review, the conceptual framework and hypotheses were developed as followed:

Figure 1 Conceptual Framework



Based on the above conceptual framework, this paper proposes research hypothesis as followed:

H1: Attitude towards creative tourism positively influence Chinese tourists' intention of attending creative tourism activities

H2: Subjective norm positively influence Chinese tourists' intention of attending creative tourism activities

H3: Perceived control behavior positively influence Chinese tourists' intention of attending creative tourism activities

METHODOLOGY

The study was descriptive research by nature and the survey method was applied. Target population was Chinese tourists who planned to visit Thailand as independent tourist. The total number of populations was 466 Chinese tourists and all were usable. The self-administered questionnaire was posted on <https://www.wjx.cn/> a Chinese website that provides a sample service that can be targeted to Chinese respondents. The technique used for the study sampling was non-probability convenience sampling method and the appropriate sample size was calculated by using Taro Yamane's formula (1967).

This questionnaire consists of three parts.

The first part was about the demographic variables of the respondents.

The second part was the planned behavior scale included four variables: measurement of behavioral attitude, subjective norms and perceived behavioral control, and intention to participate in creative tourism. Among them, Attitude towards Creative Tourism and Subjective norm were modified based on the scale designed by Heesup Han, Bo Meng & Wansoo Kim (2017). Perceived Behavior control derives mainly from Pa° L Kraft, Jostein Rise, Stephen Sutton & Espen Rysamb (2005). Intention to attend creative Tourism activities were modified based on the scale designed by Mamdouh T. AL Ziadat (2015).

The third part was about the survey of Chinese tourists' preference on creative activities in Thailand. Among them, cooking Thai food, Thai traditional dance, Thai ceramic craft and painting, Lanna Ceremonial Flags, U-Thong Bead Embroidery came from the survey of DASTA and Thammasat University. Thai traditional weaving, mask painting, Thai traditional embroidery, Thai coconut carving, coconut carvings, make Basketry, Thai herbal ball and herbal ball massage, making handmade soap derived from <https://www.youtube.com/> learning Carve Thai fruit, playing Thai Musical Instruments, learning Thai boxing and Thai massage from the Creative Tourism District Thailand website.

All items in part 2 and 3 were measured by Likert's five-point scale. The interpretation of mean score were set from 1.00 to 5.00 as the level of degree. After calculated, the range of score was 0.8 used to separate the scores of degrees into 5 levels. The average score used to describe the degree of intention, attitude, subjective norms, perceived behavior control and preference for creative tourism activities.

The data collected was analyzed by descriptive statistics including frequency, percentage, mean, and standard deviation and hypothesis were studied by inferential statistics including multiple regression.

RESULTS

Sample profiles

A total of 466 valid questionnaires were collected for this study. In terms of gender distribution, males accounted for 59.66%. In terms of age distribution, 32.4% were aged from 26 to 30, 29.61% were aged from 31 to 40, 16.31% were aged from 18 to 25, 13.3% were aged from 51 to 60, and 3.43% were aged below 18. Bachelor degree accounting for 56.44% at most; Married people accounted for 66.52%; In terms of careers, 23.18% of respondents work in public institutions, 16.09% are students, and 15.67% are in government departments. From the perspective of personal monthly income, the main personal income of interviewees is CNY 6,001-10,000 (26,289 BaHt-43,816 Baht, convert at the Exchange rate of 4.38). In terms of the number of days to visit Thailand, 26.7% of respondents chose 7 days, followed by 9 days (18.8%). In terms of travel time, 35.41% of respondents plan to travel to Thailand from July to September, and 22.75% choose from January to March. The last two groups of 98 (20.82%) and 97 (19.74%) respondents planned to travel to Thailand

during April - June and October - December respectively.

Intention to Participate in Creative Tourism and Its Determinants

The study found that overall degree of intention to participate in creative tourism was 3.13 which mean intention of Chinese tourists to participate in creative tourism was moderate level. Among determinants of intention to participate in creative tourism, overall level of attitude toward creative tourism was highest (Mean =3.36), followed by perceived control behavior (Mean =2.77) and subjective norms (Mean =2.74). The results showed that the three determinants of Chinese tourists' intention to participate in creative tourism were also moderate. In conclusion, attitude towards creative tourism had the highest influence on Chinese tourists to participate in creative tourism activities. Details of descriptive statistics can be seen in table 1.

Table1 Intention to Participate in Creative Tourism and Its Determinants

Factors	n	Mean	S.D.	Result
Intention to attend creative tourism activities				
10.1 I will participate in creative tourism activities when I travel in Thailand.	466	3.46	1.20	High level
10.2 I am willing to participate in creative tourism activities when I travel in Thailand.	466	2.66	0.94	Moderate level
10.3 I am planning to participate in creative tourism activities in Thailand.	466	3.28	0.91	Moderate level
Overall	466	3.13	1.02	Moderate level
Attitude towards creative tourism				
11.1 Creative tourism is innovative.	466	3.71	1.13	Positive influence
11.2 Creative tourism is exciting.	466	3.37	1.02	Moderate influence
11.3 Creative tourism is attractive.	466	3.29	0.93	Moderate influence
11.4 I would like to try creative tourism activities.	466	3.05	0.80	Moderate influence
Overall	466	3.36	0.97	Moderate influence
Subject norm				
My parents like me to participate in creative tourism activities.	466	3.25	1.65	Moderate influence
My sibling/relatives think it would be a	466	2.92	1.16	Moderate

good idea if I participate in a creative tourism activity.				influence
My close friends expect me to participate in creative tourism activities.	466	2.67	1.05	Moderate influence
Overall	466	2.74	1.29	Moderate influence
Perceived behavior control				
If I wanted to, I could participate in creative tourism activities.	466	2.82	1.38	Moderate degree
For me, to participate in creative tourism activities would be easy.	466	2.81	1.05	Moderate degree
I have enough time, money, and energy to participate in creative tourism activities.	466	3.21	0.96	Moderate degree
Overall	466	2.77	1.13	Moderate degree

The degree of Chinese tourists' preference for creative tourism activities

It can be seen from Table 2 that Chinese tourists' preference for these three activities had high influence level (Learn how to Carve Thai Fruit, Learn Thai Massages, Learn how to Make Lanna Ceremonial Flags). Nine activities had moderate preference level (Learn Thai Ceramic Craft & Painting, Learn how to Make Basketry, Learn how to Make U-Thong Bead, Learn how to Make Coconut Carvings, Learn Thai Wood Carvings, Learn how to Play Thai Musical Instruments, Learn Thai Boxing, Learn how to Cook Thai Food, And Learn how to Make Thai Herbal Ball & Herbal Ball Massage). And also, there were five activities had low preference level, which were Learn Thai Classical Dancing, Learn Thai Traditional Weaving, Learn Traditional Mask Painting, Learn how to Make Handmade Soap and Learn Traditional Thai Embroidery.

Table 2 The degree of Chinese tourists' preference for creative tourism activities

Creative Tourism Activities	N	Mean	Std. Deviation	Interpretation
Learn how to make Lanna Ceremonial Flags	466	4.13	1.147	High preference
Learn Thai Massages	466	3.65	1.47	High preference
Learn how to carve Thai fruit	466	3.56	1.436	High preference
Learn Thai ceramic craft and painting	466	3.25	1.593	Moderate preference
Learn how to make Basketry	466	3.2	1.016	Moderate preference

Learn how to make U-Thong Bead	466	3.19	1.422	Moderate preference
Learn how to make coconut carvings	466	3.15	1.443	Moderate preference
Learn how to make Thai wood carvings	466	3.09	1.656	Moderate preference
Learn how to play Thai Musical Instruments	466	3.08	1.542	Moderate preference
Learn Thai Boxing	466	3.07	1.61	Moderate preference
Learn how to cook Thai food	466	2.8	1.028	Moderate preference
Learn Thai herbal ball and herbal ball massage	466	2.61	1.178	Moderate preference
Learn Thai Classical Dancing	466	2.45	1.23	Low preference
Learn Thai traditional weaving	466	2.42	1.321	Low preference
Learn Traditional Mask Painting	466	2.31	1.086	Low preference
Learn how to make handmade soap	466	2.3	1.235	Low preference
Learn Traditional Thai embroidery	466	2.25	1.194	Low preference

Hypothesis Testing

According to the proposed theoretical model, hypotheses were tested through multiple regression analysis. The multiple regression analysis results presented in Table 3 indicated that the hypothesis 1-3 were substantiated as the coefficient of three independent variables were not equal to zero. All main predictors' coefficient namely attitude, subjective norm, and perceived control behavior were significant ($t = 6.68$, $P = 0.00$; $t = 7.87$, $P = 0.00$; $t = 12.14$, $P = 0.00$ respectively) and included in the regression model as predictors (regressors). The coefficient or beta value (Table 3) reflected the degree of influence between the three factors and the intention of tourism to participate in creative tourism. Among them, Perceived Behavior Control had the greatest influence on intention to participate in creative tourism (Beta=0.435), followed by Subjective Norm (Beta=0.286), Attitude Towards Creative Tourism activities (Beta= 0.229).

Table 3 Coefficients and Significance

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.542	.140		3.877	.000
	Attitude Towards Creative Tourism	.248	.037	.229	6.692	.000
	Subjective Norm	.240	.031	.286	7.874	.000
	Perceived behavior control	.377	.031	.435	12.143	.000
a. Dependent Variable: IT						

The total variance explained by the model as a whole was 54.2 %, (Table 4). In addition, the result showed in the Table 5 revealed $F = 184.67$, $p = 0.0$ which mean this multiple regression fits the data.

Table 4 Regression analysis results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738 ^a	.545	.542	.56140
a. Predictors: (Constant), PBC, AT, SN				

Table 5 ANOVA F-test: tourists' intention to participate in creative activities

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.622	3	58.207	184.689	.000 ^b
	Residual	145.606	462	.315		
	Total	320.229	465			
a. Dependent Variable: IT						
b. Predictors: (Constant), PBC, AT, SN						

In summary, the final regression model was $Y = 0.542 + 0.248AT + 0.24SN + 0.377PCB + \text{error}$.

CONCLUSION

According to the result of preference analysis, only three of the 17 creative tourism

activities had high degree of preference. After analysis, two reasons can be found: Reason1: some creative tourism activities are similar to some creative activities in China, such as Learn how to Make Handmade Soap, Learn Traditional Thai Embroidery, Learn Thai Traditional Weaving. Reason 2: Chinese tourists are unfamiliar with traditional Thai activities so that they find it difficult to judge whether they have a preference for them, such as Learn how to Make U-Thong Bead, Learn how to Play Thai Musical Instruments, Learn how to Thai Classical Dancing, and Learn Traditional Mask Painting.

Based on the results of hypothesis testing, the results confirmed that there was a significant positive influence between the attitude and intention towards creative tourism. This result was consistent with other previous studies (Fishbein Ajzen ,1975; Kerner & Kalinski, 2002; Lam & Hsu, 2006). The findings confirmed the influence of subjective norms on intention. This result was consistent with (Fishbein Ajzen ,1975; Basala & Klenosky, 2001; AL Ziadat, 2015). Also, the findings supported the influence of perceived control behaviour on intention which was consistent with the work of Ajzen (1985), Wenting Duan and Guangrong Jiang (2008), Lam and Hsu (2006) and Kuo & Dai (2016).

This study found that for Chinese tourists, the primary reason that affects their participation in creative tourism in Thailand was perceived behaviour control, which means that Chinese tourists greatly consider whether they have their own conditions when participating in creative tourism activities. The second was the influence of subjective norm on their intentions, which indicates that in addition to taking into account their own conditions, the opinions and evaluations of the people around them also greatly affect the intentions of the respondents. Under the influence of collectivism, people around can easily influence individual behaviour. Creative tourism attitude to participate in the creative tourism intention depends on the influence of tourists on creative emotion and cognition, and the results showed the attitude of creative tourism intention to its the influence degree of the lowest, because the present China's creative tourism concept also has just arisen. Chinese to creative tourism has no specific cognitive, no clear attitude, so less impact on behavioural intention.

RECOMMENDATIONS

The findings indicated that attitude, subjective norms, and perceive control behavior had the positive influence on intention. Therefore, there are some recommendations for China and Thailand as followed:

China

The Chinese government and relevant tourism departments should educate people about the concept of creative tourism and motivate them to participate in creative tourism activities to gain insight about Thai culture, and make them have a clear attitude towards creative tourism, so as to improve their intention. Tourism enterprises

should invite influential people to be image ambassadors to promote creative tourism activities, so that important people around the individual can maintain a positive view of creative tourism, to enhance their intention to participate in creative tourism. Airlines should appropriately reduce the price of flights to Thailand to stimulate the consumption of Chinese tourists. Travel apps should provide recommended routes and booking systems for creative tourism activities in Thailand. Therefore, the Chinese tourists' perceived control behaviour is strengthened, which can enhance Chinese tourists' perceived self-efficacy in doing creative activities and thus enhance their intention to participate in creative tourism.

Thailand

The Thai authorities and tourism businesses should do the similar to China in Thailand. Thailand tourism departments need to communicate with the Chinese tourists through various forms to promote their creative tourism activities, use of cultural differences, distinctive local conditions and customs, including the local ethnic customs, culture and so on. These unique resources are being pushed Chinese to participate in the main creative force, so that they will realize that participating in creative tourism activities can help them better understand the country and make it an unforgettable and learning trip.

As the subjective norm factor was proved to influence intention, this conclusion puts forward higher requirements on how to improve tourist satisfaction by the tourism management agencies, tourism industry organizations and tourism enterprises in Thailand. For example, new media such as online media can be used to grasp the peak period of Chinese tourists visiting Thailand and vigorously promote rich creative tourism activities in Thailand. According to the survey, most Chinese tourists plan to travel to Thailand from July to September and January to March, the summer vacation and Spring Festival holidays for Chinese students respectively. During this period, the online media of Thai tourism can strengthen their publicity efforts, promote the advertising of creative tourism to China, specially establish creative tourism websites designed for Chinese tourists, set up some billboards introducing creative tourism in famous scenic spots or airports, and provide some creative travel guides. Widely spread the benefits of this new tourism model to Chinese tourists, and it will make Chinese tourists feel they are expected to do creative activities while traveling in Thailand. In addition, if Chinese tourists in Thailand get a pleasant travel experience after participating in creative tourism activities, they will form a good impression and then encourage their families and friends to participate in creative tourism activities in Thailand, which plays an important role in promoting the creative tourism in Thailand.

Perceived behavioural control factors have the highest influence on behavioural intention, that is, whether Chinese tourists have the intention to go to Thailand to participate in creative tourism is closely related to their own conditions. This kind of judgment is based on tourists' perception of the consumption level, safety degree and

transportation convenience of participating in creative tourism in Thailand. The deviation between judgment and reality may hinder tourists' intention to travel. In order to reduce or eliminate the negative impact of these factors, Thailand tourism publicity departments need to intensify propaganda, and help Chinese tourists to obtain the required information through the web sites and other channels, confirm the acceptable price range, as well as providing the formation of the creative tourism activities and traffic routes recommendation for the potential tourists, and make a choice according to their own ability to travel and attend creative tourism.

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Alternative Destination Choices: Maldives as a case study

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ABSTRACT

While Maldives has become one of the most expensive tourist destinations in the world, the country has been facing difficulties in attracting market segments apart from high net worth tourists. Upon recent changes in the government policies, opening opportunities in the local islands to introduce tourism products, Maldives now offers both luxury and affordable tourism that can be enjoyed by all market segments that hope to see the beauty of the unique geographically situated country. The current research aims to investigate the destination attributes that influence tourist destination choices in choosing alternative destinations of the Maldives and evaluate the preferences of the tourists when choosing alternative destination choices within the Maldives. A 4-level AHP model, consisting of several attributes on the 4th level, was proposed and tested using data collected from international tourists visiting the Maldives to establish the relative importance of pre-selected factors (criteria). The tourists were of different demographics in order to understand the choice of destination according to the motives of travelers and the destination attributes in relation to the traveler demographics. The preference of 3 given destinations corresponding to each criterion were evaluated to seek the idea on what is expected and preferred by tourists in choosing alternative destinations in the Maldives. The results of the research depicted that when choosing alternative destinations of the Maldives, 'meeting locals', 'experiencing culture' and 'social enhancement' were of least importance amongst the visitors of these alternative destinations of the Maldives, which were highly unexpected. And that 'having fun', 'experiencing the unique archipelago', 'resting and relaxing on the beaches' and 'getting away from the daily routine' were the most influential internal motives of the visitors. The external factors that were most important when choosing alternative destinations in the Maldives were 'excursions of the key attractions', 'destination image', 'beach relaxes' and 'personal safety and security'.

Keywords: Tourists Motivations, Destination Choice, Alternative Destinations, AHP Model

INTRODUCTION

Over the past years Maldives has been facing a lack of visitors from other market segments apart from high worth travelers. (Ministry of Tourism Arts & Culture, 2013). As tourists are more heterogeneous and seek different experiences than just luxury beaches with luxury facilities (Fainstein & Gladstone, 1999; Tsiotsou & Goldsmith 2012), the resort-based holidays of the Maldives are starting to look too expensive with less variety.

The high price of the Maldives compared to its competitor islands has made the 'image' of Maldives among tourists to be strictly combined only with 'luxury' and/or 'expensive' creating a hesitance among tourists of especially mid-income level, to travel to or re-visit to the Maldives. Attractive destinations, like the Maldives, are mostly expected to understand the feelings and

opinions of the visitors in order to be able to satisfy and deliver individual needs and benefits (Kavoura & Bitsani, 2013; Királ'ová & Pavlíčka, 2015; Konecnik, 2004).

Since 2009, the government changed rules allowing tourism to enter these local islands and opened opportunities for Maldivians to operate guesthouses and other related tourism businesses to welcome foreigners (Kay, 2019).

Since then, Maldives has been experiencing rapidly booming guest house businesses across the country, reaching up to 500 establishments in 87 inhabited islands, by the year 2010, from just 25 establishments in the Male' city at the beginning. These guest houses mostly offer bed and breakfast to its visitors' and facilitate for mid to low market segments along with the mix of island life. Guesthouses accounted for 18% of the total bed capacity of Maldives in 2017 (Ministry of Tourism, 2018).

One island that promptly became famous for the guest house tourism was Maafushi, which then was followed by other islands like Dhiffushi, Guraidhoo, Huraa, Hulhumale, Hanghameedhoo and more. These islands act as a substitute for the luxury expensive resorts with similar attractions of sun, sand and sea and other facilities and services such as water sport activities, fishing trips on small local boats, diving and snorkeling offered in luxury resorts at affordable prices. (Sham'aa, 2016).

As these alternative destinations have been searched for by visitors, we need to assess what those tourists search in those alternative destinations.

Research question for this paper is as follows:

1. What are the destinations attributes and travel motives that influence tourist destination choice in choosing alternative destination choices of the Maldives? And;

OBJECTIVES

The main purpose of this research is to identify destination attributes and travel motives that would influence the destination choice process of the tourists in choosing alternative destinations within the Maldives and use these factors to design more appropriate and rigorous promotional strategies that would contribute to build a positive destination image and encourage more tourists from different market segments to choose Maldives as their travel destination.

LITERATURE REVIEW

Understanding how travelers make decisions and choose destinations is of great interest to tourism researchers and practitioners, for the reason that it helps them to construct more effective marketing and communication strategies. In tourist behavior and destination selection models the main objective is to be able to predict the travel behaviors of the tourists which are related to their demographic, psychological and stimulus factors (Crompton & Ankomah, 1993; Crompton, 1992; Hsu et al., 2009; Karl & Reintinger, 2017; Um & Crompton, 1990; Woodside & Lysonski, 1989).

Generally the criteria for choosing a destination is based on a number of correlated *external (non-psychological)* and *internal (psychological) factors* (Crompton, 1992; Um & Crompton, 1990) and these are further divided into several stages which are usually defined by specific actions (Hsu et al, 2009).

External factors are presented as a body of social interactions and marketing communications; different types of *information sources*. Information sources are divided into formal and informal (Molina et al., 2010). Formal information sources mentioned in the literature are advertising and promotional strategies implemented by the destination through brochures, tour operators and wholesalers, travel agents, mass media broadcasting such as news, documentaries, television programs and advertising campaigns using celebrities, articles and reports (Beerli & Martin, 2004). On the other hand, past experiences by visiting a destination and being physically exposed to the services, facilities and attributes of a destination and word of mouth spread by friends and family, communicating of their direct and indirect experiences (Um & Crompton, 1990) are considered as informal information sources that helps in the destination choice process (Crompton, 1979; Etzel & Wahlers, 1985; Molina et al, 2010).

Internal factors, also known as personal characteristics of an individual are known as driving forces that further affects the destination choice process. While the external factors such as information sources affect the cognitive construct regarding destination attributes (Um & Crompton, 1990), personal factors set the limits of those beliefs towards attributes of destination (Dann, 1996; Gartner 1993; Walmsley & Jenkins, 1993).

Internal determinants of consumer behavior are of two folds; socio-demographic characteristics of an individual (gender, age, level of education, family life cycle. Social class, income level, etc) and psychological motivations, values and attitudes (Beerli & Martin, 2004; Som et al., 2012; Yiamjanya & Wongleedee, 2014), are discussed in destination choice models as factors that have a major impact on travel intention (Sirakaya & Woodside, 2005; Um & Crompton, 1990).

Demographic characteristics influence tourists' travel choices. They include elements such as age, gender, family life cycle, social class, income and level of education (Goodrich 1980; Heung et al., 2001; Woodside & Lysonski, 1989).

The influence of socio-demographic variables also has a relationship with the destination attribute. And destination attributes are key components influencing destination choice (Woodside & Lysonski, 1989). Main criteria are age (Jensen, 2015), as well as income and education level (Kim et al., 2003).

Travel motives such as relaxation, socializing and exploration were found to be more important among females compared to males (Gitelson & Kerstetter, 1990). Zimmer et al (1995) indicates that age, income and education has a direct link to a person's desire to travel. Sangpikul (2008) agrees that the level of education is positively related to the travel intentions to certain destinations.

Psychological motivations also play a major role in tourist behavior and destination choice (Uysal & Hagan, 1993; Weaver et al., 1994).

Psychological motivation factors, also named as push factors (Crompton, 1979; Iso-Ahola, 1982), are what install a desire for tourists to travel. When examining the psychological motivation factors that influence destination choice and decision making process, common aspects discussed in the literature are, getting new experience in a foreign land, social enhancement, relationship enhancement, relaxation, escape from daily routine, exploration and prestige (Botha et al., 1999; Jang & Cai, 2002; Jensen, 2015; Kim & Lee, 2003; Park & Yoon, 2009; Pearce & Lee, 2005; Yiamjanya & Wongleedee, 2014).

Even though psychological (push) factors show a significant role in building a desire to travel within an individual (Crompton, 1979; Iso-Ahola, 1982), the process of destination choice begins when ‘pull’ factors, also named as destination factors, get into the picture. Common pull motives arising in literature are, attractiveness, hospitality, activities, weather, traditional markets, traditional food, etc (Jang & Cai, 2002; Jensen, 2015; Kim & Lee, 2003; Park & Yoon, 2009; Pearce & Lee, 2005; Yiamjanya & Wongleedee, 2014),

The 4-level Analytical Hierarchy Process (AHP) model was used by Hsu et al. (2009) to both evaluate the preference of the travelers for motivational factors and to find and measure the domestic destination preference of the tourists in regard to each of the factors. The AHP model was not only used to get a generalized understanding of the decision factors, but the model also helped to evaluate the relative weight of the critical attributes affecting destination choice (Hsu et al., 2009).

The AHP model was first developed by Wind and Saaty (1980), where the author, firstly, breaks down a manifold of multi-criteria decision making problems into hierarchies. Each level of the hierarchy consists of specific elements. The main objective of the model is based at the top of the hierarchies, and the criteria, sub-criteria and alternatives can be found in the descending levels of the hierarchy. While the highest level comprises the ultimate goal, the level below represents internal and external factors affecting the selection of a destination. The 2nd level and 3rd level links together through sets of associated criteria with each factor of the upper level. Attributes (also known as sub-criteria) that are associated with each criterion of the 3rd level, link the 3rd and 4th level. Therefore, the AHP model is constructed based on 22 key factors divided into a hierarchy as illustrated in the figure below (Hsu et al., 2009).

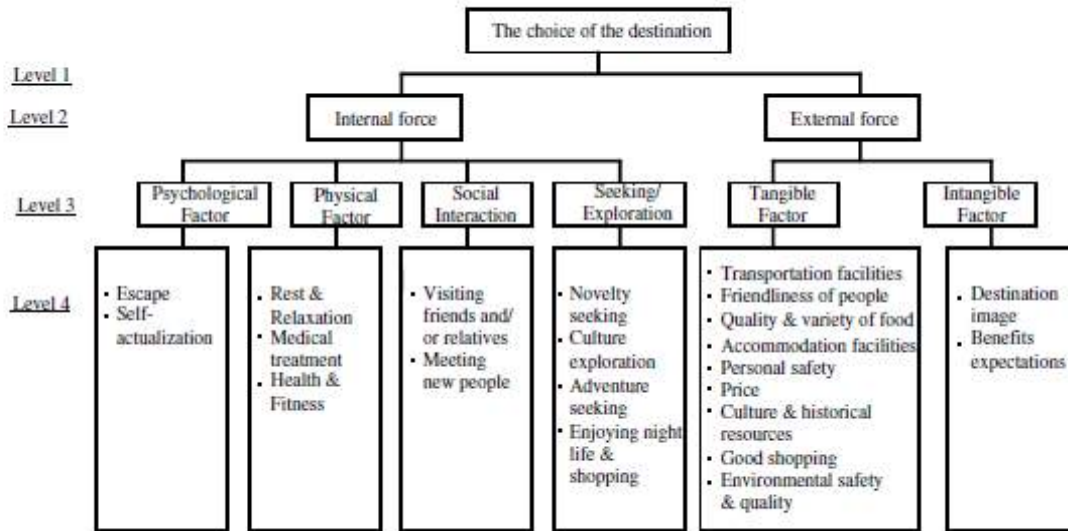


Fig. 1. The hierarchy of destination selection.

Figure 2.1: The hierarchy of destination selection

Source: Hsu et al., 2009

For the current research, AHP method used by Hsu et al. (2009) best fits the analysis method. Hence, AHP method will be implemented to comprehend what are the internal and external factors that bring a tourist to be motivated to choose an alternative destination in the Maldives.

METHODOLOGY

Basing the research on a *quantitative study* the data collection was done through a *survey* that was conducted on international tourists arriving in the Maldives. The sample sites taken for the survey are Maafushi island, Hanghaameedhoo island and Guraidhoo island due to the fact that these islands are some of the most famous hubs for affordable tourism where tourists can enjoy all the facilities; the scenery and attractions, beaches, turquoise waters, hotels, spa, restaurants, cafes, water sport activities, laundry services and day care centers, that are offered in a big chain resort island, with an inclusion of a little bit of Maldivian culture, yet excluding the luxury status and standards. From this cluster, respondents were chosen through *random sampling*.

The AHP model described in the theoretical framework acted as the basis for different sections of the questionnaire.

Through descriptive statistics components, data analysis for the study was done using the SPSS software program where data was organized, summarized and presented in an informative manner. The software was used to generate frequencies and percentages of the variables. The research represents nominal and ordinal level data where the data was classified using high, medium or low levels of influences of external and internal forces in the destination choice process.

RESULTS

This section mainly tries to understand the internal and external forces that influence travel motivations of the travelers to travel to the alternative destinations of the Maldives. The internal and external forces are assessed separately to make it easier for the researcher to conduct data analysis.

Table 4.1: Mean Comparison of the Internal Travel Motives of Total Visitors by Age group

Dependent Variable	(I) Age Range	(J) Age Range	Mean Difference (I-J)
Having fun	18-24	45-54	.921*
		55-64	1.706*
		65+	3.846*
	25-34	45-54	.713*
		55-64	1.498*
		65+	3.639*
	35-44	45-54	.738*
		55-64	1.523*
		65+	3.663*
	45-54	55-64	.785*
		65+	2.925*
Experiencing the unique archipelago of the Maldives	18-24	55-64	1.086*
		65+	2.577*

	25-34	55-64	.967 [*]
		65+	2.458 [*]
	35-44	55-64	1.046 [*]
		65+	2.537 [*]
	45-54	55-64	.971 [*]
		65+	2.463 [*]
Resting and relaxing on the beaches	25-34	45-54	-.580 [*]
Learning new things	18-24	55-64	1.022 [*]
	25-34	55-64	.937 [*]
	35-44	55-64	.912 [*]
Exploring the unique natural beauty	18-24	55-64	.942 [*]
	25-34	55-64	.733 [*]
	35-44	55-64	1.025 [*]
	45-54	55-64	.836 [*]
Self-Actualization	18-24	45-54	.869 [*]
		55-64	.984 [*]
	35-44	55-64	.779 [*]

The age group 18-24 showed a difference in ‘Having fun’ motive when in comparison with age groups 45-54, 55-64 and 65+. The Table 4.1 states that younger people of age 18-24 are more motivated to travel to islands like the Maldives to have fun than compared to tourists of older age of 45 and above. Visitors of age group 25-34 also seem to be highly motivated to have fun compared to travelers of age 45 and above. This was also the case for tourists of the age group 35-44.

However, the analysis also signaled that tourists of middle age (i.e. 45-54) are more motivated to have fun in the islands of the Maldives when compared to tourists of 55-64 and 65+. Following to ‘Having fun’, the motive that showed a difference among the age groups was ‘Experiencing the unique archipelago of Maldives’ motive, in which tourists of age group 18-24 showed higher motivation when compared age groups 25-34, 35-44, 45-54, 55-64 and 65+. And age group 25-34 depicted higher motivation in this category compared to tourists of age groups 35-44, 45-54, 55-64 and 65+. Likewise travelers of age group 35-44 are positively more motivated to

experience the unique archipelago of the Maldives than visitors of age groups 45-54, 55-64 and 65+.

Multiple comparisons Table 4.1 highlights a difference in the age groups 25-34 and 45-54, indicating that tourists of age groups 45-54 are more motivated to go the Maldives in order to rest and relax on the Maldivian beaches when put to comparison with age group 25-34.

It was learned in the data analysis that ‘Learning new things’ was more famous among tourists of age groups 18-24, 25-34 and 35-44 when compared to tourists of age group 55-64. Thus the data can be used to implicate that youngsters are much fonder of learning new things than older people. Furthermore, when ‘Exploring the natural beauty of the country’ travelers of age group 55-64 were less enthusiastic compared to travelers of younger age groups 18-24, 25-34, 35-44 and 45-54. Surprisingly, younger groups of people were highly motivated by ‘Self-actualization’ when compared to older tourists.

Table 4.2: Mean Comparison of the External Travel Motives of Total Visitors by Age group

Dependent Variable	(I) Age Range	(J) Age Range	Mean Difference (I-J)
Climate conditions	18-24	45-54	-1.369*
	25-34	45-54	-.942*
	35-44	45-54	-.891*
Friendliness of the Maldivian people	25-34	35-44	-.653*
		45-54	-.734*
Excursions of the key attractions	18-24	55-64	1.468*
	25-34	55-64	1.181*
	35-44	55-64	1.593*
		65+	2.663*
	45-54	55-64	1.452*
Nightlife and entertainment	18-24	45-54	1.290*
		55-64	2.108*
	25-34	45-54	1.015*
		55-64	1.832*
	35-44	45-54	1.028*

		55-64	1.846*
Water sports	18-24	55-64	2.317*
		65+	3.615*
	25-34	55-64	2.031*
		65+	3.329*
	35-44	55-64	2.196*
	45-54	55-64	1.478*
Packages and prices of the service	18-24	35-44	-.662*
	25-34	55-64	.668*
	35-44	18-24	.662*
		55-64	.835*

In the Table 4.2 of multiple comparisons between the age group and external motivating factors it is analyzed that tourists of age group 45-54 years find the ‘Climate conditions’ of the Maldives much more important and motivating than the age groups of 18-24, 25-34 and 35-44 years, while ‘Friendliness of the Maldivian people’ were deemed more motivating to the middle aged generations of the age group 35-44 and 45-55 when compared to age group 25-34. ‘Excursions of the key attractions’ were popular amongst the youngsters showing positive differences between age groups 18-24 and 55-64, 25-34 and 55-64, 35-44 and 55-65 and tourists of age 65 and above. Furthermore, there was a positive difference between age groups 45-54 and 55-64 which showed that the former were more interested in the ‘Excursions of the key attractions’ than the latter.

Expectedly ‘Nightlife and entertainment’ were famous and more motivating the younger tourists arriving to the Maldives. Table 4.2 depicted that the age group 18-24 had a positive difference of 1.290 and 2.108 and when compared with age groups 45-54 and 55-64, respectively. Similar results of positive difference were noticed when put the above mentioned age groups in comparison with age groups 25-34 and 35-44. This specifies that ‘Nightlife and entertainment’ services in the Maldives are more popular amongst younger generations of tourists than the older generations of tourists. Likewise, ‘Water sports’ was also another major external factor famous between the younger generations than the older age groups of 55-64 and 65+.

The age group of 18-24 were not so much interested in the ‘Packages and prices of the services’ when compared to the age group 35-44. However, people in the middle age range i.e. 25-34 and 35-44 years, thought this external factor was more important to motivate them than the older age groups of 45-54 and 55-64.

Table 4.3: Mean Comparison of the Internal Travel Motives of Total Visitors by Income Level

Dependent Variable	(I) Income (including scholarships and money support from any sponsor)	(J) Income (including scholarships and money support from any sponsor)	Mean Difference (I-J)
Having fun	Less than USD 20,000 per year	USD 31,000 - 40,000 / per year	.545*
Resting and relaxing	Less than USD 20,000 per year	USD 21,000 - 30,000 per year	-.393*
Getting away from the daily routine	Less than USD 20,000 per year	Above USD 50,000 / per year	1.474*
	USD 21,000 - 30,000 per year	Above USD 50,000 / per year	1.732*
	USD 31,000 - 40,000 / per year	Above USD 50,000 / per year	1.527*
Building relationship	Less than USD 20,000 per year	USD 21,000 - 30,000 per year	-.608*
		Above USD 50,000 / per year	1.726*
	USD 21,000 - 30,000 per year	Above USD 50,000 / per year	2.335*
		Above USD 50,000 / per year	2.048*
Experiencing culture	USD 21,000 - 30,000 per year	USD 31,000 - 40,000 / per year	-.959*
Exploring the unique natural beauty	USD 21,000 - 30,000 per year	Above USD 50,000 / per year	.979*
Self-Actualization	Less than USD 20,000 per year	Above USD 50,000 / per year	1.462*
	USD 21,000 - 30,000 per year	Above USD 50,000 / per year	1.729*
	USD 31,000 - 40,000 / per year	Above USD 50,000 / per year	1.745*

Table 4.3 shows tourists who received an annual income of less than USD 20,000, expected to have more fun than visitors of mid income level; who received an annual income between USD 21,000 - 30,000. However, resting and relaxing on the beaches of the Maldives were not expected as much by the former mentioned group of tourists when compared to the latter. ‘Getting away from the daily routine’ is more important for the tourists earning an income less than USD 40,000 per year, when compared to the tourists who enjoy an yearly income level more than USD 50,000. ‘Building relationships’ is highly expected by the tourists who achieve income levels between USD 21,000 - 30,000 and USD 31,000 - 40,000 a year than tourists who gain an income less than USD 20,000 annually and income of more than USD 50,000 per year. ‘Experiencing Culture’ is more valued by the tourists who achieve USD 31,000 - 40,000 per year than the visitors who gain an income of USD 21,000 - 30,000 annually. Tourists who earn a high income of USD 50,000 and above a year are less concerned about ‘Self-actualization’ when compared to the tourists of other income level categories. In addition, ‘Exploring the unique natural’ beauty of the Maldives is more famous amongst the group of tourists who earn USD 21,000 - 30,000 a year than the tourists who receive more than USD 50,000 a year.

Table 4.4: Mean Comparison of External Travel Motives of Total Travelers by Income Level

Dependent Variable	(I) Income	(J)	Mean Difference (I-J)
Transportation to and within Maldives	Less than USD 20,000 per year	USD 21,000 - 30,000 per year	-.182
		USD 31,000 - 40,000 / per year	-.454
Climate conditions	Less than USD 20,000 per year	USD 21,000 - 30,000 per year	-.584*
		USD 31,000 - 40,000 / per year	-.881*
Excursions	USD 21,000 - 30,000 per year	USD 31,000 - 40,000 / per year	.639*
Nightlife and entertainment	Less than USD 20,000 per year	Above USD 50,000 / per year	1.962*
	USD 21,000 - 30,000 per year	Above USD 50,000 / per year	2.077*
Spa treatments	USD 21,000 - 30,000 per year	Above USD 50,000 / per year	1.978*
Packages and prices	USD 21,000 - 30,000 per	Above USD 50,000	1.220*

	year	/ per year	
Destination Image	Above USD 50,000 / per year	Less than USD 20,000? per year	-1.432*
		USD 21,000 - 30,000 per year	-1.694*
		USD 31,000 - 40,000 / per year	-1.733*

Table 4.4 of multiple comparisons of external travel motives by income level illustrates, ‘Transportation to and within the Maldives’ and ‘Climate conditions’ were more important destination attributes to the tourists earning USD 21,000 - 30,000 and USD 31,000 - 40,000 per year when compared to people who earned less than USD 20,000 per year. ‘Excursions of the key attractions’ were highly expected by the visitors who made USD 21,000 - 30,000 annually when compared to tourists who made an annual income of USD 31,000 - 40,000. ‘Nightlife and entertainment’, ‘Spa treatments’ and ‘Packages and prices of the services’ were much more important factors to the tourists earning USD 30,000 and less a year when compared to high income earners of USD 50,000 and above per year. Furthermore, it was noticed that the ‘The image of the Maldives set to the outer world’ was not so important to the high income flyers when compared to tourists of low and mid income flyers.

Table 4.5: Overall Visitor Expectations of Alternative Destinations

Criteria	Hanghaameedhoo	Maafushi	Guraidhoo
<i>Internal Factors (Motives)</i>			
Having fun	8.39*	8.25	8.39
Experiencing the unique archipelago	8.64*	8.08	8.31
Resting and relaxing on the beaches	8.65*	8.08	8.02
Getting away from the daily routine	8.78*	8.42	8.34
Building relationship	8.43*	7.62	7.50
Social enhancement	6.77*	6.75	6.22
Learning new things	7.66	7.48	7.73*
Experiencing culture	6.70	7.49*	6.91
Meeting Maldivians	6.97*	6.44	6.16
Exploring the unique natural beauty	8.64*	8.05	8.30

Self-Actualization	8.48*	7.99	7.94
<i>External Factors (Destination Attributes)</i>			
Transportation to and from the destination	8.57*	7.55	7.95
Personal safety and security	8.66*	8.11	8.48
Overall cleanliness	8.45*	8.00	8.13
Climate conditions	7.47	7.66	8.17*
Friendliness of the people	8.19*	7.07	7.91
Excursions of the key attractions	8.78*	7.70	8.25
Nightlife and entertainment	7.88*	7.29	7.55
Water sports	8.47*	7.53	8.06
Beach relaxes	8.65*	7.85	7.98
Spa treatments	7.03	7.34*	7.05
The quality of the accommodation	8.58*	7.93	8.02
Packages and prices of the service	8.56*	7.89	7.89
Destination image	8.62*	8.37	8.13

*Indicates the highest expectation out of the 3 destinations

Table 4.5 showed that, tourists who visited Hanghaameedhoo and Guraidhoo islands were expecting to ‘Have fun’ and ‘Explore the unique archipelago’ more, compared to tourists who visited Maafushi island. ‘Resting and relaxing on the beaches’, ‘Getting away from the daily routine’ and ‘Building relationship’ were of high expectations of the visitors of Hanghaameedhoo, with mean scores 8.65, 8.78 and 8.43 respectively.

‘Social enhancement’ was a top priority of the Tourists who visited Hanghaameedhoo and Maafushi, while ‘Learning new things’ were mostly expected by the visitors of Guraidhoo island when in comparison with the other two islands. The highest mean score of 7.49 on ‘Experiencing culture’ was drawn from the expectations of the tourists of Maafushi. ‘Meeting Maldivians’, ‘Exploring the unique beauty’ and ‘Self-actualization’ were highly expected by people who travelled to Hanghaameedhoo island.

The above mentioned criteria are expectations that fulfill the internal travel motives. Table 4.5 also classifies external expectations which are mostly destination attributes that fulfills a traveler's requirements. When putting the external factors into comparison amongst the three

islands, tourists who visited the three islands highly expected 'Personal safety and security' and 'Overall cleanliness'. However, people who visited Guraidhoo island required 'Better climate conditions' than the other two islands. On the other hand, 'Transport to and from the destination', 'Friendliness of the people', 'Water sports', 'Quality of accommodation', Price and packages of the services' and 'Beach relaxes' were mostly declared as expected factors from the visitors of Hanghaameedhoo. A good 'Destination image' was expected by visitors of all three islands, meaning that the image of the Maldives is very important to tourists, even if they were to choose an alternative destination from the offerings of the country. 'Spa treatment' was a high expectation between the tourists who visited Maafushi islands with a mean of 7.34. 'Nightlife and entertainment' was mostly expected by the tourists of Hanghaameedhoo and Guraidhoo.

DISCUSSION/CONCLUSION

It was expected that tourists today seek more variety in the tourism products, and if they would choose island countries like the Maldives they would not just want to enjoy and relax on the sun, sand and sea. Rather the assumption was that they would want to know the culture, meet locals and learn the lifestyle of the Maldivian people. However, the results stated otherwise.

The results illustrated that when choosing alternative destinations of the Maldives, 'meeting locals', 'experiencing culture' and 'social enhancement' were of least importance amongst the visitors of these destinations. And that 'having fun', 'experiencing the unique archipelago', 'resting and relaxing on the beaches' and 'getting away from the daily routine' were the most influential internal motives of the visitors. In that manner, external factors that were most important when choosing alternative destinations in the Maldives were 'excursions of the key attractions', 'destination image', 'beach relaxes' and 'personal safety and security'. However, the weight age of these criteria shows an increase when compared to the previous results.

Thus, it can be understood that tourists arriving at the alternative destinations of the Maldives are not seeking variety from these destinations; instead they want to enjoy the Maldives, the unique beauty and attractions with its prestigious image, but with an affordable price.

The researcher also noticed that there was a difference amongst the three alternative destinations used to evaluate in this research while weighing the criteria that influenced tourists to choose

alternative destination choices in the Maldives. Tourists who visited Hanghaameedhoo island had higher expectations in regards to both internal and external factors that influenced them to choose this destination.

RECOMMENDATIONS

It is vital that the marketers and authorities of the Maldives know the influencing factors, both internal and external factors that play a role in helping the tourists to choose Maldives as a destination and further choose amongst the alternative destinations of the country. Thus, apart from show-casing the country as ‘Luxury’, it is also imperative that the promotional strategies implement ways to show that the country as a destination which is perfect for escaping, relaxing and resting. Thus, marketing strategies of the alternative destinations of the Maldives should consist of the nightlife and entertainment segment of affordable tourism with attractive packages and prices to illuminate the majority group of the tourists (which are the younger generations) arriving in the Maldives.

A further recommended approach to promote the destination as such is by using slogans that use these words such as ‘otherness’, ‘escapism’ and ‘romance’ as suggested in the study of Pike and Ryan (2004). Maldives with its unique archipelago and natural habituating completely distinguishable from many of the island countries can use multi-dimensional and multi-destination travel in island chains (Liu & Chou, 2016) as an advantage in its promotional strategies. This will help the islands of the Maldives to maintain the current image but also diversify its image according to the appeal of the target tourists as stated in the study of Aguilo et al (2005).

The message of promotion should be long-lasting, memorable and always relatable and renewable according to certain changes (Martinez & De Chernatony, 2004). The government should also use the community as a source of information. It can allow the birth of more clubs and associations that would provide real time content of the alternative destinations of the Maldives. Another form of true content provider is bloggers. The authorities can either invest in the country’s very own blog portraying all the necessary contents or hire free-lancers to provide accurate, timely and trusted information about the alternative destinations.

Thus, marketing strategies of the alternative destinations of the Maldives should consist of the nightlife and entertainment segment of affordable tourism with attractive packages and prices to illuminate the majority group of the tourists (which are the younger generations) arriving in the Maldives.

Moreover, what the marketers can do to attract senior tourists to the alternative destinations are showing the sunny side of life through Maldives, while ensuring them a relaxing and restful holiday destination which will give them the sense of self-actualization. The promotions should indicate that what the big chain resorts offer is also available at the alternative destinations at affordable prices which are comparatively similar thus would not have an obstacle in providing them the sense of self-actualization while fulfilling other required needs. The results reported marked that most of the Asians who arrived at these destinations were younger when compared to Europeans. Therefore, the marketing plan should be differentiated in terms of age groups and regions of the potential tourists.

In order to attract low to mid income level tourists to the islands offering affordable tourism the marketers and authorities of the industry and the government of the Maldives, should ensure that the service providers of these islands have the best convenient prices and packages to both the service providers and the target markets. The marketing needs to be done in such a way that tourists know they will be able to enjoy the sun, sand and sea experience, with the beauty of the country and other products and services at a reasonable pricing.

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THAILAND AS A DESTINATION FOR INDIAN WEDDING

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ABSTRACT

This research investigates factors that forced Indian couples to select Thailand as their wedding destination. Qualitative research approach was used as the primary data collection. Interview technique is been used Seventeen semi – structured interviews were conducted with nine Indian wedding couples, three Indian wedding organizers, and three tour operators related in Indian wedding business. There as many research paper regarding the factors that influence tourist from India and around the world to visit Thailand but not many paper are there about the factor that force Indian to choose Thailand as their wedding destination. The results propose in this paper are similar to few research works done in this field but those work are done on a particular area only but not on Thailand as whole for Indian wedding. Overall finding of this paper show the factor which forced Indian couple to select Thailand as their wedding destination are information sources, affordability, prestige, to be different from other, affordable jewelry, safe and secure, positive experience in Thailand, escaping daily routine, accessibility, limitation of number of guests. Easy Visa, Beautiful scenery sun sea and sand, easy transport, good hospitality, and world class hotel. The results also indicated that the strengths of Thailand are the beautiful landscape, Indian wedding expertise, affordable and value for money but less space and not everywhere by road, authentic Indian food is a weakness of Thailand. Also, everything available on demand, all in one destination, flight from every big city direct from India in Thailand this factor found to been very effective to select it as a destination for Indian wedding. What can be done to make Thailand most preferable destination for Indian wedding is also been discussed. Also, the most preferable sources of media for information collection is been fined and how wedding tourism can be resulted as a sustainable form of tourism is discussed.

Keywords: Wedding Arrangement Services, Event tourism, Wedding tourism, Attractive factors, Consumer Decision Making, Sustainable Tourism.

INTRODUCTION

Now there is more numbers of people who are well educated and employed which eventually brings the trend to getting marriage quite late this encouraged or force many couples to have their marriage late. Now today's generation wants things different from the past earlier people are more towards quantity and not quality. But today as people are more educated and have fast changing lifestyle they are getting late marriage so they also have money to spend and the best investment is on the lifetime experience that is on their wedding so they demand quality service and different experience. The best way to make wedding different is by having destination wedding and it is bringing in the concept of wedding tourism and to this change market also adopt.

When there's an increase in the number of tourists or tourism increase in a particular area or destination due to the celebration of wedding to that destination and where the bride and groom both are not from that destination or maybe the one is from the destination where wedding is and one is not it's is what wedding tourism is and the increase in the tourists to that are is from the process of wedding tourism (Maggie Daniels, Wedding Planning and Management: Consultancy for Diverse Clients, 2013). Reproducing of the social network is what wedding tourism is all about (Olwig K. R., 2002).

For everyone wedding is very important and the most precious movement of life. People spend a higher amount of money on their wedding just to have all the experience they dream of for their wedding and if it's in foreign country it makes you feel connected to that country and its culture for the life time (UNWTO, 2017).

Thailand the dream wedding destination

As Thailand is famous for its hospitality and have a number of beautiful location, venues and almost all the brand hotels and resorts it makes it the very promising destination for wedding and honeymoon couples and give them a wide variety to select among the very eye soothing destination.

As wedding brings lots of guest with it other than the family relatives and friends, and Thailand have direct flights to the international airports which is a good advantage. One of the best locations for romance which is also prefer as the romantic location of Thailand is northern Thailand. It has a range of very beautiful vegetation and the bewildering miraculous mountain that looks more astounding and marvelous at the time of periodic sprinkling and recurrent frigid acclimate from February to June.

if you want to have your wedding on a beach and if you have a dream to marry on a beach than you are on correct destination. Southern island of the Thailand and the Coast are among the few topmost eyes soothing and gorgeous in the world (Deng, 2012)

The Largest and the biggest island in the Thailand is Phuket. It is the prettiest from many dimensions' tourists like it a lot it's very its diversity is so vast it's feels like offering ton of destination at a single place. It got the most Engaged regional international airport in the country. It's been used by fifty-four international airlines and eight million international arrival. (Deng, 2012)

In the Phuket khao lak of Phang Nga region also Krabi Lake and mountain show a great Scenery to have a marriage celebration. This destination is very lovey-dovey and cheap in price to. (Deng, 2012)

After the Phuket it is ko samui which is favorite for the wedding on beach and including ko Tao and ko Phangan both is like that one of the most intimate places to get married. (Deng, 2012)

The wedding tourism is one of the biggest and the most rapidly growing segment today. It is the party of special event tourism. Now wedding tourism is very charming an attractive for every destination because it has a great potential to bring a hug amount of money but at the same time its negative effects are also not less. Now destination wedding is something that have many economic effect like ones a couple choose to have destination wedding they will spend on the hotel at the destination they will use the basic need's at the destination and will spend on the site of the destination also the guest who comes to the destination will be a wedding guest bit will explore the destination to which again generate income to the destination. (Deng, 2012)

From customer point of view who are having wedding has a very vast and high demand and they expect everything to be perfect and if in case it cannot be fulfil it's taken a face of dissatisfaction and disappointment. The biggest lost would be the spoiled image and the goodwill of that place which can decreases the tourism in future. (Deng, 2012)

Now many destinations are in a tight compilation to each other because of the same kind of activities or attraction offered by that destinations. knowing what customer really want is very important what really motivates them to select that destination and what improvement and added service they look for. also, it is important to know why one destination is competitively ahead of the other what are the advantage they have what are the weaknesses and strength of that particular destination.

India is a big Market for Thailand. Indian wedding industry is us\$25billion per year and is growing with the rate of 20% per year from 2013 (east, 2016). The average amount of money spend on Indian destination wedding in Thailand is approximately THB10 million and the number of guest ranges from 150 to 500 mention in Report from TAT (Tourism Authority of Thailand). On an average every India wedding in Thailand at least last for two

to six days. Sometimes for few weddings entire hotel is been booked and on average around 400 to 500 rooms are been booked for Indian wedding (Lookeast, 2016).

Thailand is very famous for its hospitality and nature it's been the potential destination for wedding and honeymoon. It has the ability to be the premium destination for Indian wedding. So, there is a need for the study in this area to know what can be done more to reach the fullest in this sector of wedding tourism.

However, there are not many research related to this topic, particularly on Thailand.

RESEARCH OBJECTIVES (RO)

RO-1. To study the Factors that makes Indian couples to choose Thailand as the destination for their wedding.

RO-2. To study what the strength and weak point of Thailand as a destination.

RO-3. To study how Thailand can attract more Indian couple to selected Thailand as their destination for wedding.

RO-4. The most preferred information sources use by Indian wedding couple to gather information about the destination.

WEDDING TOURISM

Having marriage on the different place other than where the couple stay it can be a tourist's destination or could be a place where anyone of them lives and the other went there to marriage his or her partner is a wedding tourism. Destination wedding are been named as wedding tourism because they wedding takes place at different destination not the same where the wedding couple are from the destination could be anyplace maybe the famous tourists attractions or maybe the place personal to the choice of the couple getting married. Family and friends assemble for to witness a very important and a big moment that is very close and special for the couple who are getting wedding. As it is well known that stereotyped wedding is a very costly affair. Wedding tourism is a part of the event tourism and the most important nucleus product of this is to make a leisure experience for the customer by given them what they really demand for and have it on its best they expected. It could be discern as a dispensing of product in wedding decorum witt and com (2006) as cited in (Deng, 2012). As traditional marriage is quite expensive the destination wedding has come up as another option instead of stereotypes wedding and this is getting people favorite among the ones who do not want to give huge amount for wedding.

As in today's tourism industry destination wedding or wedding tourism got it a special place because of its contributions to the industry and it's potential to be a big economic generator for the future, destination like Thailand, Phuket, Bali, Seychelles, Mauritius and some more location as Highly recommended destination for wedding (Dimitrios Mylonopoulos, 2011). There are many different and attractive promotion coming up for wedding on a best location and a very different and expertise service to make it one of a kind type of event for a couple and this type of facilities and packages can force anyone to have a destination wedding and it's will make that wedding a perfect dream true lifetime memory Shone & Parry (2004) as cited in (Deng, 2012). Now everyone needs a evidence or something that can be seen or experience before actually having it that's what now today's tourism provider's do they provide the handout and have their official pages or website by which they show how they work and what to expect from by showing the picture or videos of the previous function took place there on the wedding sites this encouraged the other customers to make a decision and help service providers to have some tangible evidence to market Kotler (2006) as cited in (Deng, 2012).

IMPORTANT ELEMENTS OF A DESTINATION FOR WEDDING TOURISM.

A destination has few best thing in it which is the soul of that particular destination and it's the main engine of that area that have the power to influence and pull the tourist toward itself and give them joy and that feeling of fulfilment. Now talking about the destination or area or site which is famous for tourism in such areas this key factors play a very vital and important role and can make the difference in victory and failure if not taken care of. This helps in making the future plans and policy to have a good and sustainable development in the time ahead (Deng, 2012).

PULL FACTORS

If someone travel to a destination because of the attractiveness of that particular destination is the pull factor for traveling as it's the factor that have forced an individual to travel to that destination because of it magnetic pulling power Baloglu & Uysal (1996 as cited in (Deng, 2012)

Environmental conditions: at the time when couple wants to make a choice for their destination things like scenery, and vista view Eye soothing landscape are always one thing to be taken care of and always have a thought about it. It is so important and valuable in such type of tourism that it's a competitive advantage and is value proposition for that destination and the service providers of that particular destination sell it on the ne of that attraction. In few studies environmental conditions are the pull factor (Chao Deng, 2012).

Accessibility to move around within the destination and to the destination: physical environment is very important factor but there are few more factor that play a role of pull factor and accessibility is one of the crucial among them (Deng, 2012). Transportation is very important when it comes to make a decision to visit a certain destination.

Accommodation: Visiting to any place or destination one thing that have to be taken care about and it's more a necessity than want it's the accommodation because visiting a destination one need to stay at some kind of accommodation like hotel, hostels, etc.

Primary/ necessary service & product: Every Type of tourism have its own products that have a big impact on pull factor. In destination wedding its somewhat very essential part because the product in this segment of tourism have a big influence on the experience. The product under this segment are bride and groom dress, bride jewelry sometimes they want traditional ones or something rare kind of stones, traditional and religion wedding ceremony so for this traditional equipment and religion guru who help in wedding should be available, food & drink, all kinds of flowers, and different attractive packages. Now the service for this segment of tourism (wedding tourism) have a pre decided well decorated venue, bridal makeup artists and makeup studio for guest also, wedding photographer, DJ music, after wedding party, arrangement for honeymoon like tickets or if at the same destination then transport and accommodation to the place, all the legal world and documentation for marriage also the permission from the local Authority (Deng, 2012).

Value for money: everyone wants to get the best price for the product they want. In tourism it is a major element of the decision-making process and also have a role in giving satisfaction or dissatisfaction ones the product and service is used. (Deng, 2012)

Safety and security: this two things safety and security is above all the pleasure all the attraction because it does not matter how beautiful or attractive the destination is the safety is must if there are terrorist attack or climate disaster the tourism for that bare would not work on its fullest.

CONCEPTUAL MODEL

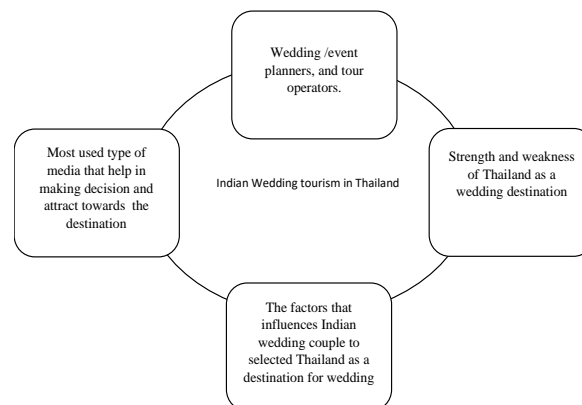


Figure 1: Conceptual Model

Conceptual model has the component that interlinked together to each other and have a role in make a destination preferable for wedding. Information sources help in creating the awareness and publicity among the potential customers and knowing the most preferable sources of information used by the customer the content on that particular sources can be modified and be more detailed and the importance can be given to the most preferable information sources to generate more customer and create an image of the destination. Service provider, wedding and event planners are the very important player in arranging for the Indian wedding and there expertise help in creating the experience. Knowing the strength and weaknesses of Thailand as a wedding destination help in working on that part and making it perfect for Indian wedding. Knowing the factors attracting Indian couple will help in knowing their decision-making process and the service providers can work on that factors and create more demand. Also, the factors which are important and influence the Indian couple to selected Thailand as their wedding destination. This will help in knowing the perception of Indian couples about Thailand and also the motive that really influence them to come to Thailand for wedding. Which will help in generating more such opportunity a market Thailand on that bases.

METHODOLOGY

The foundation for this research has three segment - exploration, interpretation, and conclusion. To continue with the further two segment the first that is exploration or investigation should be done with the most suitable data collection approach (Krishnan, 2008).

Qualitative research method is been used in this research. This method is used for non-numerical data collection. In qualitative research the method of collection of data is personal and the human interactions with each other took place. Like in one on one interview, Focus groups Ethnographic research, Case study research, Process of observation and record keeping. It helps getting the best and detail answers for the question and also what they really want and reason for that.

Qualitative research can be done in four phases. As per (Mankowski E.S., 2004) this stages are, act of asking, act of witnessing, act of interpreting, act of knowing (Krishnan, 2008)

In this research the data is been collected by Interview method. The face to face in depth interview is been Done between the respondents and researcher. At first the informants are been identified and selection is been done. Ones the informant are been identified researcher try to contact them and convince them for the interview appointment.

For this research 11 Indian couples, 3 wedding/events planners and 3 tour operators are been selected as the informants. At first informants are been contact and appointment for the interview is fixed.

Secondly Meeting with those informants for interview. During the interview questions related to each objective are been asked and the following questions according to the answers are been add to the interview everything is been observed and taken notes of to create a transcript later.

One's transcript is been developed data interpreting stage starts in which data is been analyzed systematically with the content analysis technique to know the results of this study related to the objectives. After that, the result has been find for the four-objective set for this research and then the findings are been discussed in detail.

Non-probability (Convenience sampling) is been used in the study. As this sampling is been used due to the limitation of time and financial assistance as using this approach can will give the best outcome with the available resources. Researcher start sampling keeping in mind the four-objective set for this research, also specifically importance is given to the trustworthiness of the selected sample. for this researcher approached the wedding planner and service provider who are in this Indian wedding business from at list 8 years and then come down to the less experience planners. Similar with the wedding couple who are heaving their wedding in Thailand during the research period are been tried to contacted than the one who already had wedding in Thailand and then come to the one who are planning to get their wedding done in Thailand.

Table 1: Data collection

Methodology	No of respondent	Key respondent characteristics
Face to face in dept interview with all respondents	3	Planning or working for Indian wedding
Face to face in dept interview with all respondents	11	Indian couple who having their wedding in Thailand or had their wedding or planning there wedding in Thailand
Face to face in dept interview with all respondents	3	Tour operator/service provides working for Indian wedding

DATA COLLECTION

SECONDARY DATA AND PRIMARY DATA

Research articles, journals, related to factors influencing Indian wedding couple to select a destination for wedding, Thailand as a destination for wedding, wedding tourism, destination wedding, wedding market, sustainable tourism newspaper update related to Indian wedding in Thailand, magazine report on wedding in Thailand, news update from TAT related to Indian tourist and Indian wedding in Thailand. As many different data sources are been used for the collection of secondary data.

PRIMARY DATA

The primary is been collected from the selected respondent. The collection of data is been done by using interview method in which 17 semi-structure interviews are been conducted. A semi-structure and in-depth interview provide not only the source of information that can answer the research questions and objectives but reveal the hidden details that add significance to the data gained. In-depth interview techniques allowed the researcher to collect data relating to their attitude and behaviors covering past, present and future.

DATA ANALYSIS

All the question asked in semi-structured interview for this study is open-ended question. This help the respondent and the researcher to clear anything that seems to be confusing or need further clarification. As there is limitation of time to conduct this research the analysis of data is started just after the researcher done all the interviews.

The interviews were either audio recorded or written on paper. After this the transcript is been created for all the informant or respondent. It helps in comparison of the data. As all the interviewed answer to the same question are been putting under one heading and the common answer were marked and cod.

CONTENT ANALYSIS

Content analysis one of the most preferred method to analysis data in quantitative research and analyzing quantitative data. It helps in finding or identify some patterns in the data. There is a way in which data has to be properly categorize and make observation and finding (McMillan, 2014).

The data examine method in this study is Content analysis is used for this study. Jankowicz (1995 as cited in (McMillan, 2014) suggested that using content analysis help in understanding some pattern in the answer collected by the respondent and making, knowing or classifying the meaning by categorizing the answer.

RESULT & DISCUSSION

Result of this study is identified similar and comparable to the previous literature, such as novelty, positive past experience, beautiful scenery, easy accessibility, value for money, famous Thai hospitality, Indian wedding expert, capacity of venue, budget, more promotion, remain flexible, space issue, train staff for Indian wedding specially, faster immigration, appointing Indian wedding planner, are been founded in research done by (McMillan, 2014). Prestige, relaxation, scaping daily routine, easy accessibility affordability are factors found in a research done by (EIMAN MEDHAT NEGM, AHMED MOUSSA ELSAMADICY, 2017). Landscape and scenery are beautiful and attractive, It is easy for the guests to fly in for wedding, Various wedding packages are available, Variety of rings and jewelry can be brought jewelry stores at a reasonable price, Climate here is warm and nice, beautician and hairdresser availability, safe and secure, affluent venue are been founded in the research done by (Deng, 2012).

Factors that make's Indian couple to choose Thailand as the destination for their wedding.

There are few factors which are been detected during the analysis of the data that influence the most Indian couple about their selection process of the Thailand as their destination for the wedding. These are to do something in a unique way that make their wedding special and memorable and want to be unique from others. They should be first one, don't want to use

the same place ones used by their friends or family (McMillan, 2014) and this is the biggest reason for moving out of Indian domestic wedding venue, want to show prestige a social status to the world, having a wedding in a luxury. Jewelry in Thailand is available at a very affordable price and easily available (Deng, 2012). wedding couples like the weather in Thailand, they have visited it before and liked it very much, it's low coast destination and value for money, all year ready for wedding function, Thailand is all in one destination, got best landscapes, beautiful scenery for Pre-wedding photoshoot, Affluent venue and accommodation, all the facilities and services on demand, safe and secure place to have a family function, Less stress (Deng, 2012) (McMillan, 2014) (EIMAN MEDHAT NEGM, AHMED MOUSSA ELSAMADICY, 2017) are one of the big factors as in destination wedding couple can enjoy relax and explore leaving all the worry on wedding planner. Lot more beneficial than having a wedding in India. Wedding in India is quite stressful affair as people have to take care of many things from food to transport and have to invite a lot more people as in India it's seems as a disrespectful things if an invitation does not invite all the members of a family. But in destination wedding you can avoid this unwanted guest and can enjoy with limited people. So, each individual cost something to the couples so avoiding a large number of them by having destination wedding is cheap as compared to the wedding in India. Also, a luxury hotel or villa is far more expensive in India but a 5-star hotel in Thailand is cheap and very affordable than India

Some very important factors are easy to travel within the destination and less documentation work on visa and availability of all kinds of transportation. Infrastructure is better than India many respondents believe that the infrastructure facility is far better than India and beautiful to that is plus factor for the destination.

Strength and weaknesses of the Thailand as a destination for wedding.

It's founded that Thailand has a strong foot in factors like it's inexpensive and value for money, it got very beautiful beach, easy access to jewelry and at affordable price, Thai famous hospitality and easy to travel around by the transportation, safe and secure place for wedding function, world class infrastructure and is a destination for honeymoon photoshoot and wedding not only just a wedding destination but more. Beautician hairdresser are easily available, Expertise is another important and a very strong factor for Thailand as Thailand has experience in hosting many Indian wedding from past many years so there are expert planners and hotel also have events manager who are very expert in organizing Indian ceremony.

Weak point to be taken care of are not all the destination within the country is connected by road transportation, visa is easy to get but the process at the airport takes lot of time, Indian wedding is very large with a lot of guest so it has to arrange a venue that can accommodate so many guests and arrange all the facilities there. But it's still an issue in Thailand as there are not very big space hotel to accommodate so many guests and a bulk service are also difficult to find as it has not to be compromising with the quality. So, there is a need to create a big accommodate area or venue for Indian wedding as it an important market for Thailand. this issue is also been discovered by (McMillan, 2014) .

Indian wedding are very demanding there are hundreds of things to be taken care of but not everywhere everything is available at all the venue it has to be brought from other big city sometimes even from Indian so if some urgent situation take place or some things got Short it's hard to bring it as it takes time from few hours to several days and this is the issue. Regular flight facility is need to the connecting destination which is another issue that had been find.

Authentic Indian food is weak point as many hotel and different venues are failed in providing the real Indian touch in the food which makes a huge difference in satisfaction and dissatisfaction.

How can Thailand become more attractive for Indian wedding?

Indian middle class is in majority and it is developing faster economically and have broader views about everything and want to experience travel and new things. So, with a good economic power they can be the biggest target market from India. As rich upper class can go to any destination because of no limitations in terms of money but middle class have to look at the pocket and then can decide so targeting middle class means there must be services on a budget and must have Value to the money. Indian middle class have destination wedding but in domestic location only normally. But with the budget promotion and low coast wedding services can get this market to Thailand. As Thailand already have a big number of Indian middle class tourist and visa facility and less difference in currency rates give a push to choose Thailand as an over sea destination for their wedding just need is to make more offers for middle class couples to encourage them to select Thailand as destination wedding. It's can be done by the hotel as they can keep offers for India wedding couples also wedding planner can have their services according to the budget of the customer and should have something to offer to the lowest budget customer also. There can be different levels of service like from luxury wedding to a budget wedding according to the customer budget.

Indian always want to have a traditional wedding only does not matter if the location is overseas. So, to provide the originality Indian wedding planners must arrange all the related authentic stuff need to make a religious Indian wedding And Should be updated with the upcoming trend in Indian wedding. After all its all about food Indian wedding is always full of many different types of food for guest and it is must in Indian culture. A good and a bad food can make a lot of difference in guest opinion and satisfaction levels as this is a soul of a Indian wedding so there should be a professional Indian chefs who prepared the food for guest of not available one should be appointed specially for this purpose as it's so important factor. Wedding planner and hotel should have Indian employees working with them it can help in understanding the wants and making guest comfortable.

Indian wedding as there are many ceremony and function which couples wants to enjoy with friends and family only. For this Wedding planner can suggest the venue away from any resident so that no one will really object on it. Also, hotel should provide personal space to the wedding guest. If 80% room are booked by wedding guest hotels should not make more guest to have room in hotel as that could spoil the experience of both guest and other tourist. More affordable villas and private property can be made to avoid this inconvenience to the wedding guest.

The most preferred information sources used by Indian wedding couple to gather information about the destination.

Information sources are the median used for collecting information like social media, internet search, friends and relative, and travel agent. Indian wedding couples have to come across many of them to get the required information and for the selection of venue. But thorough this objective we want to know the best one and most preferable sources so that more priorities can be given to those sources for providing offers and information by the government and service providers.

It has been founded from the data that most of the young couple uses mixed media for gathering information. Out if this social media places a very important role in creating the urge to seek more information about the Thailand as a destination. Social media like

Facebook pages, Instagram hashtag, traveler bloggers, and YouTube video have been a big influence for selecting Thailand.

Also many couples mentioned that they use simple internet search if they want to know the information the difference in this type of couples is that they have Thailand already in their mind as a destination for wedding or they have been already attended some functions here so just to know the details they go through this process of searching information directly on internet.

Words of mouth is known to be the best influencer and its ones again proved as all the couples have agreed that word of mouth is something that make them trust the most in this destination. As many of them have relatives or friends who have already visited or attended wedding in Thailand or have their wedding in Thailand and their suggestions for this place make's them to have their wedding also in Thailand.

Indian wedding are often very large so to have a comfortable journey and not to be stressed people chose travel against as to get the ticket and even for arrangements there at the destination also ask for the suggestions and information about the destination.

Overall, almost all sources are been used by both tourist and service providers to give information and gather information. Out of this if it has to be arranged it could be like First is internet search, then social media, then travel agency. But if it is about influences its words of mouth, social media, internet search and travel agent.

Wedding tourism and sustainability

On the basis of finding it shows the clear picture that sustainability and wedding can go hand in hand as for the destination to be attractive and tourist pulling it has to maintain its beauty and attraction and as for destination wedding most important factor is nature, surrounding, infrastructure and culture. Its more over a need to protect the natural environment and culture than only the guest will choose the destination or else there are many other destinations in competition. So, for this there are many sustainable practices are been followed like not using of plastic in wedding, cleaning and maintenance of beaches not disturbing locals but providing jobs and buying local supplies. For the wedding guest convenient infrastructure is been developed and roads connectivity is also done which is beneficial for the local community also. As wedding couple like places which are untouched and full of nature like beaches and mountain but those area are not much developed as by growing demand for such places big hotel are been made there which help local to earn and easy there life by the facility been developed but development here doesn't mean exploitation but as we discussed above to keep guest coming it has to maintain it beauty and charm. So if we put it on triple bottom line of sustainability we can see the positive TBL environmental (all the place's are been maintained to be attractive and at it fullest) social (as local culture is one of the factor for selecting destination so it is been maintained and respected) economy (destination wedding is economy generator and it help in developing job for the locals to).

RECOMMENDATIONS

Recommendations for wedding/event planners, hotels, and tour operators.

As Indian wedding tourism is a growing in Thailand. So, there is a need of giving this sector more priority. The service providers for Indian wedding should have the options of different levels of services for Indian wedding, not only luxury services or high-class products should be taken care of. There should be products for middle class also to encourage them to have wedding. All the planners must have a positive attitude toward their customers and should consider every single demand very seriously because as for Indian it is a one in a lifetime experience and they can't afford to spoil it. Also, all the arrangement should be done in advance and backup have to be there for if anything goes wrong.

Hotels can outsource more staff when there's a wedding because it's need 24hr busy service and limitations of staff can be a problem. Also, Indian food should be prepared with all the authenticity if needed one Indian chef should be there to take care of the food. if the majority of rooms are booked by wedding guest hotels should not take any further booking for those few wedding days. Also mentioned by (McMillan, 2014) flexible with music and late-night party. Arrangements of big Hall or ballroom and venues are very much recommended so to cater Indian wedding in a single place.

Tour operator should recommend the venue that is not very crowded to the wedding couples so that they can enjoy their time and ceremony. Also, should take care of smooth immigration process of all guest, pick and drop facilities for the guest and visiting the destination.

Recommendations for the government

As government is continually making more attractive policy for wedding in Thailand by offering more incentives and lowering tax by providing visa on arrival facilities to Indian but still the quality is needed as there are long waiting to complete the process which is very uncomfortable. as the guest are in large number so its more frustrating so this need to be improved. More policy regarding sustainable wedding practices and guideline to the hotel, venue manger and planners should be given. Also, more care and protection should be given to the natural attraction which attract more Indian coupe for wedding. more frequent flights should be there within the destination so that faster one can reach the venue. Also, little relaxation could be provided to the wedding guest on party and music.

IMPLEMENTATION

The finding of this study will help the wedding planners, hotel event managers, tour operators, government, and marketers. It helps in knowing the factors that encourage Indian couples to choose Thailand as a wedding destination and after knowing the weak and strong point of Thailand as a destination those area could be worked on and make them strong. Knowing the Most preferred information sources will help in giving more importance to those particular media of information to generate awareness and marketing through those sources. Also, government can promote the factors which are very much liked by the Indian couple also the weak point can be taken care of to avoid them. Also, wedding can be carried out sustainably without harming nature.

FURTHER STUDY

The further studies can be done on this topic on one particular sector like hotel or wedding planner. The focus of this study is only on four objective there are many other objectives to be taken care of in a wedding destination. Also, the competitive destination can also be researched and compared.

LIMITATIONS OF THE RESEARCH

For this research there are certain limitation like the first is the financial limitation, than time period, there is short time to collect the information or data for this research. The collection of data is done on the tourist destination within Bangkok and on Suvarnabhumi airport, the data from the tour operator and wedding planners is collected on the place where they agree to give interview within Bangkok, so the geographical limitation is also there. The interview is done only with the informant who are there in Bangkok during the data collection period so the other couple who are here before or may be here will not be included.

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LEGAL LIMITATIONS OF FUNDING SUSTAINABLE TOURISM SOCIAL ENTERPRISES IN THAILAND

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ABSTRACT

A significant limitation on the success of many social enterprises in Thailand is the source of financing available to them. Social enterprises generally rely on an initial investment from the private sector or loans from financial institutions, access to which is very limited. In addition, support from the government in different forms such as the Social Enterprise Promotion Fund or crowdfunding regulated by Thailand's Securities and Exchange Commission (SEC) is limited as well. As such, an understanding of the system and legal amendments are essential to the success of Sustainable Tourism Social Enterprises in Thailand.

Keywords: Sustainable tourism, Social enterprise, Crowdfunding, financing

INTRODUCTION

The concept of Social Enterprise in Thailand started in line with the target of achieving the Sustainable Development Goals (SDGs) of the United Nations that include eradicating poverty in all its forms and the protection of the environment. These SDGs are further supported from the standpoint of the ASEAN Community as promulgated at the ASEAN +3 Cooperation meeting in 2019 to promote social enterprise as a foundation of the sustainable economic development of the ASEAN region (Charasuksawat, n.d.). In 2019 Thailand enacted the Social Enterprise Promotion Act. (Royal Thai Government Gazette, 2019) with the aim of further strengthening the Thai social enterprise ecosystem. However, one of the main limitations on social enterprise operations in Thailand is the source of financing available to them. Social enterprises generally rely on an initial investment from the private sector or loans from financial institutions (Thai Credit Guarantee Corporation (TCG), 2020) which can affect both their operational costs and operational risks. Additionally, social enterprises in Thailand cannot rely on the new Social Enterprise Promotion Fund under the Social Enterprise Promotion Act due to the limited availability of capital within the fund. The cost of complying with all the regulations associated with the act may cause an additional financial burden to the social enterprise. Sustainable tourism social enterprises (STSEs) face similar impacts because successful enterprises, communities, tourist sites and entrepreneurs rely on continuous and adequate sources of funding to finance their enterprises. As a result, the idea of Crowdfunding has been adopted as an alternative source of financing sustainable tourism social enterprises. In Thailand, the offering of securities via electronic systems or networks, known as crowdfunding, is operated specifically under the Securities and Exchange Act B.E.2535 by the announcement of the Capital Market Supervisory Board (CMSB) on the Subject: *Regulations regarding the offering of securities via electronic systems or networks* (Capital Market Supervisory Board, 2015).

OBJECTIVES

Crowdfunding in Thailand has some issues in not only the adequacy and reliability of disclosure of information, but also problems with the limited amount of investment allowed under current regulations (Kulapattachart, 2018). Thus, the questions this article is intended to answer are as follows: How much can social enterprises in Thailand, especially tourism social enterprises, rely on Thai Crowdfunding platforms? and how can legal obstacles associated with the costs of financing be removed?

METHODOLOGY

The methodology used for this academic article is the “literature review” method. This involved identifying, analyzing, and evaluating key literature sources related to social enterprise legislation and sustainable tourism in Thailand. Sources included the Social Enterprise Promotion Act. BE 2562, other related government legal documents, key finance-related notifications from the Securities and Exchange Commission (SEC) and other sources such as academic articles, research papers and minutes from public hearings.

The Social Enterprise Promotion Act. BE 2562 requires the setting up of a Social Enterprise Promotion Fund. The fund relies on the following sources; 1) contributions from the social enterprise themselves (as of June 2020, the exact amount has yet to be announced). 2) administrative fines. 3) donated money or assets. 4) income from the financial management of the fund’s assets. 5) other funds or assets received from the private sector both within the country and abroad, such as foreign governments or international organizations. Therefore, as can be seen from the above conditions, Thailand’s social enterprises not only have to be legally registered under the Act but also have an obligation to pay contributions into the fund that will possibly lead to them facing higher costs. The required contributions seem to be contrary to the objectives of the fund that are aimed at promoting, supporting and developing social enterprises (Social Enterprise Promotion Act (SEPA), 2019 sec. 46). Moreover, an STSE that requires financial support from the fund must request the support only in the form of start-up loans for establishing the social enterprise, or to fund its initial business operations for a period not exceeding 2 years, with a possible extension of not more than 4 years, or request in the form of other financial support as prescribed by a Royal Decree (SEPA, 2019 sec. 48). The legal limitations can be viewed as a potentially significant operating cost burden for the STSEs due to the terms of contributions and additional payments to support the fund (Wanrath, n.d.).

RESULTS

Possible solutions to the cost burden associated with the Social Enterprise Promotion Act. BE 2562 may be considered using two approaches; 1) Cancellation of the contributions, or minimizing the amount of contributions from social enterprises, or providing contribution exemptions during the start-up phase in which enterprises generally do not have a stable cash flow or profit margin. 2) Providing loans from the Social Enterprise Promotion Fund without the existing limitations (start-up phase and initial period of operation) and the extension of the grace period for operations in the initial phase of more than 2 years, with a possibility of extension to more than 4 years until the enterprise is stable enough to make a profit without having to rely on external sources of financing anymore. In addition, the loans should be provided with a minimum interest rate to reduce the financial costs and repayment burden on the social enterprise. Both the above approaches would enable STSEs to reduce their operating costs and further reduce their dependence on commercial investment from the business sector or financial institutions which will have a positive effect on reducing their operating costs and risks.

A question that might be asked is that if the government implements the solutions mentioned above, how will the Social Enterprise Promotion Fund be sustainable, given the reduction in income from social enterprise contributions? The answers may include 1) the government can raise more funds from donations in terms of cash or assets from the private sector both within the country and abroad, as well as international organizations. 2) the government must systematically and efficiently develop a measuring and monitoring system of fund or grant spending to maintain the long-term stable status of the fund itself. Given the reality that an amendment of the regulations pertaining to the use of the Social Enterprise Promotion Fund may be a difficult and lengthy process, sustainable tourism social enterprises may need to find other financing sources that enable them to avoid relying on costly funds from the business sector, or financial institutions. Crowdfunding can be a cost effective and relatively simple alternative source (Kongsakul, 2020) but the feasibility of crowdfunding platforms in Thailand raises some legitimate concerns.

DISCUSSION/CONCLUSION

A study on social enterprise promotion in Thailand by Vichit Charasuksawat, (n.d.) states that aside from the drawbacks of the Social Enterprise Promotion Fund, there are also limiting factors related to financing, including 1) restrictions and conditions imposed by the funders; many of whom are foundations or funds that may focus on trying to influence the social enterprise to align their goals and objectives to reflect the goals and objectives of the funding organization. 2) limitations of risk because many funders are not yet confident in the stability and sustainability of the social enterprise sector and may be risk averse, therefore the social enterprise may have difficulty attracting investment. 3) limitations of knowledge and understanding of the specific challenges social enterprises face in balancing profit maximization with social impact creation among many private and social sectors which can limit access to funding including crowdfunding.

The current Crowdfunding regulation in Thailand was issued under the Securities and Exchange Act B.E. 2535, supervised by the Securities and Exchange Commission (SEC) which aims to prevent negative impacts from crowdfunding investment. The SEC is responsible for regulating and determining the qualifications of an intermediary website provider (Funding Portal) which is responsible for selecting fundraising companies, investment limits, and issue size for fundraisers. A study by Natthakrita Kulapattananachot (2018) regarding the limited amount of investments found that restrictions on the offering of securities through crowdfunding has set limits for individual investors on investments in a 12-month period. The restrictions mean that within a 12-month period, investors can invest in any number of shares from offering companies, but the amount of investment in each company must not exceed THB 50,000, and the total investment amount must not exceed THB 500,000 per 12-month period. These restrictions may not be appropriate in times of a rapidly growing economy, where demand for financing is robust, and may well be inappropriate to the individual investors who are financially viable and ready to invest but are bound by the limitations set forth in the regulations.

In his study, Natthakrita compared the current Thai regulations governing crowdfunding to those of the USA, which are regulated under the Securities Act, Section 4(a), 6(B). In the US, individual investors are also limited in the amounts they are allowed to invest in all regulation crowdfunding offerings over the course of a 12-month period: If either of an investor's annual income or net worth is less than US\$107,000, then the investor's investment limit is the greater

of: US\$2,200 or 5% of the lesser of the investor's annual income or net worth. If both annual income and net worth are equal to or more than US\$107,000, then the investor's limit is 10% of the lesser of their annual income or net worth. During the 12-month period, the aggregate amount of securities sold to an investor through all regulation crowdfunding offerings may not exceed US\$107,000, regardless of the investor's annual income or net worth. The restrictions on investors in the United States is in a variable form based on the income proportion of each investor and there is no fixed limit on the investment amount. This framework provides more investment opportunities to investors compared to the restrictions in Thailand and also helps promote the growth of both the crowdfunding platforms and fundraising in general. Natthakrita also proposed that the Capital Market Supervisory Board set criteria for dividing individual investors based on the investor's financial status into 3 groups: 1) high net-worth individuals who should have the freedom to make investment decisions without limiting the amount of money due to their high-risk tolerance profile and the protection of limited investment is therefore not necessary. 2) middle-income individuals who may invest a proportion of their income as investors but no more than 10% of net income in the period of 12-months. 3) lower-income individuals who may specify a highest amount of investment up to THB 50,000 per individual in a 12-month period. In all the above cases, Thai government agencies will be responsible for determining the method of calculating annual income or net income of investors, or the methods for calculating investors' assets to suit the situation of Thailand.

RECOMMENDATIONS

As mentioned above, there exist limitations of financing under the social enterprise law and limitations on the amount of investment under the crowdfunding regulations (Sookasang, 2015). Crowdfunding is an important alternative for sustainable tourism social enterprises in Thailand that lack a source of funds in any other form and understanding the foundation of funding portals and fundraising platform systems (known as intermediaries) is essential for sustainable tourism social enterprises. There currently exist two main models consisting of: 1) All or Nothing system in which the intermediary will collect the funds from the backer (investor) and retain the funds during the process with the fundraiser only acquiring the funds when it reaches the indicated amount within a specified period. A 5% fee is deducted from the targeted fundraising for the intermediary. In case the funding does not reach the specified amount, the fundraiser will gain nothing, and the backer will receive a refund. This system may be suitable for aesthetic businesses such as general tourism projects but not for social enterprises due to the nature of the funding curve. 2) Flexible systems in which the fundraiser or backers can freely choose to specify a time and amount or the fundraiser can continue to raise unlimited funds. A system that is open to raising funds continuously will deduct the intermediaries fee as soon as the decision is made to support the project by the backer. The fundraiser will receive money to proceed with the project immediately even if the fundraising target amount is not fully achieved and the backer will not receive a refund. In the case of the fundraising target being achieved, the intermediary will collect a 4% fee from the amount of funding, but if the fundraising is unsuccessful, the intermediary will collect a 9% fee because it is open for funding with unlimited time. This system may be more suitable for social enterprises as they can start operations in a stepped way and continue to raise funding as they begin operations and scale up.

As a result of the limitations and restrictions from related laws and regulations discussed in this article, it is essential for sustainable tourism social enterprises to choose not only the style and system of the crowdfunding that suits their specific business project, but also to consider the legal obstacles and restrictions from the Social Enterprise Promotion Act as a cost burden.

Regarding the recommendations to amend the Social Enterprise Promotion Act, and the Crowdfunding regulation from the Securities and Exchange Commission, the proposed amendments should lead to the success of more sustainable tourism social enterprises in Thailand.

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THE RESIDENTS' ATTITUDES TOWARDS THE EXPANSION OF CHINESE INBOUND TOURISM MARKET IN PHUKET PROVINCE, THAILAND

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ABSTRACT

China nowadays is the most tourist-generating market in Phuket Province, influencing the expansion of the Chinese inbound tourism market rapidly became the dominant position on the island. The objective of this study is to examine the perceived tourism impacts of residents and investigate their attitudes toward the expansion of the Chinese inbound tourism market in Phuket Province in 3 fields, including economic impact, socio-cultural impact, and environmental impact as the primary purpose. A research methodology employed a quantitative approach, using quota and convenience sampling techniques as participant methods. While target residents included in the sample are selected to meet the specific criteria. Emphasize on a self-administered survey technique, using a structured-questionnaire with open-ended questions and question-statements adapted from similar questionnaires as used in previous studies. Hence, the 400 questionnaires will distribute and collect to/from the participant in-person by a researcher at their homes, workplaces, and any places where they will be a convenient source of data for a researcher, throughout February - March 2020. The conducting area indeed quoted by the total of provincial populations in each district including, Mueang Phuket District (60.40% = 241 questionnaires), Thalang District (18.77% = 75 questionnaires), and Kathu District (14.24% = 56 questionnaires) respectively. Data analysis will use IBM SPSS Statistics Version 25. The scale reliability will calculate by using Cronbach's alpha coefficients, values greater than .7 are acceptable. The collected data will analysis using descriptive statistics, independent sample t-test, one-way ANOVA, and regression analysis. The study also aims to attempt an application of "Social Exchange Theory" as a framework for explaining the findings. The results of the survey will be used effectively as suggestions and guidelines for the sustainable development of the tourism industry in Phuket Province, minimizing negative impacts while promoting positive results. As well as encourage tourists, residents, and tourism operators on the island to live together happier.

Keywords: Resident's attitudes, tourism impact, Chinese tourism market, social exchange theory

INTRODUCTION

The rapid growth of the tourism industry in Thailand nowadays is partly significant due to the increase in the number of Chinese tourists visiting Thailand. When targeting the most famous touristic island in Thailand as Phuket Island, it is inevitable to mention that, recently, China is the most tourist-generating market on this island. Chinese visitors travel to Thailand all year round, even during the low season. While during the peak season, the number of Chinese tourists on the island swells to over a million, flock to Phuket, especially around the Golden Week China national holidays and Chinese New Year. They are the strong spender that considered one of the primary sources of tourism income to Phuket, generating the most foreign tourism receipts to Thailand. The particular market contributes various advantages to the destination, while several unfavorable circumstances attached as well. To maximizing benefits while minimizing costs, sustainable tourism development to the Chinese inbound tourism market in Phuket Province would take into account. Accordingly, sustainable tourism planning habitually requires residents in areas participation and support at all stages of development. Therefore, they are regarded as one of the

significant primary factors when considering and managing the economic, socio-cultural, and environmental, which stage in the process of forming tourism development in any community. However, just a few research has been conducted within Phuket's context so far. Most of the previous research has held in the content of host attitudes towards tourism development in a given area. Therefore, in an attempt to fill this gap, this current study aims to examine the perceived tourism impacts of residents and investigate their attitudes toward the expansion of the Chinese inbound tourism market in Phuket Province in the field of economic impact, socio-cultural impact, and environmental impact, respectively. And finally, research also proposes to investigate how residents shape their attitudes and perceptions toward supporting the future development of a particular market in the territory. The results of the study will be used effectively as suggestions and guidelines for the sustainable development of the tourism industry in Phuket Province, minimizing negative impacts while promoting positive results. As well as encourage tourists, residents, and tourism operators on the island to live together happier.

OBJECTIVES

This study aims

1. To examine the perceived tourism impacts of residents towards the expansion of the Chinese inbound tourism market to Phuket Province in the field of economic impact, socio-cultural impact, and environmental impact, respectively.
2. To investigate residents' attitudes and perceptions towards the perceived tourism impact regarding the expansion of the Chinese inbound tourism market to Phuket Province in the field of economic impact, socio-cultural impact, and environmental impact, respectively.
3. To investigate residents' attitudes toward supporting the future development of the Chinese inbound tourism market to Phuket Province.

Finally, the study also aims to attempt an application of Social "Exchange Theory" as a framework for explaining the findings.

LITERATURE REVIEW

The factors influencing residents' attitudes

More than the progress, as mentioned earlier that to achieve sustainability of tourism development, the goodwill from residents required as the primary dominant of their support tourism development in the community (Chen, 2015). While the perceived tourism impact of residents based on their individual and varieties of potential factors. This study employed the socio-demographic characteristics as factors influencing residents' perception to explain the variations attitudes toward the expansion of Chinese inbound tourism market in Phuket province. There are diverse factors influencing residents' perceptions developed from previous studies, which including gender, age, marital status, educational level, occupation, average monthly income, economically dependent on tourism, and economic involvement in tourism (Andereck, & Nyaupane, 2011; Chen, 2015; Chetanont, 2015; Esmat et al., 2017; Látková & Vogt, 2011; Nunkoo and Gursoy's 2012; Rasoolimanesh et al., 2015; Sangkakorn et al., 2017; Soontayatron, 2010; Untong et al., 2010). Besides these general factors, other more specific factors should also considered include a native resident of the area (Látková & Vogt, 2011; Rasoolimanesh et al., 2015), area of residence (Chen, 2015; Rasoolimanesh et al., 2015; Sangkakorn et al., 2017; Untong et al., 2010), the shortest distances between residence and popular tourism destinations (Chen, 2015; Pulina et al., 2013), and length of residence (Untong et al., 2010; Chen, 2015; Rasoolimanesh et al., 2015;

Soontayatron, 2010). In examining residents' attitudes, it is also important to highlight certain aspects such as the type and degree of interaction between residents and tourists, and frequencies of communication with Chinese tourists (Chen, 2015; Sangkakorn et al., 2017; Soontayatron, 2010). Therefore, based on the individual sense and the variety of socio-demographic characteristics factors, mentioned earlier could intensity influence the perceived tourism impacts regarding the expansion of the Chinese inbound tourism market in Phuket on the residents either positively or negatively on their support for the future tourism development in the community.

The impacts of Chinese inbound tourism market in Phuket Province on the residents

Over the last ten years, the residents' perceptions toward tourism development explored by several scholars (Andereck & Nyaupane, 2011; Chen, 2015; Chetanont, 2015; Esmat et al., 2017; Látková et al., 2011; Matarrita-Cascante, D., 2010; Nunkoo and Gursoy's 2012; Pulina et al., 2013; Rasoolimanesh et al., 2015; Sangkakorn et al., 2017; Sharpley, R., 2014; Soontayatron, 2010; Sroyetch, S., 2016; Untong et al., 2010). Recently, the expansion of the Chinese inbound tourism market in Phuket quickly became the source of the major-market in Phuket. Therefore, the tourism development phenomenon can utilize the area of economic, socio-cultural, and environmental impacts on residents. Positive economic effects on residents include increased employment opportunities and business opportunities for residents (Andereck & Nyaupane, 2011; Deery et al., 2012; Marzuki, 2012; Rasoolimanesh et al., 2015; Sangkakorn et al., 2017; Untong et al., 2010; Zhou, 2010), increases residents' income, improve the local economies, generates more tourism-related revenues, local entrepreneurs improve products/services to welcoming Chinese tourists, improve public utility infrastructures, such as roads, electricity, and water supply, and attract more investment (Deery, Jago, & Fredline, 2012; Marzuki, 2012; Rasoolimanesh et al., 2015; Sangkakorn et al., 2017; Untong et al., 2010). Therefore, the residents might do not feel like they have to move to other cities to earn their living. While there are several scholars and news agency argued negative consequences, including The Zero Dollar Tour (Chinmaneevong, 2015; Khaosod, 2016; Keawpromman, 2015; Matichon Online, 2016; Ngamsangchaikit, 2016; Phuket Gazette, 2010; Prachachat Online, 2016), the decline in the number of quality tourists other nationalities and tourism-related revenues generated by quality tourists has decreased, increase rate of non-residents in the labor force of the community (Marzuki, 2012; Prachachat Online, 2016; Sangkakorn et al., 2017; Untong et al., 2010). According to Untong et al., (2010) argued that there were some positive consequences regarding socio-cultural impacts of tourism development on residents, and the studies of Sangkakorn et al., (2017) emphasized on the Chinese inbound tourism also revealed the benefits of this tourism phenomenon on residents as well. Positive impacts include local people adapt to the arrival of Chinese inbound tourism market in Phuket, the government promotes and supports the Chinese inbound tourism market in Thailand, the government publishes policies and guidelines on how to solve the problem of Chinese inbound tourism market to Thailand, promote cultural exchanges between local people and Chinese tourists, enhances the understanding of Thai cultures on Chinese tourists while facilitates the notion of how to adapt to Thai cultures, as well as might make local people proud that Phuket regarded as a popular destination among Chinese tourists (Sangkakorn et al., 2017; Untong et al., 2010). In contrast, several studies revealed the adverse socio-cultural effects regarding tourism phenomenon (Deery et al., 2012; Látková & Vogt, 2011; Lee et al., 2010; Rasoolimanesh et al., 2015; Sangkakorn et al., 2017; Untong et al., 2010; Zhou, 2010). Negative impacts on residents include contributed to the decline in privacy and peace of residents in the community and tourists destinations, contribute a nuisance to the community and people in the area, such as a loud noise, cut in line, push others, smoke in public, spit in public, throw garbage in public, etc., increasing rate of Chinese people

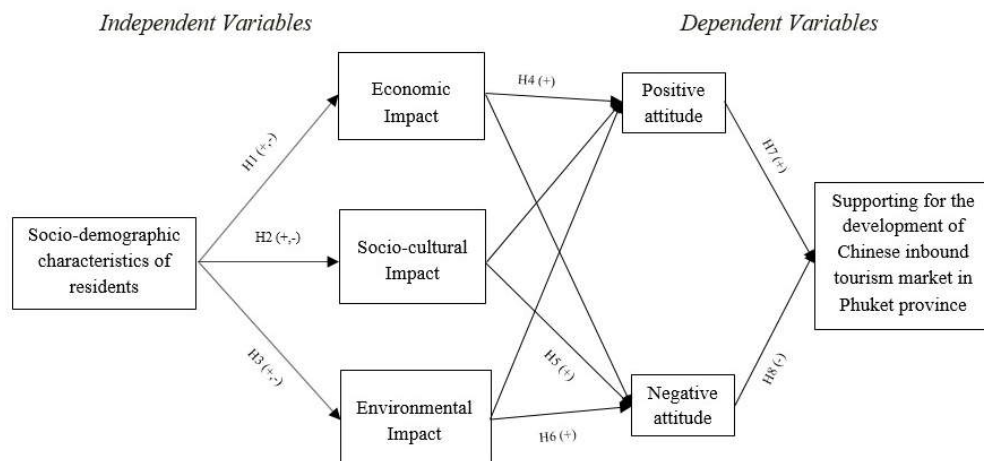
come to work illegally in Phuket such as tourist guide for Chinese, photographer for Chinese, tour companies for Chinese, hotel for Chinese, and others through using fake documents especially “The national ID card” to set up businesses, businesses strategy of the Chinese inbound tourism market in Phuket has changed to adapt to the influx of Chinese tourists, culture - tradition are being offered more commercially, as well as the virtual tradition has formed to meet the needs of Chinese tourists (Marzuki, 2012; Prachachat Online, 2016; Sangkakorn et al., 2017; Untong et al., 2010; Wanapinyosak, 2015). Furthermore, due to the ease of earning money from this tourism circumstances, some residents might get involved in criminal activities brought to increases the incidence of crimes, thefts, and drugs, as well as implicitly lack safety and security in life and properties of local people in the community (Deery et al., 2012; Látková & Vogt, 2011; Lee et al., 2010; Rasoolimanesh et al., 2015; Sangkakorn et al., 2017; Untong et al., 2010; Zhou, 2010). Oviedo et al., (2008) and Untong et al., (2010) has argued that in the aspect of environmental, it improves in better landscapes and surroundings appearance of communities. Promote the protection and conservation of natural resources/environments in the city, such as national park fees earning, which contribute to government revenue, promote better environmental management, and enhancing environmental awareness (Andereck & Nyaupane, 2011). However, several studies revealed environmental impacts that include increase the construction of tourism facilities (recreation/entertainment) and services in the hospitality and tourism industry in communities, increase physical impact on ecosystems which is the physical impacts of tourism development, such as the construction of recreational and entertainment facilities through nature destruction, and the physical impact of tourism activities especially marine activities, adventure activities in the forest, etc., increase pollutants such as solid waste, water pollution, air pollution, noise pollution, and other forms of environmental pollutants, and increase the overcrowding of traffic congestion and accident rate on the roads (Deery et al., 2012; Látková & Vogt, 2011; Lee et al., 2010; Rasoolimanesh et al., 2015; Sangkakorn et al., 2017; Untong et al., 2010; Zhou, 2010).

The predictors of residents’ attitudes towards the expansion of Chinese inbound tourism market in Phuket Province

Emerson formerly presented social exchange theory or SET in the year 1976 as a theory of sociology. It related to the rewarding process through weighing costs - benefits of two or more social groups (Boley et al., 2014). The theory is concerned about the individual’s perspectives to choose their interactions after evaluating costs and benefits. It attached importance, which seeks to minimize costs while maximizing profits. SET has subsequently been applied to the field of tourism studies to explain the perception of residents towards tourism development (Gursoy et al., 2018; Haobin et al., 2014; Látková & Vogt, 2011; Nunkoo & Ramkissoon, 2012; Nunkoo, Smith and Ramkissoon, 2013; Sánchez Cañizares et al., 2014; Styliadis, 2016). It holds that social interactions might provide rewards. Therefore, people attempt to find rewards in their interactions with each other (Homans, 1961). As a result of this theory, attitudes are stimulated by the socio-demographic characteristics like the possibility for economic gain through analysis and demonstrate in social interactions. In brief, individuals who benefit personally from tourism development often perceive more excellently economic benefits and only small scales of negative socio-cultural and environmental impacts than those who do not. Most of the studies on this topic have found that the perceived tourism impact influences residents in three basic cost-benefit categories: economic, environmental, and socio-cultural (Vargas Sanchés et al., 2008). Several previous studies argued that positive and negative impacts of tourism development on residents in terms of economic impact, socio-cultural impact, and environmental impact are closely linked. Some researchers summarized the result that residents of the economic depression area likely to believe that tourism

development will provide them more excellent financial benefits. Therefore they will estimate the costs of tourism development to be less important than the economic benefits that they will gain (Liu & Var, 1986 and Sheldon & Var, 1984). For this reason, it seems to be possible that the poorer the perception of the economy, the better the community interaction with the tourists (Cater, 1987). Moreover, the more significant reaction of the community towards tourism, residents will have a more positive attitude on tourism development. Which is allowed they acquire a favorable outcome from their relationship with tourists and tourism activities (Allen et al., 1998). However, it is normal that the community will always consist of a diversity of residents. Hence, the benefit of exchange could be a compass to lead the aspect of their attitude towards tourism development. Some groups might support tourism development if they can gain any advantage to their well-being. In contrast, some groups might resist it after weighing cost-benefit from an exchange and resulted in some way that costs have overestimated the benefits.

Conceptual framework



Hypothesis

- H1: There is a relationship between socio-demographic characteristics of residents and their attitudes towards economic impact.
- H2: There is a relationship between socio-demographic characteristics of residents and their attitudes towards socio-cultural impact.
- H3: There is a relationship between socio-demographic characteristics of residents and their attitudes towards environmental impact.
- H4: There is a positive association between economic impact and the perceived positive attitudes of residents.
- H5: There is a positive association between socio-cultural impact and the perceived negative attitudes of residents.
- H6: There is a positive association between environmental impact and the perceived negative attitudes of residents.
- H7: If residents' attitudes towards the perceived tourism impact positive, then they are likely to support the development of the Chinese inbound tourism market in Phuket Province.
- H8: If residents' attitudes towards the perceived tourism impact negative, then they are likely to refuse to support the development of the Chinese inbound tourism market in Phuket Province.

METHODOLOGY

Recently, most studies concerned about attitudes and perceptions of residents towards tourism impacts employed a quantitative research approach as a participant procedure (Chen, 2016; Rasoolimanesh et al., 2015; Sangkakorn et al., 2017; Untong et al., 2010). This study applied a quantitative method to more entirely reach the aims of the intended objectives. The population is the provincial population of Phuket, which up to 402,017 people. To avoid bias as well as to substitute the whole residents with different socio-demographic backgrounds. Hence to have an equal chance of being selected, then quota and convenience sampling techniques were applied. The target residents included in the sample chosen to meet the following specific criteria, including Thailand-born residents (Thai nationality), holding a household registration and living in Phuket province permanently within the past five years, and age of 20 years old or older. As there is no sampling frame, then the data collection gathered via non-probability sampling techniques. Refer to the sample size, after calculated by substituting the numbers of residents into the Yamane formula, the sample is the number of 399.6024024829965. To obtain reliable data, therefore, the sample size has an increased to be 400. A survey method employed a self-administered survey technique, using a structured-questionnaire with open-ended questions and question-statements adapted from similar questionnaires as used in previous studies. A total of 400 useable questionnaires will distribute and collect to/from participants in-person by a researcher at homes, workplaces, and any places where they are a convenient source of data for a researcher, throughout February - March 2020. The conducting area quoted by the total of provincial populations in each district including, Mueang Phuket District (60.40% = 241 questionnaires), Thalang District (18.77% = 75 questionnaires), and Kathu District (14.24% = 56 questionnaires), respectively.

Data collection instruments

The questionnaire is composed of three sections:

Section 1: The first section investigates residents' attitudes and opinions towards tourism impacts. Regarding the expansion of the Chinese inbound tourism market in Phuket Province, in the field of the economic impact, socio-cultural impact, and environmental impact. To examine the perceived impacts and perceptions of residents, indeed, the question format designed to be both open-ended and question-statements. It classified into three main questions following tourism impact revealed in literature reviews. In those three sets of items, all started with one open-ended question that respondents have to identify the perceived both positive and negative tourism impacts towards the expansion of the Chinese inbound tourism market to Phuket. Following by, structured-questions provided in the table format, there are statements of tourism impacts revealed from previous studies. It requires respondents to respond, and rating on a scale from 1 strongly disagree to 5 strongly agree. The first set of questions is economic impact following by, socio-cultural impact and environmental impact, respectively. To less effort for respondents, this questionnaire is a more straightforward way to answer questions, so the interval scale applied to this part.

Section 2: This section focuses on the survey of overall attitudes and opinions of residents regarding the solution guidelines and the support toward the Chinese inbound tourism market in Phuket Province. Open-ended and structured questions employed in this section. The first question deserves to acquire suggestions regarding the solution guidelines of tourism impact. Next is asking ideas towards supporting the Chinese inbound tourism market in Phuket. There are spaces provided under both questions, to express their opinions, and to add any suggestions that they might wish to share. The third question is presenting in the tabular form, which involves two statements of overall attitudes and opinions toward the expansion of the Chinese inbound tourism market in Phuket

Province. This question set the respondent requires to evaluate list responses on rating a scale from 1 strongly disagree to 5 strongly agree. This questionnaire is a more accessible way to answer questions so, the interval scale used in this section. In the end, there are four more short open-ended questions arranged to acquire more detail indeed toward the overall perceptions of the respondent. **Section 3:** The last part is concerned about the personal information, to acquire socio-demographic characteristics of respondents. The detail of sampling consists of overall demographic, social-economic, and interaction-communication information. The item of questions about gender, age group, marital status, education level, occupation, economically depended on tourism, economic involvement in tourism, average monthly income, English and Chinese language skills, native resident of area, area (district) of resident, the length of living, the relationship with Chinese people, and the frequencies of interacting with Chinese tourists. Therefore ratio, nominal, and dichotomous scale applied to this section. In addition to providing respondents to add any additional comments, concerns, or suggestions that they might wish to share, so space well prepared in the last question.

DATA ANALYSIS

Data analysis will use IBM SPSS Statistics Version 25. The scale reliability in the questionnaire will calculate by using Cronbach's alpha coefficients and values greater than .7 are acceptable. The data collected will analysis using descriptive statistics, independent sample t-test, one-way ANOVA, and regression analysis. The study also aims to attempt an application of Social "Exchange Theory" as a framework for explaining the findings. The results of the survey will be used effectively as suggestions and guidelines for the sustainable development of the tourism industry in Phuket Province, minimizing negative impacts while promoting positive results. As well as encourage tourists, residents, and tourism operators on the island to live together happier.

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PERCEPTIONS OF SERVICE QUALITY IN BOUTIQUE HOTEL, PATTAYA

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ABSTRACT

Pattaya is one of a prime destination in Thailand for every type of international tourist that offers an abundance of attractions. Pattaya offers a variety of basic amenities to the tourists including accommodations. This study aimed to investigate the service quality perception of the international tourist on their staying in boutiques hotel, Pattaya. Ten international tourists have been encountered for an in-depth interview about the service quality of the boutique hotels they have stayed at least for one night. SERVQUAL theory has been used in this study. Results reveal that “Assurance” is the most satisfying factor for all the tourists. Not all the tourists appreciated the other factors of SERVQUAL. Therefore, those factors should be focused to increase the service quality of the tourists.

Keywords: Perception, Service Quality, SERVQUAL, Boutique Hotel, Pattaya

INTRODUCTION

Tourism is considered a significant industry that generates huge income for the country. Thailand is a top tourist destination in South East Asia. Each year Thailand attracts several millions of tourists around the globe. Thailand's international travel and tourism from the year 2013 - 2017 has shown an average increase of international tourists, seeing from Thailand's annual compound growth rate of 9.88% per year.



Source: Department of Tourism

Fig. 1. International tourist arrivals to Thailand Year 2013-2017

According to the statistics of tourism revenue of the tourist destination, it is shown the Chonburi province is the third-highest following Bangkok and Phuket. However, the revenue of the destination is ranked third, but in comparison with the percentage change from 2016 it has increased by 17.37% which is a very high increase from the five other provinces in Thailand (Department of Tourism, Ministry of Tourism and Sports, 2018).

Table 1 Top 5 income Generated Tourism Provinces in Thailand

Year 2017			
Rank	Country	Income	% Change
1	Bangkok	873,837.77	+7.38
2	Phuket	391,880.14	+7.96
3	Chonburi	220,413.35	+17.37
4	Krabi	93,989.60	+9.68
5	Chiangmai	92,774.83	+5.29

Miss Suladda Sutinvanan, Director of the Tourism Authority of Thailand (TAT), Pattaya Office, informed in 2016 that, Chonburi province had the tourism revenue of 2.06 Billion Baht, an increase of 255 Billion Baht or by percentage is 54.01%. The number of arrivals has increased by 11.7 million or 38.41% from the year 2015. The increase was due to the revision of the hotel database from 42,887 rooms in 2015 to 62,102 rooms. The average stay is 3.42 days and the average cost is 4,150 Baht/person /day (Prachachart Business, 2017).

Pattaya, an international tourist destination in Chonburi province is about 140 km southeast of Bangkok, located on the Far North of the Gulf of Thailand. The inner part of this city is divided into four parts: North Pattaya, Central Pattaya, South Pattaya, and Jomtien Beach.

In the first six months of 2017, Pattaya had about 8 Million tourists. The total revenue was expected to increase by 8-10% from the year 2016 (Department of Tourism, Ministry of Tourism and Sports, 2016)

The boutique hotels started to exist from the 1980s (Lehtinen & Lehtinen, 1991). The other term is later mentioned as Highly Individual Place. There are various terms widely used to describe these types of hotels which are townhouse hotels, lifestyle hotel and designer hotels (Lehtinen & Lehtinen, 1991). Boutique hotels are typically small hotels that offer high of service and provide authentic cultural or historic experiences and interesting service to the guest (Day, Quadri & Jones, 2012). A Boutique hotel is another option to create an alternative for tourists to select while traveling.

In Thailand, the competition of Boutique hotel called the Thailand Boutique Award is conducted by Krunghthai Public Co. Ltd. Its allies to encourage and promote Boutique hotels in Thailand. Furthermore, it promotes tourism in Thailand and creates awareness of a small hotel in the country (Thailand Boutique Awards, 2019).

Therefore, the prime objective of the study is to explore the perception of service quality performance of the boutique hotels in Pattaya Thailand. An In-depth interview has been conducted to the foreign tourists who stayed in a boutique hotel, Pattaya. Furthermore, the research outcome should be valued for the boutique hotel business and implemented several tools for evaluating service quality, which is one of the most effective ways of measuring tourist satisfaction which can improve efficient policy and strategy to attract the main tourist and increase tourism revenue.

RESEARCH OBJECTIVES

The main objective of the paper is to explore the perception of service quality performance of the international tourist on their staying in boutique hotels, Pattaya Thailand.

LITERATURE REVIEW

Quality is judged subjectively by consumers and is a difficult concept to assess, particularly in tourism experience (Jonsson-Kvist & Klefsjö, 2006). The quality of the service encounter involves two significant elements: service personnel and the service setting (Gabbott, & Hogg, 1998). Three characteristics of service personnel should be taken into account: (1) employees' expertise, which is associated with creativity, flexibility, and responsibility to the customers; (2) employees' attitude, which is related to their openness, friendliness, and empathy; (3) the demography of the service provider, which is related to gender, and educational level (Surprenant, Solomon & Czepiel, 1985). The service setting refers to the contact environment. Aesthetically pleasing physical surroundings and physical content can influence people's mental state (Maslow, & Mintz, 1956). Since the feeling of quality is a subject concept, it may differ among different settings.

Service quality in the tourism industry receives growing consideration (Hudson, Hudson, & Miller, 2004). The quality of the service encounter should be viewed from the customer's perspective. Customers assess the efficiency of services rendered based on what they consider to be desirable and not necessarily what is desired (Mills, 1986).

Service quality is the degree of difference between the customers' expectations for service and their actual perceptions of performance (Lim, & Endean, 2009). Expanding this definition, service quality is the overall evaluation of a specific service, comparing that performance with the customer's general expectations of what performance should be like (Parasuraman, Zeithaml, & Berry, 1985).

In the service industry, many service quality models have been developed. (Lehtinen & Lehtinen, 1991). suggest three guidelines for service quality: (1) physical quality, (2) corporate quality, and (3) interactive quality. Furthermore, (LeBlanc, 1992). indicates six factors of customer perceptions of service quality, in order of importance. These are corporate image, competitiveness, courtesy, responsiveness, accessibility, competence. (Grönroos, 2000). integrates several previous studies and proposes a service quality model based on seven criteria: professionalism and skills, attitudes and behavior, accessibility and flexibility, reliability and trustworthiness, service recovery, atmosphere (physical surrounding/ environment), reputation and credibility. Among existing service quality models, the best well-known model is SERVQUAL which was developed by (Parasuraman, Zeithaml, & Berry, 1985). The initial 10 categories are (1) reliability; (2) responsiveness; (3) competence; (4) access; (5) courtesy; (6) communication; (7) credibility; (8) security; (9) understanding/ knowing; and (10) tangibles (Parasuraman, Zeithaml, & Berry, 1985). In 1988, (Parasuraman, Zeithaml & Berry, 1988). refine SERVQUAL dimensions as follows: tangibility, reliability, responsiveness, assurance, and empathy. SERVQUAL as an instrument has been widely recognized and tests in various service industries for measuring service quality.

Evaluation of service quality is not entirely dependent on the outcome of a service, but also on the process of service delivery. However, it seems difficult to tell which is more crucial than the other; it depends on the circumstances or the subjects to be investigated.

The concern of service quality may differ among different countries. The importance and perception of service quality are highly dependent on customers' values and beliefs (Furrer, Liu & Sudharshan, 2000). The need to customize measures of service quality for different cultures should be emphasized (Jabnoun, & Khalifa, 2005).

METHODOLOGY

Following the SERVQUAL theory, this study has used a set of questionnaires to explore the perception of service quality of the international tourist stayed in the boutique hotels in Pattaya. Those questionnaires are consisting of four demographic questions of the respondents and five structured open-ended questions related to the main components of SERVQUAL which was finally refined by (Parasuraman, Zeithaml & Berry, 1988).

In terms of demographic information, this study asked the respondents about the respondent's gender, nationality, and how many days they stayed in the hotel. The interviewer didn't ask any informant's name and age as those are sensitive to some person and also to respect their identity and privacy. But, instead, the interviewer created code consist of an alphabet and a numeric value in terms of analyzing the data provided by the respondents

RESEARCH RESULTS

The study collected data through an in-depth interview from ten international tourists who stayed in boutique hotels in Pattaya at least for one night. Those ten respondents were from five distinct nations namely Bangladesh, Bhutan, Cambodia, China, and Japan. This study didn't encounter any other tourists from Europe, America, Africa or any other continents around the world.

Table 2 Demographic Description of the Respondents

Respondents no.	Code	Country	Gender	Length of staying
1	BAN1	Bangladesh	M	2N/3D
2	BTN1	Bhutan	M	2N/2D
3	BTN2	Bhutan	M	1N/1D
4	BTN3	Bhutan	M	1N/1D
5	CAM1	Cambodia	M	1N/1D
6	CAM2	Cambodia	M	2N/2D
7	CAM3	Cambodia	F	2N/3D
8	CHN1	China	F	2N/3D
9	JPN1	Japan	F	1N/1D
10	JPN2	Japan	M	1N/1D

According to Table 1, there was one respondent from Bangladesh, two respondents from Bhutan, three respondents from Cambodia, one respondents from China and two

respondents from Japan. Among all ten respondents, seven respondents were male and three respondents were female. The average length of staying is 1.5 nights and 1.8 days.

As mentioned earlier, according to the SERVQUAL theory five factors represent the service quality of a product. Those factors are Tangibility, Reliability, Responsiveness, Assurance, and Empathy. And this study wants to explore the perception of the service quality of the foreign tourists stayed in boutique hotels in Pattaya.

Regarding tangibility, all of the tourists were satisfied with the services and environment of the hotels they have stayed. Those satisfactions were found consistent according to the rent they have paid. BTN2 explained about his satisfaction more specifically.

Services offered by the hotel are outstanding with the reception counter open round the clock. There was a range of amazing services provided by the hotel such as free wifi, television, bathtub, locker, well-furnished cupboard, boiler, among others.

Most importantly the bed is majestically prepared with thick fleecy mattresses enveloped under the clean bedsheet. In addition, room environment is cool and cozy with well-functioning air conditioner

In terms of reliability, every informant expressed that they found that the hotel tried to maintain their promises. But JPN2 said that,

I believe only 60% is true of what they claimed. They said they have a hot shower, but I find it the shower is broken so I just used the cold shower. About facilities, they have pool, gym, but sometimes they are fixing, changing the room and renovating and they didn't talk about that in the used that these can't be used by the customers. So I bought my swimming suit but I couldn't use.

Concerning the responsiveness, this study found mixed comments. Although seven informants mentioned the positive and prompt responses they received from the employees, three respondents found the employees are late. They requested something from the employees, but they had to wait for longer which disappoint them very much. BAN1 complained about one service which was not working. But sadly, that was not fixed until his leaving. But JPN2 provided significant comments regarding that;

*They kept us waiting and they do it when I asked for the second time according to my experience.
It's always about the feeling if the hotel staffs are in a good mood, they do everything for us, if they are not in a good mood, tired, sleepy or lazy they just promise us to do, but they actually don't.*

Regarding assurance, every informant found the employees were well-knowledgeable about the hotel services, timetables, and surroundings. They guided all the informants whoever asked anything from them. And the employee's courtesy was also gained praises because they greeted all the tourists in the traditional Thai ways.

And finally, in terms of empathy, everyone but BAN1 and JPN2 was satisfied with the employee's care to the guest. That is because as mentioned above, they both were dissatisfied

that they were not given importance when they requested something. And no one from the hotel felt the same for them and there was no one to say sorry for the inconvenience. And, JPN2 stated that,

It's also maybe my problem because I choose cheap hotels, but if I paid higher and received lower service, I would be angry

Table 3 According to all the findings this study ranked those five factors in following order

Rank	Factor	Perception
1	Assurance	High
2	Tangibility	Average
3	Responsiveness	Average
4	Reliability	Low
5	Empathy	Low

Following the ranking stated above, the tourists perceived assurance more positively followed by tangibility and responsiveness. These findings are in line with (Karunaratne, & Jayawardena, 2010). It reflects that all the hotels are concern about the physical environment of the hotel and the amenities they offered. All of the staff of the hotels are well knowledgeable about any kind of indoor and outdoor information based assistance to the tourists. Knowledge about only the hotel is not enough to serve or satisfy a tourist. The employees also must know the knowledge of the local environment and attractions and any kind of information that guides the tourists as they ask for. Their courtesy to the tourists was also praiseworthy since they use the traditional Thai greetings with smiling face, politeness and humble manner. And this is really crucial to the tourists in order to have a friendly environment. In some cases, guests forget about any limitations of the hotel replaced by the courtesy and behavior of the staff. And these skills will add more competitive advantage among all of the boutique hotels in Pattaya.

On the other hand, these findings are contradictory to (Hossain, 2012; Al Khattab, & Aldehayyat, 2011; Markovic, & Raspor, 2010; Minh, Ha, Anh & Matsui, 2015). where either empathy or reliability perceived more positively than the other factors. This contradiction might differ due to the cultural context and tourist's origin, and interviewees number. All of the interviewee's in this study are Asian which is considered as a potential limitation of this study. Moreover, this study encountered only ten interviewees. If the number of interviewees increased, there would be more opinions and experiences explored the service quality of the boutique hotels in Pattaya. Furthermore, this study lacks participation of interviewees from Europe, America, and other continents around the globe.

RECOMADATIONS

According to the service quality of the boutique hotels in Bangkok is moderately low. Boon-Itt & Rompho (2012) stated that the main reason for lower service quality is weak problem solution and lack of customer compensation. They also mentioned that this weakness

is due to insufficient skills in the English language and the absence of authorization of decision making.

This current study exhibits the service quality in an average manner. The strong lack of boutique hotels is not updating the present situation of their property. They don't express anything that may cause inconvenience or breach of commitment and expectation of the guests. The hotels may be trying to run the business and keep the guests anyhow. It may bring some temporary business to them but, in the long run, it will damage the reputation. The hotels should be transparent to the guests in every possible matter.

Although all the hotel employees are well knowledgeable and skilled, they still need to respond promptly in order to speed up the service they provide. And they need to be more professional by leaving any personal issues out of their workplace. The business will be way better if all the management of the boutique hotels in Pattaya follows up the lacking accordingly. The business will be way better if all the management of the boutique hotels in Pattaya follows up the lacking accordingly. This finding may be useful to business competitiveness to best fulfill customer needs and for applying to a sustainable business strategy for hotel business and others organizations in the future.

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PONE YAY GYI, A ROYAL FOOD FROM THE KINGDOM OF BAGAN: TO UPGRADE AND PROMOTE TRADITIONAL ANCIENT MYANMAR FOOD FOR ATTRACTING TOURISTS AND SUSTAINABLE DEVELOPMENT OF THE RURAL PEOPLE LIVES

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ABSTRACT

This mini research paper is studying Pone Yay Gyi, a kind of Myanmar's traditional food since the 12th Century Bagan Dynasty. The food was originally known for Royal food, handing over generation to generation till now. The study emphasizes on production method, ways of consuming/cooking, nutritional value in general, traditional method of marketing and modern market penetration strategies. The main ingredient is horse gram beans, fermented naturally with the yeast from Palm tree juice. The traditional method of producing Pone Yay Gyi is simple and natural. The fuel used in production process is the paddy husk which is the natural waste from agricultural byproducts. The coverage area of the study includes Bagan, Nag Tha Yauk and Myingyan townships, which are the origin and major producers of this product. Pone Yay Gyi is produced of two types: powder and paste. Both are in the most convenient size of packaging and ready to cook. The study is using data from random personal interviews conducted in a friendly atmosphere with a series of qualitative questionnaire as well as practical field observation at Pone Yay Gyi production workplaces in those coverage areas. The findings propose the food is rich in protein and carbohydrates (according to secondary data from a previous research), and it is widely consumed throughout the country because of its nutritional value and inexpensive price. Even though the majority of the owners in this business currently use the traditional packaging and way of distribution, many new generations have started to invest in new marketing strategies including product innovation, packaging innovation, and distribution innovation. The development of Pone Yay Gyi business enhances local employment, more income for local people, and the sustainable conservation of a traditional royal food.

Key words: Pone Yay Gyi, Royal food, Bagan, Healthy

INTRODUCTION

Myanmar possesses a wide range of traditional dishes and foods which are dated back since ancient time. Myanmar's traditional foods are mostly rich in taste, healthy and full of vitamins. Among them, Pone-Yay-Gyi is a famous and delicious Myanmar traditional food

and a side-dish that has been consumed widely by locals as well as tourists alike. Some researchers believed that Pone Yay Gyi was also a popular meal for royal people from Bagan Era (12th century). Pone Yay Gyi is produced from various beans and peas like horse gram, Indian Brown lentil, red gram, soybean, and so on. So, it is of high nutritional value. Out of the beans described, horse gram is mostly used to prepare Pone Yay Gyi in most of the Bagan, Nyaung Oo, Nga Tha Yauk and Myingyan rural areas, which are the main producers of the food. It has thick paste, dark brown color and sour taste. Mostly it is prepared and served as a salad by mixing with oil, garlic, onion and sometimes with grained dry prawn. As a dish, people also cook it with pork, fish and eggs. Due to its proper combination ingredients, Pone-Yay-Gyi is undoubtedly one of the healthiest and the most delicious foods to be consumed.

The process of making Pone-Yay-Gyi is simple, but takes time. For the production purpose, horse gram is boiled with water for three to six hours, adding salt to get the taste. The water extract is sat overnight to allow ferment naturally with yeast from palm-tree juice. The solution is then made into a thick viscous paste by heating. It usually takes an average of 18 hours to make paste from the extract stage on fireplace. The final paste is packed into small packages and distributed to the retail and wholesale market. Recently, the paste is made dried and powdered so that it takes longer for storage and to carry oversea with ease according to the market demand. The powder can make In Myanmar, the main production center of Pone-Yay- Gyi is Nga-Tha-Yauk Township, Mandalay division where people have been manufacturing it since ancient times. Although the process is slightly different from people to people, a constant effort is made to meet the authentic taste of Pone-Yay-Gyi. Nowadays some give a try to use modern technology to produce Pone-Yay-Gyi without compromising its authentic taste but saving time and energy.

This research focuses on the uniqueness of Pone-Yay-Gyi, its origin, the process of collecting raw materials and production process, its value in both local and foreign market, the customers' feedback to manufacturers, the challenges in updating the taste, the changing ways of processing in past years, varied marketing strategies, the likeability factors by local consumers and its future sustainability. The research questions were organised by EMBA students before visiting the rural places where Pone-Yay-Gyi is widely manufactured as a sole earning for local business. Some secondary anecdotal data are from elderly people from the villages of Bagan and primary interviewed data are the results of the answers randomly given by the manufacturers and daily wage workers.

Moreover, Bagan is one of the major tourist attractions in Myanmar, with its thousands of ancient pagodas and amazing archaeological heritage sites. The growth of tourism in a region is more or less effective to the development of small and medium local businesses in that region. More and more tourists to Bagan long for different attractions and community based activities in the region rather than just visiting pagodas. Therefore, the workplaces for Pone-Yay-Gyi production recently become visit sports for both local and international travellers. Cohen (1984) suggests that tourism has a social impact of culture. According to Yoeti (1997:2) in Alex a, el (2016) terms of a tourism destination that is something to see, something to do and something to buy. Ohlan (2017) suggests that tourism development and economic growth are integrated.

Myanmar has ranked highest among the world's 20 quickest-growing travel destinations in 2019, according to the report from the United Nations World Tourism Organisation. Vietnam and the Philippines are also regional winners together with Myanmar in making the top 10 best performing emerging travel destinations. On top of that, in order to boost the tourism industry in Myanmar, the government has introduced new regulations on visa requirements to

facilitate easier access for tourists, grants visa-free entry, e-visa access and visa on arrival to many of the world's countries. Not only air transportation, tourists can also get into Myanmar by land transportation through boarder gates from China and India. So, more and more international visitors are entering Myanmar. The number of inbound tourists to Myanmar targets 7.5 million arrivals by 2020 as in the Tourism Master Plan (laid in 2013).

In addition to international visitors, challenging and off-roads activities in a destination becomes popular among young generation in Myanmar. With the influence of social media, traditional food production such as Pone-Yay-Gyi and traditional handicrafts such as lacquerware are of high interest among the youths. Tourism growth and development of traditional food processing have mutual benefits in Bagan region.

OBJECTIVES

The objectives of this research are

- To identify factors that affect the sustainability of Pone-Yay-Gyi production
- To study the influence of tourism activity on the business
- To study the sustainability of Pone-Yay-Gyi production, enhancing local employment and local business in the region

LITERATURE REVIEW

We have found supporting evidence on ancient Myanmar lifestyle – their methods of making living like food, clothing and shelter – in books and on traditional wall stele. The economy had started booming since the era of Bagan. As the political reign and colonization of Bagan kings had expanded, the land was also expanded accordingly for agricultural purposes. It had even used to become one of the offering elements in ritual worshipping ceremony as of the list found on the backside of the maps. The list mentions different types of crops including rice, corn, chilies, lime, and so on, with the indication of how they did farming and gardening (Than Tun, 1969).

Amongst the kings who ruled Bagan, there was a king named Nara Thiha Pate', who was known for binge eating habits in history. He was born on April 23rd 1283. He took the throne in AD 1256 and ruled the kingdom till 1287. As the words run in history, it says that the king used to eat every of his meals with full of 300 dishes, and one of them is Pone Yay Gyi (The [*Maha Yazawin*](#) chronicle (Kala Vol. 1 2006: 238–240)).

Starting from the Bagan days, Pone Yay Gyi has become a popular product in every era to this date. The production has only been in cities like Bagan, Nyaung Oo, Myin Gyan and around central Myanmar. Even though we can find Pone Yay Gyi in every part of Myanmar, the main production is around Bagan and Nyaung Oo. That is the reason we should go and observe. Pone Yay Gyi is the fermented bean paste made from Horse Gram.

Horse gram is an extremely drought-resistant crop. Moderately warm, dry climatic conditions are suitable for its optimum growth. It does not grow well on higher altitudes because of the cool and wet climate there. Horse gram can be cultivated up to an altitude of 1000 m above the sea level. The temperature range of 25-30°C and relative humidity between 50 and 80% is optimum for its growth. Heavy rains during the initial stages of crop growth affect nodule formation owing to poor aeration in the soil. A well-distributed rainfall of about 800 mm is sufficient for its successful cultivation, but it performs well even under low rainfall areas. (Government of India, Directorate of Pulses Development. 3 April 2017.) Horse Gram is usually farm in middle Myanmar where it is dry and hot like Myin Gyan City and around Thar Wut Ti.

This fermented bean paste (called as Pone-Yay-Gyi in Myanmar) is widely consumed in most parts of Asia, like Korea, Japan, China, India, Nepal, Indonesia and Vietnam. Horse Gram is also produced in India and called Muthira, Kulath or Kulthi. It is consumed widely in every part of India mainly in North and South. (Government of India, Directorate of Pulses Development. 3 April 2017)

Horse Gram is containing rich protein(22% w/w), carbohydrate (57.2% w/w), dietary fiber (5.3% w/w), fat (0.50% w/w), calcium (287 mg), phosphorus (311 mg), iron (6.77 mg) and calories (321 kcal) as well as vitamins like thiamine (0.4 mg), riboflavin (0.2 mg) and niacin (1.5 mg) per 100 grams of dry matter. (Bhartiya, A.; Aditya, J. P.; Kant, L. (2015)) Even though horse gram contains such kinds of nutrition values, not a lot of people are aware to that fact. We can do still detail research on nutrition values to spread more awareness.

Pone Yay Gyi has been used in Myanmar authentic dishes combined with pork or different kinds of eggs. Pone Yay Gyi yet has not been establishing to the export market yet. That is also another reason to do research on.

METHODOLOGY

With a set of survey questionnaire, primary data was collected by personal interviews and field observation. Personal interview is a type of framework in which the practices and standards are not only recorded but also achieved challenged and reinforced. The questionnaire is semi-structured as it both contains open-type questions and cloze-type ones. The participant candidates were selected randomly and interviewed in a friendly and free atmosphere, and includes owners, manufactures as well as workers. Qualitative descriptive method of study was used. The research covers 35 personnel in 7 different workplaces of Pone-Yay-Gyi production. The collected data was validated with the senior citizens in those selected areas and secondary data from previous researches.

Each of the candidates is given a set of questionnaire containing 20 different questions – both of open and closed type. The questions include name of the business and its age, the type of business, number of employees, daily production, high season of sales, production process, raw material assessment and storage, current marketing strategies, some personal questions about the surveyed candidates, and how tourism development and visitors contribute to the business. *[All the detailed questions are in appendix.]*

FINDINGS

The research covers 7 brands of Pone-Yay-Gyi production. The age of the businesses in the survey range from 10 to 50 years. All the brands are found of practising family type business – both in management and production. The reason behind this was found to be that Pone-Yay-Gyi production is one of the businesses in Myanmar handing over generation to generation. There is lower potential for new comers to enter in the industry because the existing brands are so strongly recognised that they can maintain their businesses over decades.

The number of employees ranges between 30 and 100 according to the size and market share of the business. It is also found out that nearly all family members of the ownership take part in the business process. Not only owners but also employees work for a firm from generation to generation. For example, if the father is an employee, one of his sons usually heritage of producing Pone-Yay-Gyi or a daughter takes a position of female works. Each single production worker has his own way of making the taste unique.

Daily production is different from brand to brand. In general, a wok of extract liquid takes about 18 hours on heating to make the paste. Being an authentic item, the food is consumed all year round, so the level of sales does not differ much from month to month, but especially open season is the highest due to festivals and ceremonies. Moreover, Pone-Yay-Gyi can be main dish with meat or side dish as salad; it takes nearly all dining table of traditional cuisine. So, the consumption is even in all seasons.

The production process is similar in all brands, with a slightly different uniqueness in taste. Raw materials for production, especially horse gram, are collected during their mass cultivating season, and stored for the year's production. They are usually much cheaper at that time of the year, and otherwise the cost of raw materials will become higher if they are to buy in other seasons.

In many of the brands, the marketing strategy currently used is very simple and traditional. The production team produce the paste, the packaging team make it into small packages, and then the packages are sold in shops (*these shops are usually at the workplace*) and are transported to other towns and cities for both whole sales and retails. Nearly every visitor to Bagan buy Pone-Yay-Gyi as souvenirs to give presents to relatives and neighbours at home. They do not usually use much advertising. Pone-Yay-Gyi and Bagan are interrelated, and cannot be separate apart. A 78-year-old manufacturer in the survey, who started the business since 1980, described that at their time, they used to hire a jingle writer for catchy lyrics and ask one of the famous singers to make sound record and let it play on radio and sometimes to the vendors, for the advertising purpose then. But these days, the original brands are so strong that they do not need to spend much for advertising.

The approximate monthly income of the employees is highest at interval of between \$101 and \$200. The trainee usually gets under \$100. The employees are usually provided with meals at workplace. Sometimes the owners provide shelter for some of the employees. So the monthly wages of between \$101 and \$200 are reasonable for both employers and employees, according to the data from follow-up questions of the survey.

Over 90% of the candidates answer that more and more visitors come to learn the step by step process of Pone-Yay-Gyi production. They also added that in the past, local visitors came only to buy Pone-Yay-Gyi as gifts of Bagan. They usually went to pagodas for paying homage. Not much attention was given to that royal food production process. Only foreign visitors came to workplace to look at making the paste.

According to the survey data, it is seen that nearly all visitors ask similar questions – about production process, marketing process and nutritional value of the food. Only a few ask about innovation and product differentiation plan. Site visit to Pone-Yay-Gyi production becomes popular among local visitors recently. Answers to survey question indicate that site visits effect dramatically on the business. As people see the process in person, they become more aware of the value of the food. Sales become steadily increase. Moreover, the traditional Myanmar businesses in Bagan region such as lacquer workshops, Pone-Yay-Gyi production plants, and traditional umbrella manufacturing become different experience for visitors who are tired of just paying homage to the pagodas.

There is not much support from the government side to local small and median businesses, they survey shows. The locals like to have strong government legislation to protect small and median local businesses. Some of them reveal they want to receive government support for modern production machines.

Except some of the later generations, the majority of the personnel in the industry do not have special training such as food safety, marketing, or new production technology, because the business itself is assumed to be very traditional. One important point is that no chemicals or artificial flavour is used since ancient time until now. The younger generation long for product differentiation methods, new production technology instead of using traditional way of boiling over wood-fire, the packaging innovation, and some of them prefer some commonly used foreign language training.

Tourism growth and the development of the business are widely accepted as interrelated. The more visitors come to the destination, the higher the potential for local business to develop. As for the case of Pone-Yay-Gyi, it is one of the symbols of Bagan's souvenirs. 75% of the candidates in the survey agree that the more tourism develops, the more it contributes to the development of the Pone-Yay-Gyi business.

Apart from traditional way of production and packaging, some of the brands renovate their product packaging as well as production differentiation. For the convenience of taking the food overseas, it is made powdered with more advanced technology. The powder is lighter in weight and longer in lifespan than the paste. The powder is mixed with boiling water to remake the paste, and it needs to be careful for the amount of boiling water to be added. But local consumption prefers the original paste.

As people are more aware of healthy lifestyle, the producers of Pone-Yay-Gyi emphasize their products to be more nutritious and hygienic. Not only local market, some of them are trying to enter international market as traditional food because bean paste is widely consumed in many of Asia countries with each of their traditional ways. For example, Korean red-bean paste noodle, Chinese bean curd, and noodle with bean tofu. Moreover, Pone-Yay-Gyi is widely known as Myanmar's traditional food among western visitors. Therefore, we can have more opportunities than ever to enter international market.

From the follow-up questions, some interesting data could be recorded. The 78-year-old grandpa mentioned above added that in early years, it was very difficult to make business as the transportation was not convenient and there were times when he had to carry heavy bags on his shoulders and walked for a long distance to get the beans, when he was asked to share his difficulties and challenges.

Many of the personnel in the industry believe that the future of the business will lead positive trend, having more consumers in the future. Pone-Yay-Gyi stands one of the best choices for lower and middle-class families as a worth choice for a meal because a small packet of Pone-Yay-Gyi cost only 150 MMK. The grandpa also shared his experiences of working with tourists who took interest in Pone-Yay-Gyi and said that he would like to see market growth in the future. It is also found that many of the manufactures inherited their small businesses and they are willing to grow the market and maintain the era their ancestors started long ago. The survey data proved the similar opinions and plans for the sustainable future of Pone-Yay-Gyi industry.

As we know, "Food is a medicine". Some foods can prevent diseases. If you eat black bean paste regularly, it can prevent many diseases. So Pone-Yay-Gyi is indeed a healthy food to consume and promote it for future use too. It is found that beans in Pone-Yay-Gyi provide full of nutrients and therefore, it is an excellent food for the body. Soybeans that include in black bean paste are also full of vitamins that improve ones' immune system. Proteins in Pone-Yay-Gyi are found to be better than the protein found in meat and less cholesterol so higher consumption might not probably have a higher health risk.

DISCUSSION & CONCLUSION

As the data shows that Pone-yay-gyi is one of the traditional foods which is still widely consumed among locals and tourists alike, it is to find ways to develop the product to international market. Since Bagan is a famous tourist attraction in Myanmar, the sustainability of the food should be linked with tourist activities for mutual opportunities.

It is found out that most of the businesses in the industry are weak in systematic methods of keeping, i.e. lack of using a system, to keep records because they are using traditional way as family type business. If they are now aiming to international market, they need to restructure their business operation, assigning exact roles and responsibilities, adequate facilities, necessary certificates on food safety, and proper knowledge on international business operation system and innovative strategies of marketing.

Even though many of the Pone-Yay-Gyi brands are widely recognised by local people, the businesses need to prepare for strong brand identity if they are to penetrate international market.

In order to move as sustainable business, it is essential to practise international law and regulations on food safety, the use of modern technology and machinery in both production and packaging. The updated marketing strategy must be applied in creating brand awareness. The most important is supply chain management because most of the business owners have weak experience in international business nature as far as the data from survey indicates.

When Pone-Yay-Gyi production business develops due to local consumption and international trading, it results in business development, enhancing local employment and local economic statistics.

RECOMMENDATION

To promote sustainability of Pone-Yay-Gyi production, it is crucial to start practising a system to operate the business effectively rather than family type operation methods. Moreover, traditional method of Pone-Yay-Gyi production with manpower should be maintained, but installing certain modernized technology based production machines and packaging machines should replace some of the manpower for hygiene purpose and for maintaining international standards.

Trainings on food safety and workplace safety should provide to all of employees. The workplaces of Pone-Yay-Gyi production should also be upgraded to attract local and international visitors. Language trainings will be of big help in creating the business as one of the tourist attracting activities.

The sustainable development of tourism will enhance small and median business in the local community, and vice versa, the renovated growth of local traditional business will attract more visitors to the region. They create new job opportunities, resulting in higher employment of local residents and local business processes in the region.

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APPENDIX

Survey Questionnaire

All the data are to keep confidential.

1. Name of the business _____
2. Age of the business _____
3. Type of business (family/company/etc) _____
4. Number of total employees _____
- (i) Production employees _____

- (ii) General workers _____
- (iii) Operation staffs _____
- (iv) Frontline/Sales staffs _____
- (v) Others _____
5. Approximate daily production _____
6. The highest month(s) of sales _____
7. Production process used in your business _____
8. Raw material assessment and storage _____
9. Current marketing strategies _____
10. Main duty of candidate _____
11. Years of experience in the industry _____
12. Approximate monthly income
- | | |
|--|--|
| <input type="checkbox"/> under \$ 100 | <input type="checkbox"/> between \$ 101 and \$ 200 |
| <input type="checkbox"/> between \$ 201 and \$ 300 | <input type="checkbox"/> between \$ 301 and \$ 400 |
| <input type="checkbox"/> between \$ 401 and \$ 500 | <input type="checkbox"/> over \$ 501 |
13. Do you have any visitors who come to learn the production of Pone-Yay-Gyi?
- ☐ Yes ☐ No
- If yes: ☐ Locals ☐ Foreigners
14. What are the three most frequent questions of interest asked by visitors?
- (i) _____
- (ii) _____
- (iii) _____
15. How do you think site visits effect on the business?
- _____
- _____
- _____
16. Do you have any support from the government? _____
- If yes, how? _____
- _____
- If no, how do you want the government to support the business of Pone-Yay-Gyi?
- _____
- _____
17. Have you ever given/received any training on
- | | | |
|-------------------------------|------------------------------|-----------------------------|
| - Food safety? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| - Marketing? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| - Production technology? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| - Others? Please give details | _____ | |
18. If you are to have/provide training, on what subject matters do you prefer?
- (i) _____
- (ii) _____
- (iii) _____
19. How do you think tourism contribute to your business development?

20. What are your opinion and plans on the sustainability of your business?



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A STUDY OF POTENTIAL OF TOURISM AND ACTIVITY FOR SUSTAINABLE COMMUNITY-BASED TOURISM IN DOI SAKET HOT SPRING, CHIANGMAI, THAILAND

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ABSTRACT

The purposes of this study are to analyze the potential of tourism at Doi Saket hot spring in Chiangmai, Thailand and to develop tourist activities being suitable to the context of community for sustainable community-based tourism. The research applied qualitative approach with in-depth interview as a research tool. The result indicated that Doi Saket hot spring has potential for tourism development in five aspects namely attraction, accessibility, activity, accommodation, and amenity. Currently, the tourism activities are provided only in the study area. Thus, this study recommends that the connection with other destinations should be established in order to add more activities for tourists.

Keywords: Hot spring, Community-based tourism, Tourism activity

INTRODUCTION

Traveling at the hot spring in Thailand is considered as one of the health tourism activities. The purposes of visiting hot spring are for healing and taking care of our health. There are a great number of hot springs in Thailand especially in the northern, for example hot spring at Chiangmai, Chiangrai, Lampang and Mae Hong Son. Some hot springs is taken charge by the department of national park, which having budget and regularly managing human resources so that wildlife and the nature is in a good standard control. Whereas, the others are taken charged by local government which is a state agency; they are not receiving budget regularly. That is the reason why some places build many constructions and facilities in contrast the others are underdeveloped because of limit budget (Chuamuangphan et al., 2012; Homchan, 2012). Most of the hot springs managed by local government have been utilized from communities initially. Later since tourists paid more visit, facilities have been built to facilitate them. As mentioned earlier, some hot springs are not developed effectively due to each place has different potential to develop their hot springs. In this study, researchers want to study hot spring destination, which managed by local government, in order to analyze the potential of destination and to develop activities for sustainable community-based tourism at the hot spring. The study area is Doi Saket hot spring in Chiangmai, Thailand.

Doi Saket hot spring located at Mu 6, Tambon Pa Miang, Amphoe Doi Saket, Chiangmai, Thailand which is far from the city around 20 Kilometers. This hot spring is surrounded by paddy fields and valleys and having pleasant weather. It consists of gas smelling sulfur. The temperature is around 90-95 degree Celsius. Originally, hot spring water at Doi Saket is for villager's consumptions such as bath and boiling bamboo shoots. The hot spring is well-known for Thai and foreigners for many years. Facilities have been built to serve tourists. It is managed by the community of Ban Pong Samakkhi and it has a local government of Tambon Pa Miang as a consultant. At present, they adjust landscape around the hot spring for scenery walk and provide activities like baths and Thai massage by villagers.

The purposes of this study are 1) to analyze the potential of tourism at Doi Saket hot spring; and 2) to develop tourist activities being suitable to the context of community for sustainable community-based tourism.

In order to analyze the potential of tourism at Doi Saket hot spring, researchers used the principle of an evaluation of attraction site, which composed of 5 elements or the 5As of tourism including attraction, accessibility, activity, accommodation, and amenity (Dickman, 1996; Stone & Smith, 2006; Tourism Western Australia, 2008). Attraction includes nature, festivals or beautiful and unique destinations. Accessibility is the convenience of travelling at the destinations. Activity is what tourists can do while travelling at the destinations. Accommodation such as hotel rooms should offer various prices and services for tourists. Amenity includes infrastructure and other facilities.

For this study, besides the model of 5As used to analyze the potential of tourism, the model of destination competitiveness and sustainability by Ritchie and Crouch (2003) is quite interesting and widely used by researchers. However, the study area, Doi Saket hot spring, was very first stage of developing tourism (when researchers studied this area in 2016). Thus, the model by Ritchie and Crouch (2003) that applies both micro and macro environment and analyzes the whole process of development maybe not yet adequate for Doi Saket hot spring.

To study and develop tourist activities for sustainable community-based tourism, researchers apply Potjana Suansri's concept. She identified that community-based tourism (CBT) mainly focuses on the sustainability of environment, socio-cultural, and economy of the destination which initiated and managed by the communities (Suansri, 2003). Although CBT's concept has been popular in many developing countries, the practices varied depending on the context of the areas (Timothy, 1999; Li, 2006; Sebele, 2010).

Moreover, tourism can be used as a tool to develop and create opportunities for local people. The issue of local participation in tourism development was one of the most concerned in order to become successful CBT destinations (Reed, 1997; Kontogeorgopoulos, 2005; Vajirakachorn & Nepal, 2014). The role of local organization is to plan the direction for developing their own communities. If the community has plenty of supporting factors for tourism development such as local leaders and delegates from communities then they can collaborate and set the direction for community-based tourism in the long run (Suansri, 2003; Vajirakachorn & Nepal, 2014).

METHODOLOGY

This study applied qualitative research approach using in-depth interview. The study area is Doi Saket hot spring, Chiangmai. The purposive sampling was used to select key informants. They were a group of people whose work related to hot spring tourism or tourism development namely government agencies, community, entrepreneur, and local leaders. The total number of respondents was fifteen. Content and thematic analysis were used to analyze the data.

RESULTS AND DISCUSSION

1. The potential of tourism at Doi Saket Hot Spring, Chiangmai

Primarily, the result indicated that most visited tourists were Thais with a few numbers of foreigners such as Japanese, Chinese, British, German and Korean. The duration of visit was

around 2-3 hours. The main activities were hot bath, foot bath, eggs boiling and Thai massage. The result of 5As elements of tourism potential are as follows.

- 1) Accessibility: The transportation by cars from Chiangmai and Chiangrai are convenient with clear traffic signs and asphalt roads to the hot spring. Besides the minor roads can lead to other destinations in nearby provinces. According to the interview, the area administrators have a future tourism development plan by adding and adjusting for clearer traffic signs.
- 2) Attraction: There are many attractions in the hot spring area, for example (1) a great number of the hot springs, which have different heat temperature for doing activities like boiling bamboo shoots, boiling eggs, foot bath and bath. (2) the scenery of colorful paddy field that changes along the weathers, for example Green in the farming season and Gold in the harvest season. (3) hilltribe culture (Tailue) (4) other nearby destinations.
- 3) Activity: There are various activities, such as (1) Thai massages by villagers, (2) public and private body bath, (3) foot bath, (4) egg boiling, (5) scenery walk.
- 4) Amenity: There are many facilities at Doi Saket hot spring, for example shops, food and drink shops, toilets and parking lots, which owned by villagers and managed by community leader.
- 5) Accommodation: There is a nearby resort with four rooms which belongs to local people. However, the village's rule does not allow the use of hot spring water at the resort. The interview indicated that the community has a need to develop more accommodations such as homestays.

2. Tourist activities being suitable to the community context for sustainable community-based tourism

The result shows that the most notably touristic activities are 1) Areas related to King Rama IX such as a pavilion used by King Rama IX, Queen Sirikit, Princess Sirindhorn and Princess Chulabhorn who once visited villagers. At the present, this notable pavilion is a must-visited destination. 2) Educational tour of sufficiency economy philosophy in the community and nearby Huai Hongkhrai royal development project 3) Silk weaving demonstration 4) The unique lifestyle of Tailue community.

Apart from activities above, there are other activities as follows. 1) Scenery walk with the view of paddy field, local plants, and mountains, 2) Taking photos with Tailue costumes, 3) Thai massage and local herbs sauna, 4) Local herbs bath, 5) Tasting local Tailue foods such as fermented bamboo shoots and crab paste, 6) Staying overnight at Tailue village to learn their way of life, 7) Farm tourism and 8) Camping.

According to the result, tourism development in the study area has been managed by Ban Pong Samakee community committees. The Pa Miang subdistrict administration acts as a consultant. This current management is accepted by local people because it does not allow outside investors to operate tourism related business in the area in order to preserve the environment and traditions for next generations. The interviews indicated that the villagers should realize and take part in tourism development to maintain local wisdom and shift to outsiders which related to the vision of Department of Tourism (2011) and Sofield (2003). They stated that community-based tourism must let the community lead and manage tourism development for sustainability.

RECOMMENDATION

Since tourism activities at Doi Saket hot spring are mainly located in the hot spring area, this research suggests that the connection with other destinations especially in the east side of Chiangmai should be established in order to add more activities. Moreover, community should design half-day and one-day tour packages to prolong the tourists' stay. Finally, the community should set up a committee for homestay development and management to provide accommodation for tourists.

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MARKETING FACTORS INFLUENCING THE DECISION MAKING TO BUY THAI - BRANDED COSMETICS FOR CHINESE TOURISTS

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ABSTRACT

This research aimed to 1) study Chinese tourists' purchase behavior of Thai-branded cosmetics, 2) study marketing factors influencing the decision making to buy Thai-branded cosmetics, and 3) compare marketing factors influencing decision making to buy Thai-branded cosmetics between/among Chinese tourists with different personal characteristics including age, education level, monthly income(after tax), and occupational. The target population of this study was Chinese tourists who have visited Thailand and purchased Thai-branded cosmetics. A sample of 400 Chinese tourists was drawn by convenience sampling method. Self-administered questionnaire was used as instrument for data collection. Data were analyzed with descriptive statistics, t-test and One-Way ANOVA. The study found that 1. Majority of Chinese tourists knew Thai-branded cosmetics from internet, purchased Beauty Buffet brand cosmetics, influenced by their friends, purchased skin care products and spent much money on them, place purchased was in Kingpower (Duty free) 2. Among marketing factors, price mostly influencing decision making to buy Thai-branded cosmetics for Chinese tourists, followed by product, promotion, place respectively. 3. The hypotheses testing results showed that product and promotion influencing the decision making to buy Thai-branded cosmetics were different between Chinese tourists with different gender. Place influencing the decision making to buy Thai-branded cosmetics were different among Chinese tourists with different age. Place influencing the decision making to buy Thai-branded cosmetics were different among Chinese tourists with different education level. Price and place influencing decision making to buy Thai-branded cosmetics were different among Chinese tourists with different monthly income(after tax). The findings of this study will provide useful information for Thailand cosmetics industry to develop marketing strategies to attract Chinese tourists to gain competitive advantage and sustainability.

Keywords: Thai - branded cosmetics, Chinese tourists, decision making, cosmetics, marketing factors

INTRODUCTION

Tourism and sports Ministry data showed foreign tourist arrival hit a record 39.8 million in 2019. Tourists spend 1,933,368.23 million Thai baht in Thailand in 2019 (easier to say close to 2 trillion Thailand baht. The average exchange rate in 2019 was 31.035 Thai baht for 1 U.S. Dollar. So the revenue from tourism amounted to 62 billion U.S. Dollar. Tourism plays an ever more important role in the Thai economy. The National Economic and Social Development Council (NESDC, recently renamed from NESDB) stated that beginning in

February 2019, tourism accounted for 18.4 % (or close to one fifth) of the GDP of Thailand. It has risen from a level in 14.2 % of GDP just four years earlier. Since the Thai economy has been lagging in economic growth the last few years, and Thai goods exports have decreased somewhat in the year 2019, Thailand expects ever more from income from its tourism sector.

Visitors from China, Thailand's biggest source of tourists, increased by 4.4% to 10.99 million in 2019, which was 27.6% of the total. Chinese visitors provide the largest amount of revenue for Thailand. China at present brought revenue of 543.707 billion Thai (\$17.5 billion) Baht in 2019, clearly the most important country for Thai tourism industry. Of all tourists, the Chinese are the largest group, accounting for about 30% EACH YEAR. Chinese spending on Thai products, ranging from fashion to electronics, has undoubtedly been an important part of Thai economy. According to Tourism Authority of Thailand (TAT) survey, Chinese tourists allocate 41% of their travelling budget to shopping and 40% to food. The rest goes to transportation, entertainment, tour-guide fee and accommodations. Of the budget allocated to shopping, 63% on gifts and souvenirs, 51% on clothing, and 49% on cosmetics and personal-care items. Buying souvenirs and gifts for friends and families when travelling overseas is a Chinese tradition. Many Chinese tourists buy souvenirs and gifts inside supermarkets in shopping malls as they usually offer more variety. Duan Jiangfeng & Dr. Nongbunnak, S. indicated that Chinese tourist tended to buy is Snail white (24%). Followed by tended to buy Latex pillow (23.3%), Ray (16%), Mistine cosmetics (12.7%), Naraya (9.3%), Beauty Buffet (8%) and others (6.7%, ele, soffell, poy-sian, mama, crispy durian).

KResearch views that the Chinese tourist market will likely pick up, and the number of Chinese holidaymakers in Thailand may reach 10.9 million for the entire year of 2018 (compared to the previous estimation of 10.6 million), equal to growth of 11.2 percent versus the 12.0-percent pace in the year 2017. For total receipts, they will likely amount to THB602.01 billion, rising 14.8 percent over-year compared to the 15.8-percent increase in the year 2017. KBank has compiled Chinese tourists' behavior as 1) based on a survey of Chinese tourists toward their preferred destinations in Asia, Thailand remains their top destination, with a share of 27.0 percent of the survey respondents. 2) the largest part of expenses goes to goods purchases, then food and health care service such as massage and spa. 3) the most popular goods for Chinese buyers are cosmetics/skincare creams, follow by food and processed fruits, Thai traditional medicine/herbs, for example, massage balms, apparel and souvenirs.

Based on the above mentioned, it indicated that many Chinese tourists came to Thailand for travelling. The largest part of expenses goes to shopping. The most popular goods for Chinese tourists are cosmetics product. Purchase Thai-branded cosmetics was very important for Thailand economy which can generate more profitability. To understand marketing factors influencing the decision making to buy Thai-branded cosmetics for Chinese tourists

is crucial to Thailand to cosmetics industry. Especially the findings will provide use information to help Thailand cosmetics industry to make appropriate marketing strategies and attract Chinese tourists to buy Thai-branded cosmetics to get competitive advantage and sustainability in the market for long-term.

OBJECTIVES

1. To study Chinese tourists' purchase behavior of Thai-branded cosmetics.
2. To study marketing factors influencing the decision making to buy Thai-branded cosmetics for Chinese tourists
3. To compare marketing factors influencing the decision making to buy Thai-branded cosmetics between/among Chinese tourists with different personal characteristics including age, gender, education level, monthly income(after tax), and occupational.

LITERATURE REVIEW

This part presents literature review that helps build the theoretical pillar that will sustain the findings of this study. First of all, I will review the relevant concepts including marketing mix factors and some relate study demographic variables and decision making. After that some relevant studies about demo variables and buying decision making were reviewed. After literature review, a conceptual framework on the relationship between independent and dependent variables under the established hypothesis is illustrated.

Marketing mix factors Concept

Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. (McCarthy,1960) classified these tools into four broad groups that he called the four Ps of marketing: product, price, place, and promotion.

Product (McCarthy,1960) was concerned with developing the right “product” for the target market. This offering may involve a physical good, a service or a blend of both. Jim (2009) indicated product refers to what the business offers for sales and may include products or services. Product decisions include the “quality, feature, benefits, style, design, branding, packing, services, warranties, guarantees, life cycles, investments and returns. Dave (1996) indicated a product refers to an item that satisfies the consumer’s needs or wants.

Price setting must consider the kind of competition in the target market and the cost of the whole marketing mix. (McCarthy, 1960) pointed out a manager must also try yo estimate customer reaction to possible prices. Besides this, the manager must know current practices as to markups, discounts, and other terms of sale. Jim (2009) indicated price refers to decisions surrounding “list pricing, discount pricing, special offer pricing, credit payment or credit terms”. Price refers to the total cost to customer to acquire the product, and may

involve both monetary and psychological costs such as the time and effort spend in acquisition. According to Cadogan et al. (2000), price is probably the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favored brand, so, their purchase intention is not easily affected by price.

Place (McCarthy, 1960) was concerned with all the decision involved in getting the “right” product to the target market’s place. Jim (2009) indicated place is defined as the “direct or indirect channels to market, geographical distribution, territorial coverage, retail outlet, market location, catalogue, inventory, logistics and order fulfillment.” Place refers either to the physical location where a business carries out business or the distribution channels used to reach markets. Place may refer to a retail outlet, but increasingly refers to virtual stores such as “a mail order catalogue, a telephone call center or a website”. Conceptually, place is defined as a channel, distribution or intermediary. In short, it is the mechanism of goods and services that facilitates the flow of goods and services from the manufacturers and service providers to the end users.

Promotion was concerned with telling the target market or others in the channel of distribution about the “right” product. (McCarthy, 1960) stated promotion included personal selling, mass selling, and sales promotion. Promotion refers to “the marketing communication used to make the offer known to potential customers and persuade them to investigate it further” (Jim, 2009). Promotion elements include “advertising, public relations, direct selling and sales promotion. Promotion. According to Clow (2010), promotion is an important element of a firm’s marketing strategy. Promotion is used to communicate with customers with respect to product offerings, and it is a way to encourage purchase or sales of a product or service.

Marketing mix factors and purchase decision making

The marketing mix plays important role in purchasing decision making. Acharapornpen (2010) concluded that the marketing mix that affecting customer decision making town house have found that the majority respondents are considered price factor to be the most important level, especially with special privileges offer on interest rate from the financial institution supported by the project. Second priority is product factor with the images and reputation of builder which has been widely accepted by majority of the society. Third priority is place factor with locations are located in safety environment area consisted of security guard protection at all time. Last priority is promotion factor with special offering and discount for buyer’s option. Hasan et al.(2016) indicated the most dominant variable influencing the customer's decision to choose KPR BNI Griya is a product, the reason was because the product has the biggest regression coefficient when compared with the regression coefficient of the other variables in the marketing mix.

Regarding to the level of important of marketing factors affected consumers buying decision on premium milk powder for young children (1-3 years old) in Bangkok, the overall product and price were conclusively analyzed in the important level. The place and promotion factors were rated in the neutral level. (Chinthaisong, 2008)

Marketing factors influencing decision making between/among consumers with different personal characteristics

Demographic characteristics, such as gender, age, income level, education level, etc. play an important role in consumer's purchase decision process and can cause deviation from general patterns of consumer decision making. (Lee, 2005)

Age and decision making Weiss (2003) reported that younger consumers are “more likely to buy a product on the spur of the moment and change brands”; whereas older consumers (27-39 years) are “looking for products that are less mass-marketed, while also being affordable”. Sarintorn (2007) concluded that different age affect differently on Acer notebook computer purchasing decision towards price.

Gender and decision making Males and females want different products, and they likely to have different ways of thinking about obtaining these products (Mitchell et al., 2004). Chen et al. (2012) also found differences between male and female decision-making styles of Taiwanese and American consumers across various product categories. Sarintorn (2007) concluded that different gender affects differently on Acer notebook computer purchasing decision towards product.

Education and decision making Sirirak (2011) studied decision making styles and souvenir shopping attitudes of International Tourists in Bangkok and found that confusion by over choice conscious represents high school tourists. The tourists who had bachelor degrees tend to be novelty and fashion conscious and tourists with above bachelor degree represents perfectionist on their shopping behavior for souvenir.

Income and decision making Shahriar et al. (2012) found that income has effect on four factors: Brand conscious, Economic-hedonism, Hate from shopping and undemanding. Furthermore consumers with 600 – 900 US dollars monthly income has more score than consumers with under 300 US dollars monthly income.

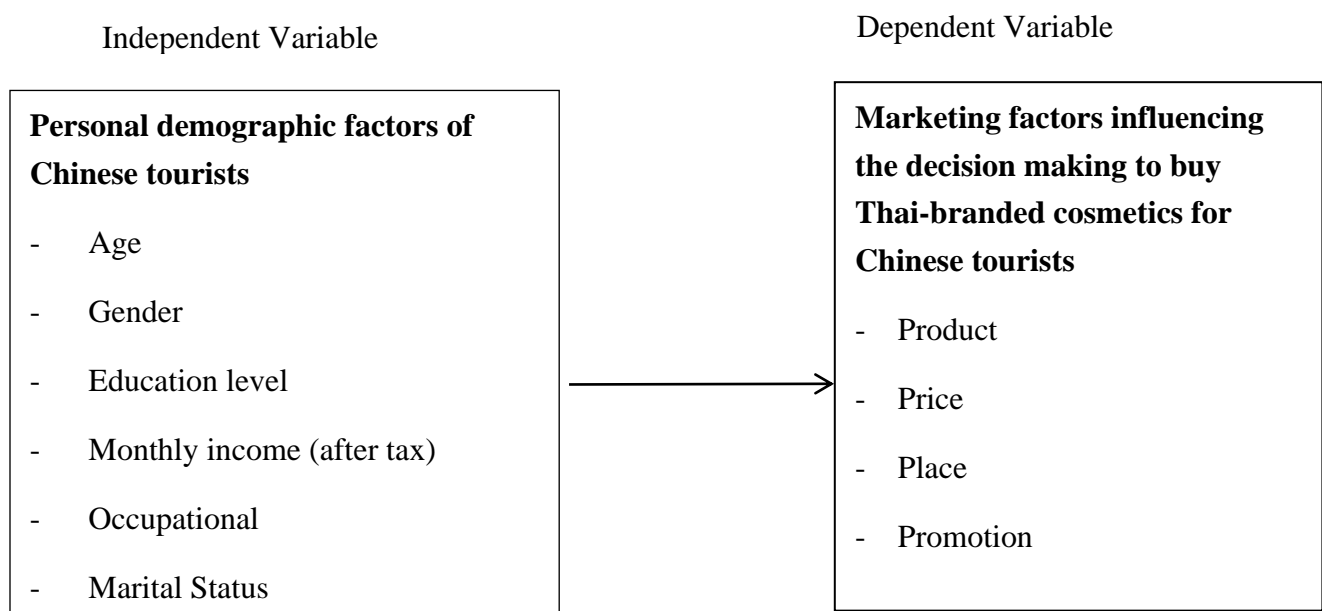
Occupation and decision making Occupation and Economic Condition have the most significant influence on consumer purchase decision of Everbest Shoes because people's occupation affects the goods and service they purchase. Marketers try to identify the occupational groups that have above-average interest in their products and services. Sarintorn (2007) concluded that different occupation affect differently on Acer notebook computer purchasing decision towards price and promotion.

Marital status and decision making Velaudham et al. (2019) found that married consumers were highly influenced than unmarried consumers as far as in the influence of variable purchase decision over buying behavior. Sarintorn (2007) concluded that different marital status affect differently on Acer notebook computer purchasing decision towards price and place.

CONCEPTUAL FRAMEWORK AND HYPOTHESES

After literature review, conceptual framework was constructed. The conceptual framework of the study was emphasized on marketing factors influencing the decision making to buy Thai-branded cosmetics for Chinese tourists and compared marketing factors influencing the decision making to buy Thai-branded cosmetics (Dependent variable) between/among Chinese tourists with different personal demographic factors (Independent variable).

Conceptual Framework



Hypotheses

According to conceptual framework, hypotheses was developed as:

H1: Marketing factors influencing decision making to buy Thai-branded cosmetics between Chinese tourists with different gender.

H2: Marketing factors influencing decision making to buy Thai-branded cosmetics among Chinese tourists with different age.

H3: Marketing factors influencing decision making to buy Thai-branded cosmetics among Chinese tourists with different marital status.

H4: Marketing factors influencing decision making to buy Thai-branded cosmetics among Chinese tourists with different education level.

H5: Marketing factors influencing decision making to buy Thai-branded cosmetics among Chinese tourists with different occupational.

H6: Marketing factors influencing decision making to buy Thai-branded cosmetics among Chinese tourists with different monthly income(after tax).

METHODOLOGY

Population and the sampling

The target population of this study was Chinese tourists who have visited Thailand and purchased Thai-branded cosmetics. Sample size was calculated by Yamane formula and the minimum sample size was 399.98 respondents. A sample of 400 Chinese tourists drawn by convenient sampling method.

Research Instrument

Self-administered questionnaire was used as instrument for data collection. Questionnaire was divided into 3 parts: Part 1 Personal information of respondents consisted of 6 questions with multiple choices. Part 2 Chinese tourists' purchase behavior of Thai-branded cosmetics was made of 5 questions adapted from the work of Boommee (2015), Witoorsosampai (2007) . Question 1, 3, 4 used multiple choices, question 2 used fill-in-the-blank questions, and question 5 used rating scale. Part 3 Marketing factors influencing the decision making to buy Thai-branded cosmetics for Chinese tourists adapted from work of Chaisitthiroj (2007), Puripunyanich (2016), Boommee (2015). Reliability statistics product was 0.940 , price was 0.878, place was 0.882 , promotion was 0.939, which were good score. According to the use of standardized variable, Cronbach's alpha is over 0.7 is good considering for the cutoff value to be acceptable. The Cronbach's value showed that the respondents were reliable and accepted.

Date collection and analysis

All date for this research were collected during December 23rd to February 9th by both online questionnaire and printed questionnaire. Online questionnaire using star questionnaire (A China questionnaire survey software), and used QR code scanning to fill in the questionnaire. Printed questionnaire distributed at Suvarnabhumi Airport. To ensure the completeness of the questionnaires, researcher checked again after respondents filled in the questionnaire. And then continued data analysis. After the completion of data collection, data was analyzed by descriptive statistic, like frequency percentage, mean and standard deviation. Hypotheses testing analyzed by t-test and One-Way ANOVA.

RESULTS

Demographic information of respondents

The research indicated that the great proportion of respondents are female (66%), age between 26-40 years old (64.5%), the marital status being reported married (51.7%), completed bachelor education level (64.3%), freelancer (24.8%) and monthly income (after tax) less than 5000 Yuan (37%) as shown in the table 1.

Demographic factors	Measure group	Frequency	Percentage
Gender	Male	136	34%
	Female	264	66%
Age	Less than 25	110	27.50%
	26-40	258	64.50%
	41-50	25	6.30%
	More than 50	7	1.80%
Marital status	Single	162	40.50%
	Married	207	51.70%
	Divorced and separated	31	7.80%
Education level	Bellow Bachelor(e.g. Diploma, Certificate etc.)	94	23.50%
	Bachelor	257	64.30%
	Master	45	11.30%
	Doctoral	4	1%
Occupational	Student	48	12%
	Business owner	75	18.80%
	Government officer	62	15.50%
	Teacher	84	21%
	Freelancer	99	24.80%
	Others	32	8%
Monthly income (after tax)	Less than 5000 Yuan	148	37%
	5001-7000 Yuan	93	23.30%
	7001-9000 Yuan	95	23.80%
	More than 9000 Yuan	64	

Chinese tourists' purchase behavior of Thai-branded cosmetics

The finding indicated great number of respondents tended to buy Beauty Buffet in Thailand and occupied 71%. 48.5% of respondents tended to buy White snail, 46.8% of them tended to buy ele, VOODOO accounted for 35%, 9.8% of respondents tended to buy others brands as shown in the table 2.

Table 2 Thai-branded cosmetics purchased in Thailand

Brand	Frequency	Percentage
Mistine	189	47.3%
Beauty Buffet	284	71%
Snail White	194	48.5%
ele	187	46.8%
VOODOO	140	35%
Others	39	9.8%

The results indicated 97.3% of respondents purchased skin care products. 74.8% of respondents purchased make up products. 41.5% of respondents purchased hair care products. 46.6% of respondents purchased perfumes and body care products. 17% of respondents purchased nails paint products. And 19.5% of respondents purchased other types of product as shown in the table 3

Table 3 Types of Thai-branded cosmetics purchased in Thailand

Types	Frequency	percentage
Skin care products	389	97.3%
Make up products	299	74.8%
Hair care products	166	41.5%
Perfumes and body care products	186	46.5%
Nails paint products	68	17%
Others	78	19.5%

The study showed that skin care products (Mean= 6489.44), make up products (Mean= 4049.97), hair care products (Mean= 937.45), perfumes and body care products (Mean=2373.05), nail paint products(Mean=162.82), other(Mean=1162.70) as shown in the table 4

Table 4 Types of Thai-branded cosmetics purchased in Thailand

Types	Mean	S.D.
Skin care products	6489.44	6489.44
Make up products	4049.97	4049.97
Hair care products	937.45	937.45
Perfumes and body care products	2373.05	2373.05
Nails paint products	162.82	162.82
Others	1162.70	1162.70

The findings indicated that 62.7% of respondents purchased cosmetics on King power, 41% of respondents purchased cosmetics on Boots, 55.3% of respondents purchased cosmetics on Watsons, 38.8% of respondents purchased cosmetics on Beauty Buffet, and 9% of respondents purchased cosmetics on other place as shown in the table 5.

Table 5 Place to purchased Thai-branded cosmetic

Where	Frequency	Percentage
King power	251	62.7%
Boots	164	41%
Watsons	221	55.3%
Beauty Buffet	155	38.8%
Others	36	9%

The results indicated that 39.3% of respondents got cosmetics information from television, 71.3% of respondents got cosmetics information from internet, 29.8% of respondents got cosmetics information from newspapers, 27% of respondents got cosmetics information from magazine, and other 13% of respondents got cosmetics information from other channel as shown in table 6.

Table 6 Channel to know Thai-branded cosmetics

Channel	Frequency	Percent (%)
Television	157	39.3
Internet	285	71.3
Newspapers	119	29.8
Magazine	108	27
Others	52	13

The findings showed that yourself(Mean=3.85), Friends (Mean=3.95), families(Mean=3.81), sale representatives (Mean=3.41), superstar (Mean=3.56), other (Mean=3.23) as shown in the table 7.

Table 7 People who influenced to purchased Thai-branded cosmetics

People	Mean	S.D.
Yourself	3.85	1.235
Friends	3.95	1.055
Families	3.81	1.227
Sale representatives	3.41	1.243
Super star	3.56	1.277
Other	3.23	1.270

Marketing factors influencing the decision making to buy Thai-branded cosmetics for Chinese tourists

The results showed that the mean score of marketing factors influencing the decision making to buy Thai-branded cosmetics of Chinese tourists. According to above table, Table 3 showed that the most of respondents are considered the marketing factors be high level (Mean=3.78). For the individual item of marketing factor indicated product(Mean=3.81), price (Mean=3.94), place (Mean=3.64), promotion (Mean=3.74) as shown in the table 3. The results indicated that among marketing factors, price mostly influencing the decision making to buy Thai-branded cosmetics for Chinese tourists, followed by product, promotion, place respectively as shown in table 8.

Table 8 Descriptive (mean) result of influence of marketing factors

Marketing factors	Mean	S.D.	Level
Product	3.81	1.156	High
Price	3.94	1.074	High
Place	3.64	1.125	High
Promotion	3.74	1.148	High
Average	3.78	1.126	High

Results of Hypotheses testing

This study found marketing factors influencing the decision making to buy Thai-branded cosmetics were different between/among Chinese tourists with different characteristics. Hypotheses testing was conducted using by t-test and One-Way ANOVA. t-test with

independent sample test applied with characteristic has only 2 groups like gender. One-Way ANOVA applied with characteristic has more than 2 groups.

The findings indicated that product and promotion influencing the decision making to buy Thai-branded cosmetics were different between Chinese tourists with different gender as shown in table 9. Place influencing the decision making to buy Thai-branded cosmetics were different among Chinese tourists with different age as shown in table 10. All marketing factors not influencing the decision making to buy Thai-branded cosmetics were different among Chinese tourists with different marital status as shown in table 11. Place influencing decision making to buy Thai-branded cosmetics among Chinese tourists with different education level as shown in table 12. All marketing factors not influencing the decision making to buy Thai-branded cosmetics were different among Chinese tourists with different occupational as shown in table 13. Price and place influencing decision making to buy Thai-branded cosmetics were different among Chinese tourists with different monthly income(after tax) as shown in table 14.

Table 9 Results of marketing factors influencing decision making to buy Thai-branded cosmetics between Chinese tourists with different gender

	Gender					
	Male		Female			
	n=136		n=264			
	Mean	SD	Mean	SD	t	sig
Product						
Variety types of products	3.51	1.322	3.84	1.111	-2.63	0.009*
Good quality of products	3.90	1.147	4.14	1.047	-2.10	0.037*
Good functional of products	3.93	1.190	4.17	1.067	-2.08	0.038*
Product easy to use	3.76	1.238	3.90	1.061	-1.18	0.238
Product are safe(e.g. in accordance with the requirements ACD, get TFDA certificate)	3.70	1.249	4.00	1.084	-2.47	0.014*
Brand reputation	3.98	1.170	4.15	0.994	-1.56	0.121
Product provides wide variety of sizes	3.56	1.275	3.77	1.063	-1.72	0.087
Product lasts longer(Date of expiry more than 2 years)	3.49	1.235	3.61	1.091	-1.00	0.317

Product packing are trendy and fashionable	3.63	1.240	3.70	1.109	-0.56	0.575
Product has good smell, no pungent smell(no perfume and alcohol)	3.90	1.204	4.05	1.095	-1.24	0.215
Product design has anti-counterfeiting identification mark	3.50	1.223	3.89	1.123	-3.19	0.002*
There is environmental protection mark on the package of the product	3.63	1.198	3.80	1.125	-1.34	0.180
Product are not tested on animals(e.g. leaping bunny logo)	3.22	1.348	3.34	1.220	-0.93	0.353
The identification bar code on the product(like the starting number of Thailand product: 855,China: 690-679 etc, make sure product made in Thailand)	3.76	1.289	3.89	1.116	-1.01	0.314
Sales representatives can introduce the product in Chinese	3.69	1.331	3.80	1.241	-0.78	0.438
Average	3.68	0.980	3.87	0.776	-2.136	0.000*
Price						
Compared with big-brand cosmetics, local cosmetics price is quite cheaper	3.81	1.158	3.86	1.070	-0.47	0.637
Price posed clearly at outer shell of cosmetics product	3.99	1.099	3.94	1.054	0.51	0.613
Channel of payment are very easy and not so complicate as its can transfer though bank or payment applications (like WeChat, Alipay)	4.05	1.028	3.93	1.113	1.08	0.282
Reasonable price compared to quality and service	3.99	0.993	4.08	1.038	-0.81	0.421
Reasonable price compared to quantity	3.79	1.096	3.87	1.099	-0.67	0.506
Average	3.93	0.878	3.94	0.884	-0.082	0.989
Place						
Place to buy cosmetics are accessible (you can buy in 7-eleven, Tesco lotus, big c or other shopping malls)	3.76	1.063	3.84	1.058	-0.72	0.475
Color and music of cosmetic shops are attractive	3.40	1.213	3.36	1.265	0.25	0.800

Attraction of interior display of cosmetics shops	3.51	1.217	3.41	1.239	0.76	0.450
Location of cosmetic shops are convenient (in the unified business center or gathering place of people)	3.82	1.039	3.73	1.069	0.86	0.390
Cosmetics shop is convenient location(close to convenient transportation)	3.82	1.053	3.75	1.019	0.64	0.522
Average	3.66	0.923	3.62	0.936	0.443	0.843
Promotion						
Premiums (if you buy some particular products, you will get some free gifts)	3.54	1.287	3.69	1.131	-1.19	0.234
Organize an event, like holiday sales promotion	3.54	1.192	3.91	1.073	-3.07	0.002*
Advertising via media such as television, radio,brochure, etc	3.63	1.166	3.75	1.081	-1.00	0.316
Celebrity endorsement (like movie star or super star as endorsement)	3.59	1.202	3.61	1.125	-0.21	0.835
Window displays are attractive	3.46	1.217	3.63	1.120	-1.36	0.175
You can free trial product	3.59	1.214	3.91	1.089	-2.68	0.008*
Redemption (buy more refund more)	3.54	1.287	3.78	1.092	-1.90	0.059
Coupons on leaflet	3.62	1.253	3.79	1.089	-1.41	0.161
Rebates (Cash refund offers)	3.68	1.197	3.80	1.091	-0.94	0.349
Price promotions(give some special discounts)	3.54	1.276	3.96	1.058	-3.51	0.000*
Price packs or cents-off deals(a banded pack is two related products banded together e.g. toner and lotion)	3.81	1.232	3.91	1.085	-0.84	0.404
Samples (offer of a free amount of a product or service)	3.74	1.288	3.95	1.105	-1.65	0.099
Average	3.61	1.020	3.81	0.807	-2.123	0.000*

*The mean difference is significant at 0.05 level

Table 10 Results of marketing factors influencing decision making to buy Thai-branded cosmetics among Chinese tourists with different age

	Age									
Product	<25		26-40		41-50		>50			
	n=110		n=258		n=25		n=7			
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	F	Sig
Variety types of products	3.72	1.085	3.75	1.239	3.76	1.128	3.29	1.604	0.348	0.790
Good quality of products	4.05	1.044	4.01	1.112	4.48	1.005	4.86	0.378	2.739	0.043*
Good functional of products	4.06	1.094	4.02	1.153	4.60	0.645	5.00	0.000	3.700	0.012*
Product easy to use	3.77	1.155	3.87	1.122	3.80	1.080	4.57	0.787	1.173	0.320
Product are safe(e.g. in accordance with the requirements ACD, get TFDA certificate)	4.00	1.125	3.81	1.174	4.44	0.712	3.57	1.397	2.917	0.034*
Brand reputation	4.06	1.025	4.07	1.085	4.32	1.030	4.57	0.535	0.928	0.427
Product provides wide variety of sizes	3.65	1.018	3.74	1.176	3.52	1.327	3.29	1.113	0.675	0.568
Product lasts longer(Date of expiry more than 2 years)	3.45	1.089	3.70	1.151	2.84	1.028	3.00	0.816	5.623	0.001*
Product packing are trendy and fashionable	3.70	1.010	3.75	1.180	3.00	1.225	3.00	1.291	4.144	0.007*
Product has good smell, no pungent smell(no perfume and alcohol)	4.00	1.125	3.98	1.145	4.16	1.143	4.29	0.951	0.337	0.799
Product design has anti-counterfeiting identification mark	3.90	1.149	3.73	1.185	3.52	1.159	3.43	0.976	1.122	0.340
There is environmental protection mark on the package of the product	3.76	1.141	3.76	1.160	3.56	1.227	3.43	0.787	0.404	0.750
Product are not tested on animals(e.g. leaping bunny logo)	3.24	1.133	3.42	1.298	2.48	1.295	2.86	0.690	4.821	0.003*
The identification bar code on the product(like the starting number of Thailand product: 855,China: 690-679 etc, make sure product made in Thailand)	3.65	1.170	3.91	1.187	3.88	1.166	4.43	0.535	1.947	0.122
Sales representatives can introduce the product in Chinese	3.44	1.296	3.83	1.239	4.12	1.301	5.00	0.000	5.716	0.001*
Average	3.76	0.720	3.82	0.929	3.77	0.670	3.91	0.539	0.173	0.915

Price										
Compared with big-brand cosmetics, local cosmetics price is quite cheaper	3.89	1.061	3.88	1.102	3.52	1.046	3.14	1.574	1.823	0.142
Price posed clearly at outer shell of cosmetics product	3.93	1.073	3.95	1.083	4.08	0.997	4.29	0.756	0.367	0.777
Channel of payment are very easy and not so complicate as its can transfer though bank or payment applications (like WeChat, Alipay)	3.90	1.083	3.98	1.089	4.04	1.060	4.43	1.134	0.611	0.608
Reasonable price compared to quality and service	4.08	0.940	4.03	1.056	3.88	1.054	4.71	0.756	1.273	0.283
Reasonable price compared to quantity	4.03	1.009	3.83	1.107	3.28	1.275	3.71	0.756	3.339	0.019*
Average	3.97	0.825	3.93	0.925	3.76	0.744	4.06	0.395	0.416	0.742
Place										
Place to buy cosmetics are accessible (you can buy in 7-eleven, Tesco lotus, big c or other shopping malls)	3.81	1.137	3.86	1.049	3.48	0.872	3.57	0.535	1.117	0.342
Color and music of cosmetic shops are attractive	3.26	1.171	3.52	1.248	2.72	1.275	2.29	0.951	5.662	0.001*
Attraction of interior display of cosmetics shops	3.35	1.146	3.59	1.233	2.56	1.227	2.57	0.787	7.177	0.000*
Location of cosmetic shops are convenient (in the unified business center or gathering place of people)	3.65	1.153	3.86	1.017	3.28	1.021	3.57	0.535	2.909	0.034*
Cosmetics shop is convenient location(close to convenient transportation)	3.77	1.081	3.81	1.029	3.48	0.872	3.86	0.690	0.776	0.508
Average	3.57	0.943	3.73	0.927	3.10	0.821	3.17	0.315	4.385	0.005*
Promotion										
Premiums (if you buy some particular products, you will get some free gifts)	3.68	1.141	3.62	1.214	3.76	1.268	3.29	0.488	0.352	0.788
Organize an event, like holiday sales promotion	3.81	1.071	3.76	1.155	3.96	1.172	3.57	0.787	0.343	0.794
Advertising via media such as television, radio,brochure, etc	3.53	1.047	3.77	1.136	3.92	1.152	3.57	0.787	1.595	0.190
Celebrity endorsement (like movie star or super star as endorsement)	3.41	1.086	3.71	1.152	3.52	1.229	3.00	1.414	2.546	0.056
Window displays are attractive	3.50	1.073	3.64	1.189	3.36	1.186	3.00	0.816	1.293	0.276

You can free trial product	3.66	1.214	3.82	1.101	4.20	1.080	3.71	1.496	1.598	0.189
Redemption (buy more refund more)	3.72	1.076	3.66	1.204	4.12	1.054	3.43	1.397	1.348	0.259
Coupons on leaflet	3.71	1.095	3.72	1.177	4.04	1.060	3.29	1.254	0.973	0.406
Rebates (Cash refund offers)	3.63	1.091	3.80	1.115	4.08	1.288	3.14	1.345	1.992	0.115
Price promotions(give some special discounts)	3.87	1.050	3.74	1.187	4.36	1.075	3.86	1.345	2.381	0.069
Price packs or cents-off deals(a banded pack is two related products banded together e.g. toner and lotion)	3.84	1.121	3.81	1.150	4.52	0.918	4.57	0.787	3.967	0.008*
Samples (offer of a free amount of a product or service)	3.75	1.207	3.89	1.152	4.28	1.242	4.00	1.000	1.489	0.217
Average	3.68	0.806	3.75	0.934	4.01	0.829	3.54	0.464	1.091	0.353

*The mean difference is significant at 0.05 level

Table 11 Results of marketing factors influencing decision making to buy Thai-branded cosmetics among Chinese tourists with different marital status

	Marital status							
	Single		Married		Divorced			
	n=162		n=207		n=31			
Product	Mean	SD	Mean	SD	Mean	SD	F	Sig
Variety types of products	3.72	1.122	3.70	1.125	4.00	1.155	0.855	0.426
Good quality of products	4.11	1.057	4.01	1.126	4.13	0.991	0.421	0.657
Good functional of products	4.09	1.083	4.03	1.176	4.45	0.768	1.902	0.151
Product easy to use	3.83	1.105	3.82	1.139	4.16	1.128	1.299	0.274
Product are safe(e.g. in accordance with the requirements ACD, get TFDA certificate)	3.95	1.178	3.85	1.141	3.90	1.076	0.346	0.708
Brand reputation	4.12	1.002	4.04	1.118	4.29	0.938	0.877	0.417
Product provides wide variety of sizes	3.72	0.987	3.68	1.264	3.71	1.071	0.057	0.944
Product lasts longer(Date of expiry more than 2 years)	3.55	1.153	3.55	1.160	3.77	0.956	0.563	0.570
Product packing are trendy and fashionable	3.71	1.050	3.64	1.226	3.77	1.203	0.295	0.745

Product has good smell, no pungent smell(no perfume and alcohol)	4.06	1.093	3.94	1.185	4.13	0.991	0.664	0.516
Product design has anti-counterfeiting identification mark	3.82	1.158	3.70	1.185	3.81	1.167	0.509	0.602
There is environmental protection mark on the package of the product	3.75	1.175	3.71	1.163	3.87	0.957	0.280	0.756
Product are not tested on animals(e.g. leaping bunny logo)	3.22	1.211	3.33	1.281	3.52	1.435	0.829	0.437
The identification bar code on the product(like the starting number of Thailand product: 855,China: 690-679 etc, make sure product made in Thailand)	3.79	1.144	3.86	1.195	4.03	1.251	0.594	0.552
Sales representatives can introduce the product in Chinese	3.43	1.318	3.96	1.206	4.16	1.068	10.181	0.000*
Average	3.79	0.740	3.79	0.940	3.98	0.820	0.714	0.490
Price								
Compared with big-brand cosmetics, local cosmetics price is quite cheaper	3.93	1.007	3.75	1.175	4.03	1.016	1.608	0.202
Price posed clearly at outer shell of cosmetics product	3.99	0.975	3.92	1.144	4.00	1.033	0.259	0.772
Channel of payment are very easy and not so complicate as its can transfer though bank or payment applications (like WeChat, Alipay)	4.01	0.991	3.96	1.174	3.81	0.946	0.481	0.619
Reasonable price compared to quality and service	4.17	0.947	3.95	1.089	4.13	0.885	2.214	0.111
Reasonable price compared to Quantity	4.01	0.994	3.70	1.156	3.97	1.110	3.789	0.023*
Average	4.02	0.776	3.86	0.966	3.99	0.769	1.663	0.191
Place								
Place to buy cosmetics are accessible (you can buy in 7-eleven, Tesco lotus, big c or other shopping malls)	3.80	1.102	3.81	1.053	0.88	0.157	0.338	0.000*
Color and music of cosmetic shops are attractive	3.24	1.168	3.43	1.290	3.71	1.296	2.273	0.104
Attraction of interior display of cosmetics shops	3.32	1.146	3.51	1.288	3.65	1.253	1.499	0.225
Location of cosmetic shops are convenient (in the unified business center or gathering place of people)	3.66	1.047	3.80	1.087	4.03	0.875	1.877	0.154
Cosmetics shop is convenient location(close to convenient transportation)	3.74	1.019	3.79	1.052	3.87	0.957	0.251	0.778

Average	3.55	0.901	3.67	0.966	3.85	0.818	1.541	0.216
Promotion								
Premiums (if you buy some particular products, you will get some free gifts)	3.71	1.173	3.61	1.205	3.52	1.151	0.520	0.595
Organize an event, like holiday sales promotion	3.83	1.084	3.75	1.168	3.77	1.087	0.220	0.803
Advertising via media such as television, radio, brochure, etc	3.63	1.002	3.78	1.178	3.68	1.194	0.822	0.440
Celebrity endorsement (like movie star or super star as endorsement)	3.51	1.047	3.71	1.209	3.45	1.234	1.667	0.190
Window displays are attractive	3.54	1.058	3.59	1.243	3.65	1.050	0.159	0.853
You can free trial product	3.77	1.144	3.82	1.167	3.81	0.980	0.086	0.918
Redemption (buy more refund more)	3.73	1.091	3.68	1.221	3.65	1.199	0.147	0.864
Coupons on leaflet	3.73	1.074	3.74	1.215	3.65	1.112	0.092	0.912
Rebates (Cash refund offers)	3.72	1.100	3.81	1.127	3.61	1.283	0.601	0.549
Price promotions(give some special discounts)	3.87	1.064	3.80	1.181	3.65	1.404	0.547	0.579
Price packs or cents-off deals(a banded pack is two related products banded together e.g. toner and lotion)	3.88	1.094	3.91	1.146	3.58	1.285	1.160	0.315
Samples (offer of a free amount of a product or service)	3.86	1.198	3.93	1.115	3.61	1.407	0.987	0.373
Average	3.73	0.816	3.76	0.935	3.63	0.958	0.274	0.760

*The mean difference is significant at 0.05 level

Table 12 Results of marketing factors influencing decision making to buy Thai-branded cosmetics among Chinese tourists with different education level

	Education level									
	Bellow bachelor		Bachelor		Master		Doctoral			
	n=94		n=257		n=45		n=4			
Product	Mean	SD	Mean	SD	Mean	SD	Mean	SD	F	Sig
Variety types of products	3.84	1.273	3.67	1.207	3.84	0.976	4.00	0.816	0.692	0.558

Good quality of products	4.31	1.006	3.95	1.126	4.18	0.960	4.25	0.957	2.777	0.041*
Good functional of products	4.31	1.048	3.99	1.164	4.18	0.912	4.25	0.957	2.052	0.106
Product easy to use	3.94	1.056	3.75	1.172	4.20	0.944	4.00	0.816	2.294	0.077
Product are safe(e.g. in accordance with the requirements ACD, get TFDA certificate)	3.90	1.165	3.84	1.181	4.20	0.919	4.00	0.816	1.292	0.277
Brand reputation	4.29	0.991	3.98	1.097	4.27	0.939	4.50	0.577	2.584	0.053
Product provides wide variety of sizes	3.59	1.149	3.72	1.143	3.78	1.146	4.00	1.155	0.491	0.689
Product lasts longer(Date of expiry more than 2 years)	3.26	1.057	3.72	1.124	3.27	1.268	4.00	0.816	5.346	0.001*
Product packing are trendy and fashionable	3.35	1.250	3.79	1.095	3.69	1.203	4.25	0.500	3.666	0.013*
Product has good smell, no pungent smell(no perfume and alcohol)	4.13	1.090	3.88	1.161	4.38	0.984	4.75	0.500	3.687	0.012*
Product design has anti-counterfeiting identification mark	3.65	1.133	3.74	1.217	4.07	0.986	3.75	0.500	1.330	0.264
There is environmental protection mark on the package of the product	3.71	1.142	3.73	1.154	3.89	1.172	3.50	1.291	0.334	0.800
Product are not tested on animals(e.g. leaping bunny logo)	3.07	1.305	3.33	1.252	3.58	1.252	3.50	0.577	1.828	0.141
The identification bar code on the product(like the starting number of Thailand product: 855,China: 690-679 etc, make sure product made in Thailand)	3.98	1.016	3.76	1.254	4.02	1.055	4.25	0.500	1.322	0.267
Sales representatives can introduce the product in Chinese	4.17	1.250	3.65	1.229	3.49	1.408	4.25	0.957	4.927	0.002*
Average	3.83	0.797	3.77	0.902	3.94	0.767	4.08	0.416	0.688	0.560
Price										
Compared with big-brand cosmetics, local cosmetics price is quite cheaper	3.76	1.133	3.87	1.102	3.89	1.071	3.75	0.500	0.291	0.832
Price posed clearly at outer shell of cosmetics product	4.07	1.019	3.89	1.115	4.04	0.928	4.00	0.000	0.769	0.512

Channel of payment are very easy and not so complicate as its can transfer though bank or payment applications (like WeChat, Alipay)	3.91	1.215	3.96	1.065	4.18	0.912	3.75	0.957	0.696	0.555
Reasonable price compared to quality and service	4.05	1.009	4.03	1.040	4.20	0.991	3.75	0.500	0.479	0.697
Reasonable price compared to quantity	3.72	1.140	3.86	1.070	3.96	1.186	4.50	0.577	1.028	0.380
Average	3.90	0.838	3.92	0.916	4.05	0.798	3.95	0.412	0.325	0.807
Place										
Place to buy cosmetics are accessible (you can buy in 7-eleven, Tesco lotus, big c or other shopping malls)	3.65	1.133	3.83	1.053	4.07	0.915	4.00	0.816	1.689	0.169
Color and music of cosmetic shops are attractive	3.04	1.311	3.46	1.225	3.49	1.160	4.25	0.500	3.504	0.016*
Attraction of interior display of cosmetics shops	3.14	1.292	3.54	1.189	3.47	1.307	3.75	0.500	2.625	0.050*
Location of cosmetic shops are convenient (in the unified business center or gathering place of people)	3.50	1.124	3.83	1.011	3.78	1.106	5.00	0.000	4.230	0.006*
Cosmetics shop is convenient location(close to convenient transportation)	3.57	1.102	3.82	1.027	3.91	0.848	4.25	0.957	1.917	0.126
Average	3.38	1.013	3.70	0.900	3.74	0.871	4.25	0.443	3.586	0.014*
Promotion										
Premiums (if you buy some particular products, you will get some free gifts)	3.66	1.205	3.57	1.217	4.07	0.889	3.00	0.816	2.649	0.049*
Organize an event, like holiday sales promotion	3.74	1.173	3.75	1.143	4.09	0.793	3.50	1.915	1.317	0.268
Advertising via media such as television, radio,brochure, etc	3.71	1.241	3.67	1.085	4.04	0.878	2.75	1.258	2.522	0.057
Celebrity endorsement (like movie star or super star as endorsement)	3.39	1.280	3.65	1.116	3.87	0.968	3.00	1.414	2.336	0.073
Window displays are attractive	3.34	1.240	3.59	1.142	4.00	0.879	3.00	1.414	3.749	0.011*
You can free trail product	3.87	1.229	3.73	1.120	4.09	1.041	3.50	1.291	1.529	0.206

Redemption (buy more refund more)	3.77	1.239	3.67	1.147	3.78	1.146	2.75	0.500	1.098	0.350
Coupons on leaflet	3.65	1.207	3.74	1.141	3.87	1.014	3.50	1.915	0.425	0.735
Rebates (Cash refund offers)	3.72	1.299	3.74	1.100	3.96	0.878	3.50	1.291	0.581	0.628
Price promotions(give some special discounts)	3.89	1.257	3.75	1.163	4.09	0.793	3.00	0.816	1.936	0.123
Price packs or cents-off deals(a banded pack is two related products banded together e.g. toner and lotion)	4.03	1.204	3.79	1.131	4.11	0.910	3.25	1.708	2.191	0.089
Samples (offer of a free amount of a product or service)	3.89	1.291	3.84	1.169	4.02	0.941	4.00	1.155	0.316	0.814
Average	3.72	0.997	3.71	0.874	4.00	0.650	3.23	1.235	1.846	0.138

*The mean difference is significant at 0.05 level

Table 13 Results of marketing factors influencing decision making to buy Thai-branded cosmetics among Chinese tourists with different occupational

	Occupational													
	Student		Business owner		Government officer		Teacher		Freelancer		Others			
	n=48		n=75		n=62		n=84		n=99		n=32			
Product	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	F	Sig
Variety types of products	3.69	1.055	3.75	1.253	3.82	1.048	3.99	1.227	3.47	1.296	3.72	1.023	1.793	0.113
Good quality of products	4.19	0.938	3.99	1.109	4.10	1.051	4.11	1.076	3.95	1.181	4.22	1.07	0.584	0.712
Good functional of products	4.23	0.928	4.04	1.108	4.03	1.130	4.17	1.128	3.98	1.204	4.22	1.07	0.568	0.725
Product easy to use	3.77	1.134	3.75	1.092	4.13	1.063	3.93	1.084	3.65	1.215	4.09	1.027	1.992	0.079
Product are safe(e.g. in accordance with the requirements ACD, get TFDA certificate)	3.98	0.911	3.89	1.181	3.95	0.999	3.98	1.140	3.77	1.284	3.84	1.298	0.418	0.836
Brand reputation	4.23	0.881	3.99	1.097	4.05	1.165	4.21	0.906	4.02	1.160	4.13	1.07	0.649	0.663
Product provides wide variety of sizes	3.67	1.059	3.79	1.233	3.68	1.156	3.79	1.173	3.60	1.106	3.63	1.1	0.381	0.862

Product lasts longer(Date of expiry more than 2 years)	3.23	1.242	3.53	1.131	3.76	1.126	3.75	1.118	3.48	1.146	3.53	1.016	1.757	0.121
Product packing are trendy and fashionable	3.75	0.978	3.57	1.243	3.82	1.079	3.82	1.153	3.56	1.163	3.53	1.295	0.941	0.455
Product has good smell, no pungent smell(no perfume and alcohol)	4.21	0.967	3.97	1.208	4.05	1.179	3.96	1.058	3.89	1.236	4.13	0.976	0.636	0.672
Product design has anti-counterfeiting identification mark	3.98	1.082	3.53	1.178	3.74	1.070	3.95	1.129	3.62	1.291	3.91	1.118	1.769	0.118
There is environmental protection mark on the package of the product	3.67	1.173	3.61	1.150	3.89	1.256	3.96	1.092	3.63	1.121	3.63	1.129	1.323	0.253
Product are not tested on animals(e.g. leaping bunny logo)	3.27	1.216	3.37	1.323	3.31	1.362	3.36	1.258	3.20	1.270	3.34	1.066	0.214	0.956
The identification bar code on the product(like the starting number of Thailand product: 855,China: 690-679 etc, make sure product made in Thailand)	3.67	1.226	3.93	1.256	4.03	1.254	3.85	1.081	3.75	1.190	3.88	0.976	0.755	0.583
Sales representatives can introduce the product in Chinese	3.15	1.458	3.85	1.259	3.94	1.143	3.88	1.226	3.82	1.265	3.63	1.185	2.890	0.014*
Average	3.78	0.640	3.77	0.919	3.89	0.864	3.91	0.849	3.69	0.917	3.83	0.780	0.766	0.575
Price														
Compared with big-brand cosmetics, local cosmetics price is quite cheaper	3.94	1.060	3.83	1.018	3.63	1.258	4.02	1.018	3.80	1.134	3.84	1.11	1.031	0.399
Price posed clearly at outer shell of cosmetics product	4.13	0.841	3.99	0.908	3.63	1.321	4.10	0.989	3.87	1.209	4.16	0.767	2.085	0.066
Channel of payment are very easy and not so complicate as its can transfer though bank or payment applications (like WeChat, Alipay)	3.96	1.166	3.92	0.969	3.73	1.190	4.10	1.037	3.98	1.125	4.22	0.975	1.227	0.296
Reasonable price compared to quality and service	4.25	0.812	4.08	0.955	3.82	1.153	4.19	0.871	3.93	1.154	4.13	1.07	1.635	0.150

Reasonable price compared to quantity	3.96	1.091	3.83	1.018	3.58	1.337	3.98	0.957	3.83	1.125	3.94	1.014	1.118	0.350
Average	4.05	0.787	3.93	0.761	3.68	1.070	4.08	0.750	3.88	0.989	4.06	0.761	1.861	0.100
Place														
Place to buy cosmetics are accessible (you can buy in 7-eleven, Tesco lotus, big c or other shopping malls)	3.73	1.144	3.85	0.940	3.84	1.059	3.86	1.110	3.79	1.100	3.81	0.998	0.127	0.986
Color and music of cosmetic shops are attractive	2.98	1.194	3.45	1.222	3.63	1.283	3.56	1.165	3.28	1.254	3.09	1.353	2.386	0.038*
Attraction of interior display of cosmetics shops	3.00	1.272	3.57	1.187	3.56	1.386	3.64	1.116	3.37	1.200	3.25	1.218	2.229	0.051
Location of cosmetic shops are convenient (in the unified business center or gathering place of people)	3.40	1.250	3.79	0.949	3.76	1.097	3.85	1.012	3.84	1.076	3.78	0.941	1.373	0.234
Cosmetics shop is convenient location(close to convenient transportation)	3.77	1.153	3.83	1.018	3.82	1.033	3.77	0.961	3.69	1.085	3.88	0.907	0.267	0.931
Average	3.38	1.003	3.70	0.838	3.72	0.956	3.74	0.909	3.59	0.985	3.56	0.843	1.205	0.306
Promotion														
Premiums (if you buy some particular products, you will get some free gifts)	3.85	1.052	3.57	1.232	3.66	1.173	3.63	1.269	3.65	1.172	3.47	1.164	0.495	0.780
Organize an event, like holiday sales promotion	4.02	0.911	3.64	1.204	3.85	1.157	3.79	1.162	3.79	1.109	3.59	1.132	0.900	0.481
Advertising via media such as television, radio,brochure, etc	3.52	1.031	3.73	1.070	3.87	1.248	3.64	1.137	3.79	1.118	3.56	0.948	0.815	0.539
Celebrity endorsement (like movie star or super star as endorsement)	3.38	0.937	3.56	1.200	3.73	1.308	3.64	1.137	3.70	1.147	3.44	1.045	0.823	0.534
Window displays are attractive	3.44	0.987	3.61	1.262	3.81	1.157	3.63	1.220	3.52	1.082	3.25	1.136	1.254	0.283
You can free trail product	3.73	1.106	3.92	1.112	3.85	1.226	3.81	1.177	3.79	1.100	3.53	1.164	0.586	0.710
Redemption (buy more refund more)	3.67	1.117	3.64	1.170	3.71	1.348	3.67	1.175	3.82	1.024	3.56	1.294	0.351	0.881

Coupons on leaflet	3.63	1.123	3.72	1.180	3.94	1.279	3.60	1.099	3.81	1.113	3.63	1.100	0.852	0.513
Rebates (Cash refund offers)	3.67	1.059	3.75	1.092	3.82	1.109	3.87	1.159	3.82	1.101	3.31	1.306	1.329	0.251
Price promotions(give some special discounts)	4.02	0.934	3.88	1.090	3.77	1.193	3.62	1.221	3.94	1.132	3.56	1.343	1.399	0.224
Price packs or cents-off deals(a banded pack is two related products banded together e.g. toner and lotion)	4.10	0.928	3.87	1.107	3.84	1.148	3.73	1.226	3.93	1.118	3.84	1.298	0.739	0.595
Samples (offer of a free amount of a product or service)	3.94	1.019	3.95	1.012	3.94	1.240	3.81	1.217	3.91	1.238	3.59	1.316	0.550	0.739
Average	3.75	0.709	3.74	0.897	3.82	0.952	3.70	0.964	3.79	0.862	3.53	0.895	0.535	0.750

*The mean difference is significant at 0.05 level

Table 14 Results of marketing factors influencing decision making to buy Thai-branded cosmetics among Chinese tourists with different monthly income (after tax)

	Monthly income (after tax)									
Marketing Mix	<5000 Yuan		5001-7000 Yuan		7001-9000 Yuan		>9000 Yuan			
	n=148		n=93		n=95		n=64			
Product	Mean	SD	Mean	SD	Mean	SD	Mean	SD	F	Sig
Variety types of products	3.66	1.198	3.89	1.220	3.66	1.154	3.77	1.218	0.848	0.468
Good quality of products	4.04	1.106	4.03	1.165	4.04	1.061	4.19	0.974	0.336	0.800
Good functional of products	4.14	1.141	4.17	1.080	4.00	1.149	3.98	1.061	0.644	0.587
Product easy to use	3.82	1.190	3.85	1.170	3.89	1.106	3.86	0.941	0.092	0.964
Product are safe(e.g. in accordance with the requirements ACD, get TFDA certificate)	3.85	1.109	3.88	1.196	3.91	1.203	4.00	1.113	0.254	0.858
Brand reputation	4.12	1.003	3.98	1.123	4.09	1.131	4.19	0.990	0.566	0.637
Product provides wide variety of sizes	3.66	1.111	3.77	1.286	3.72	1.117	3.64	1.045	0.266	0.850

Product lasts longer(Date of expiry more than 2 years)	3.47	1.128	3.75	1.204	3.69	1.149	3.31	1.022	2.642	0.049*
Product packing are trendy and fashionable	3.70	1.098	3.69	1.216	3.77	1.284	3.48	0.976	0.808	0.490
Product has good smell, no pungent smell(no perfume and alcohol)	3.86	1.207	4.09	1.070	4.09	1.131	4.08	1.044	1.275	0.282
Product design has anti-counterfeiting identification mark	3.76	1.186	3.73	1.134	3.88	1.193	3.59	1.165	0.803	0.493
There is environmental protection mark on the package of the product	3.69	1.177	3.80	1.069	3.88	1.147	3.56	1.207	1.174	0.319
Product are not tested on animals(e.g. leaping bunny logo)	3.24	1.238	3.42	1.305	3.56	1.235	2.89	1.223	4.015	0.008*
The identification bar code on the product(like the starting number of Thailand product: 855,China: 690-679 etc, make sure product made in Thailand)	3.71	1.185	3.89	1.289	3.91	1.221	4.02	0.882	1.235	0.296
Sales representatives can introduce the product in Chinese	3.61	1.328	3.92	1.154	3.85	1.263	3.73	1.300	1.406	0.241
Average	3.76	0.831	3.86	0.900	3.86	0.916	3.75	0.748	0.516	0.672
Price										
Compared with big-brand cosmetics, local cosmetics price is quite cheaper	3.90	1.093	3.95	1.036	3.81	1.214	3.63	1.016	1.268	0.285
Price posed clearly at outer shell of cosmetics product	3.96	1.042	4.12	0.942	3.85	1.237	3.86	1.021	1.189	0.314
Channel of payment are very easy and not so complicate as its can transfer though bank or payment applications (like WeChat, Alipay)	3.99	1.075	4.12	0.954	3.89	1.171	3.83	1.149	1.109	0.345
Reasonable price compared to quality and service	4.14	0.948	4.18	0.884	3.99	1.135	3.73	1.144	3.115	0.026*
Reasonable price compared to quantity	4.03	0.982	3.97	1.037	3.68	1.160	3.48	1.234	4.867	0.002*
Average	4.00	0.827	4.07	0.746	3.85	1.019	3.71	0.924	2.781	0.041*
Place										
Place to buy cosmetics are accessible (you can buy in 7-eleven, Tesco lotus, big c or other shopping malls)	3.89	1.053	3.94	1.051	3.77	1.134	3.56	0.941	1.903	0.129

Color and music of cosmetic shops are attractive	3.36	1.207	3.66	1.229	3.54	1.253	2.75	1.155	7.863	0.000*
Attraction of interior display of cosmetics shops	3.50	1.181	3.63	1.205	3.61	1.223	2.78	1.201	8.007	0.000*
Location of cosmetic shops are convenient (in the unified business center or gathering place of people)	3.78	1.055	3.80	1.069	3.84	1.123	3.55	0.942	1.105	0.347
Cosmetics shop is convenient location(close to convenient transportation)	3.87	1.019	3.90	1.033	3.69	1.082	3.50	0.926	2.660	0.048*
Average	3.68	0.909	3.79	0.919	3.69	0.991	3.23	0.806	5.268	0.001*
Promotion										
Premiums (if you buy some particular products, you will get some free gifts)	3.70	1.116	3.63	1.223	3.54	1.319	3.67	1.099	0.391	0.760
Organize an event, like holiday sales promotion	3.85	1.019	3.73	1.199	3.71	1.245	3.81	1.082	0.411	0.745
Advertising via media such as television, radio,brochure, etc	3.65	1.029	3.83	1.157	3.71	1.219	3.69	1.067	0.507	0.677
Celebrity endorsement (like movie star or super star as endorsement)	3.58	1.107	3.70	1.168	3.59	1.216	3.55	1.140	0.287	0.835
Window displays are attractive	3.54	1.059	3.52	1.194	3.64	1.246	3.63	1.189	0.269	0.847
You can free trial product	3.80	1.094	3.72	1.210	3.78	1.204	3.95	1.061	0.544	0.653
Redemption (buy more refund more)	3.76	1.086	3.57	1.201	3.57	1.302	3.94	1.052	1.802	0.146
Coupons on leaflet	3.68	1.089	3.78	1.141	3.66	1.243	3.88	1.162	0.626	0.598
Rebates (Cash refund offers)	3.73	1.152	3.70	1.150	3.79	1.119	3.86	1.067	0.311	0.817
Price promotions(give some special discounts)	3.84	1.061	3.76	1.183	3.75	1.271	3.92	1.145	0.385	0.764
Price packs or cents-off deals(a banded pack is two related products banded together e.g. toner and lotion)	3.91	1.090	3.88	1.072	3.64	1.237	4.14	1.139	2.559	0.055
Samples (offer of a free amount of a product or service)	3.96	1.124	3.84	1.164	3.69	1.264	4.02	1.148	1.343	0.260
Average	3.75	0.790	3.72	0.890	3.67	1.029	3.84	0.893	0.457	0.713

*The mean difference is significant at 0.05 level

DISCUSSION / CONCLUSION

On the results of research and discussion on marketing factors influencing the decision making of Chinese tourists to buy Thai-branded cosmetics. The results indicated that the majority of respondents are female (66%), age between 26-40 years old (64.5%), the marital status was married (51.7%), completed bachelor education level (64.3%), freelancer (24.8%) and monthly income (after tax) less than 5000 Yuan (37%).

The results of the study on Chinese tourists' purchase behavior of Thai-branded cosmetics showed that most of respondents would like to buy Beauty Buffet, White snail, Mistine and ele brand cosmetics. And most of them preferred to buy cosmetics on both King power and Watsons. More than 50% of respondents purchased Skin care products (97.3%) and make up products (74.8). 41.5% of respondents purchased hair care products. 46.5% of respondents purchased perfumes and body care products. 17% of respondents purchased nail paint products and 19.5% of respondents purchased others. They average purchased: skin care product: 6489.43 Baht, make up products: 4049.97 baht, hair care product: 937.45 Baht, perfumes and body care product: 2373.05 baht, Nail paint products: 162.82 baht, others: 1162.7 baht. Most of them knew cosmetics products information from internet, and Television. And more than a half respondents knew cosmetics products from internet (71%). And most influenced them to buy Thai-branded cosmetics was their friends.

Among marketing factors, price mostly influencing the decision making to buy Thai-branded cosmetics for Chinese tourists, followed by product, promotion, place respectively. Hypotheses testing results indicated that product and promotion influencing the decision making to buy Thai-branded cosmetics were different between Chinese tourists with different gender. Place influencing the decision making to buy Thai-branded cosmetics were different among Chinese tourists with different age. All marketing factors not influencing the decision making to buy Thai-branded cosmetics were different among Chinese tourists with different marital status. Place influencing decision making to buy Thai-branded cosmetics among Chinese tourists with different education level. All marketing factors not influencing the decision making to buy Thai-branded cosmetics were different among Chinese tourists with different occupational. Price and place influencing decision making to buy Thai-branded cosmetics were different among Chinese tourists with different monthly income(after tax). Product and promotion factors affected on different gender (Polawat, 2008) consistent with the result. Place affected on different age (Polawat, 2008) consistent with the result in this study. Ekarin (2008) concluded different monthly incomes have significantly differences in product factors affecting buying decisions not consistent with the result. The result not consistent with Chatchal (2007) education level, different education levels generate different levels of important in buying decision in product. The result not consistent with (Chatchal, 2007) different occupations generate different levels of important in buying

decision in promotion. The result not consistent with Sarintorn (2007) different marital status affect differently on Acer notebook computer purchasing decision towards price and place.

RECOMMENDATIONS

1. Thailand cosmetics industry should develop appropriate marketing strategies:

1.1 Product: for female and age more than 50 years old Chinese tourists need to provide variety of product, improve product quality and functional, cosmetics shop should train staff to speak Chinese and provide Chinese introduction.

1.2 Price: for age less than 25, single and income less than 5000 Yuan, cosmetics shop should provide cheap price to motivate them to buy.

1.3 Place: for age 26-40 and income 5001-7000, cosmetics shop should improve environment of shop (color, music and interior display)

1.4 Promotion: for female Chinese tourists, cosmetics shop need to give more promotion(holiday sales promotion, provide free trial product and special discounts).

2. The researcher recommendations for future study as follows:

2.1 Future study could find other factors that may influencing the decision making to buy Thai-branded cosmetics for Chinese tourists.

2.2 All data of this study collect from airport, future study could make some survey in some popular local cosmetics shops.

2.3 Future study could compare different purchase behavior in different region of Chinese tourists.

2.4 Future study could combine quantitative research method and qualitative research method to find out factors influencing.

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