PROCEEDING

Sustainable Tourism: Building Resilience in Uncertain Time

February 3rd-4th, 2021

Kasetsart University
Bangkok, Thailand

Co-funded by the Erasmus+ Programme of the European Union

KU KASETSART UNIVERSITY

TOURIST

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WP5 – NETWORK FOR NATIONAL AND CROSS- COUNTRY EXCHANGE

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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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ACKNOWLEDGEMENT

The 3rd TOURIST conference organizing committee wish to convey sincerest thank to the dedicated staffs in the partner institutions who are truly invested in the success of this project; as well as to the European Commission for supporting and funding this project through the Erasmus +programme.

Our special thanks go to the key-note speakers who shared their excellent insights, to reviewers for their great contribution, to all the presenters and participants for making it a very interesting and successful conference, and lastly to the local organisers -MBA students from Kasetsart International MBA program(KIMBA) and staffs from Faculty of Business Administration, Kasetsart University in Bangkok, Thailand for their support in the organisation of the TOURIST 3rd International Conference.

3rd TOURIST Conference Organizing Committee
February 2021

EXECUTIVE SUMMARY

The 3rd TOURIST Conference - Sustainable Tourism: Building Resilience in Uncertain Time was held on 3-4 February 2021, mainly online due to the widespread of COVID-19 in Thailand. 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 under building resilience in uncertain time context. The conference was hosted by Kasetsart University and financially sponsored by European Union under Erasmus Plus Program. Approximately 100 participants from many countries all around the world. There were 31 participants presented their contributions in this conference. All of their papers/abstracts are included in this proceeding.

CONFERENCE AGENDA

Date: Wednesday, 03/Feb/2021

11:00am - 1:00pm	**Registration - 3rd February 2021** Location: Auditorium	
11:30am - 12:30pm	**Lunch 3rd February 2021** Location: Fahsai Room	
1:00pm - 1:10pm	**Welcome and Opening Speech by Kasetsart University President** Location: Auditorium	
1:10pm - 1:15pm	**Welcome speech by Dean, Faculty of Business Administration** Location: Auditorium	
1:15pm - 1:20pm	**Introduction to TOURIST Project and Network By Dr.Anita Macek, TOURIST project coordinator**	
1:30pm - 2:30pm	**Keynote Speech by Prof.Dr.Michael Hall "“Sustainable Tourism: Building Resilience in Uncertain Times"** Location: Auditorium	
2:30pm - 3:00pm	**Coffee Break** Location: Auditorium	
3:00pm - 4:00pm	**Keynote Speech by Prof.Dr.Greg Richard "Is resilience sustainable? Developing creative responses to adversity"** Location: Auditorium	
4:00pm - 5:20pm	**Parallel Session 1** Location: Auditorium	**Parallel Session 2** Location: 2nd seminar room
5:20pm - 6:20pm	**Parallel Session 3** Location: Auditorium	**Parallel Session 4** Location: 2nd seminar room
7:30pm - 10:00pm	**Gala Dinner on February 3, 2021 (Optional)** Location: Covent Club	

Date: Thursday, 04/Feb/2021

8:00am - 9:00am	**Registration - 4th February 2021** Location: Auditorium	
9:00am - 10:40am	**Parallel Session 5** Location: Auditorium	**Parallel Session 6** Location: 2nd seminar room
10:40am - 11:00am	**Coffee Break** Location: Auditorium	
11:00am - 12:00pm	**Parallel Session 7** Location: Auditorium	**Parallel Session 8** Location: 2nd seminar room
12:00pm - 1:00pm	**Lunch 4th February 2021** Location: Fahsai Room	
1:00pm - 2:30pm	**Keynote Speech by Prof.Dr.David B. Weaver "A Geopolitical Perspective on Tourism Sustainability and Resilience in the Post-COVID Era" and Prof.Basak Denizci Guillet "Revenue Management during Covid-19 crisis for Tourism Businesses"** Location: Auditorium Panel discussion moderator - Prof.Harald Armin Friedl	
2:30pm - 2:50pm	**Coffee Break** Location: Auditorium	
2:50pm - 4:10pm	**Parallel Session 10** Location: 2nd seminar room	**Parallel Session 9** Location: Auditorium
4:20pm - 5:40pm	**Parallel Session 11** Location: Auditorium	**Parallel Session 12** Location: 2nd seminar room

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Full Papers
& Extended Abstracts

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THE HYBRIDIZATION OF TOURISM, SYMBIOSIS OF TOURIST EXPERIENCES

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ABSTRACT

This extended abstract aims to reflect on the current meaning of tourism based on self-motivation. There is a motive or in other words, an association of motives as a motivator for the decision to choose the destination. This work intends to present a proposal for a hybrid circle applied to the tourist destination based on the review of existing articles where sustainability is taken as one of the factors or reasons for the tourism destinations.

The proposal of this new model is intended to help in the planning of tourist destinations, taking advantage of all the tourist attractions and services available, in order to turn it in a sustainable destination. For the future it is intended to carry out a comparization study between Portuguese and Swedish tourists in order to validate the Hybrid Tourism Circular Model Proposal.

Keywords: Hybridisation, Tourist motivation, Sustainable tourism, Tourist destination

INTRODUCTION

Understanding the importance of the reasons for choosing a tourist destination is fundamental to the study of tourism, but the question that arises in this research is whether there is in fact a single reason or a hybridization of several reasons. This is several studies that show that there is not one single motive, but the joining of several allows the choice.

What has been studied at the academic level above all is about the main motive of choice, which for many authors is enough to provide the typology of the tourism segment. This filling note intends to start a study that will focus on a comparative survey between Portuguese and Swedish tourists. Two different nationalities, some Nordic and others Latin, almost opposite in their culture, which could give a broad perspective on whether there was only one motivation when deciding on the choice of destination. For example, would the tourist choose the destination if it only had a hotel with no more attractions?

In Another way this study aims to provide tourist destinations with input for the design of tourist offer strategies. Working in a network will indeed be an advantage for all those interested in developing the destination, base in a1 multisectoral collaboration. Based on all the aspects it came to the necessary point of creating a new model for the interaction and relation from the tourist motivation and destination perspective.

OBJECTIVES

This paper aims to reflect on the current meaning of tourism based on self-motivation. There is a motive or in other words, an association of motives as a motivator for the decision to choose the final destination. This work intends to present a proposal for a hybrid circle applied to the tourist destination based on the review of existing articles where sustainability is taken as one of the factors or reasons for the tourism destinations.

METHODOLOGY

This work is based on an integrative review, a procedure that integrates the synopsis of knowledge and aggregation, through a bibliographic survey, based on the authors' experience (Broome, 2006). And through the inclusion of different methods, it was possible to apply results in the objective of this work. The several research objects were analyzed, combined and compared in order to allow the extrapolation of knowledge in a synthesized way. To analyse the literature on motivation in tourism, a bibliometric analysis was made using the VOSviewer software (1.6.11), on the management publications of the WoS Core Collection. The parameters considered for the "Tourism motivation" grouping were the terms present in the abstracts of the articles collected.

RESULTS AND CONTRIBUTIONS

1.1 The exploration of the motivation as a hybrid factor in tourism

Motivation is the key master and driving force for the development strategy as mentioned by researchers of thought related to the topic of motivation (Swarbrooke and Horner (2002); (Kotler and Keller (2005); Hawkins and Best (2007); Pearce and Packer (2013); Monteiro (2017).

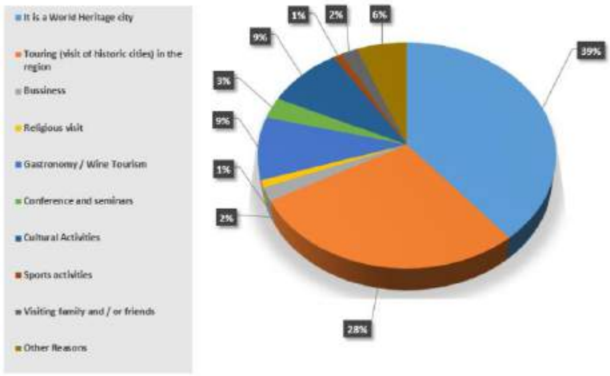
Motivation is understood as "any element or factor that, by itself or in conjunction with another or others, causes the displacement of people in response to such motivation or motivations" (Cunha, 2009, pg 263). Here is the basis of what is intended to be addressed when Cunha mentions motivation may be interconnected with several elements. For example, Blanco et al, points to a "Tourism Cycle and motivation" and in this cycle there are elements of different orders (see figure 1), which includes reasons for traveling, tourist satisfaction and the choice of destination. There is not a single point, but the convergence of several.

Figure 1: "Tourism Cycle and motivation" / Adapted by Blanco et al, 2003

What is questioned here is whether we can actually identify what kind of tourism the traveler is undertaking, Poon referred to this new perspective as ‘‘new tourism ’’ (1993). Do we really have Hedonic tourism, where the satisfaction of diverse needs and the pleasure of traveling in different degrees prevail? The expectation of return is amplified with the diversity of the product present in the tourist destination.

Let us see when we analyze different results of surveys carried out to the consumer of the tourist destination, it stands out that there is not one reason, but several, effectively with different scales.

The studies that will be presented represent a collection of reasons for traveling to the tourist destination.



Source: Adapted from Guimarães Turismo

Figure 2: Motivations and profiles of the visitor adapted from Guimarães Municipality (2016)

One of the main reasons for choosing Guimarães is for the fact that the municipality is classified as World Heritage, accounting for 39%, in second place is Touring with 28% and in third place with 9% is both Gastronomy/Wine tourism and Cultural activities.

Activities	Leisure / Holidays	Visit to family/friends	Business	Global
Gastronomy Experience	84%	71%	88%	81%
Shopping	48%	57%	16%	42%
Landscape/Nature Appreciation	42%	29%	19%	33%
Go to the beach	39%	38%	9%	32%
Enjoy evening entertainment	35%	28%	24%	30%
Tours by car in the region	24%	42%	12%	29%
Visit monuments	50%	15%	4%	28%
Visiting museums	34%	7%	2%	19%
Visit the Port Wine Cellars	35%	7%	3%	19%
Acquire regional handicrafts/products	28%	15%	6%	18%
Walking tours	25%	16%	5%	18%
Douro Boat Cruises	26%	7%	2%	15%
Attending cultural events	20%	13%	15%	14%
Visit the Douro Valley	23%	8%	2%	14%
Excursions	17%	3%	----	9%
Visit Guimarães	11%	8%	1%	7%
Participate in cultural events	10%	5%	1%	7%
Attending sporting events	7%	6%	2%	5%
Visit the Casa da Música	9%	4%	----	5%
Bicycle tours	6%	4%	1%	4%
Visit the Peneda/Gerês National Park	4%	5%	----	4%
Visit Serravalves	4%	2%	1%	3%

Taking part in sporting events	2%	3%	1%	2%
Nautical activity	2%	2%	1%	2%
Visit Foz Côa	3%	1%	1%	2%
Bird watching	2%	0,4%	1%	2%
Extreme sports	1%	1%	1%	1%
Play Golf	0,2%			0,1%

Table 1: Tourism Planning and Development Institute (IPDT) - Profile study of tourists visiting Porto and/or the North of Portugal (April to October 2017)

The survey shows that 81% went to visit the region for gastronomic reasons, 42% for shopping, and 33% to enjoy the landscape / nature, 32% for beach trips and 30% to enjoy the nightlife.

Purpose of the visit	Foreigners
Visit monuments and museums	88.8%
Tasting gastronomy and wine	87.3%
Getting to know the modern side of Lisbon	77.1%
Getting to know portuguese culture	71.2%
Enjoy the atmosphere or landscape	67.7%
Have fun with friends	47.1%
Knowing different habits	46.7%
Rest, relax	21.7%
Nightlife	17.5%
Being with the family	11.6%
Attending cultural events	10.1%
Enjoy a mild climate	8.4%
Contact with nature	8.1%
Contacting the local population	8.0%
Dealing with professional matters	6.7%
Attending recommended restaurants	4.5%
accommodation in a good hotel	1.4%
Playing sports	1.3%
Attending sporting events	1.1%
Health reasons	0.1%

Table 2: Turismo de Lisboa Visitors & Convention Bureau - Motivational Survey - City (2018)

The table above shows that 88.8% chose the city of Lisbon to visit monuments or museums, 87.3% also associated with the taste of gastronomy and wines, 77.1% wanted to know the modern side of Lisbon and 71.2% to know the culture Portuguese.

The hybridization of tourist experiences that can be developed in destinations serves as an anchor to attract visitors eager to enjoy a multiple experience and otherwise a pillar for social, environmental and economic sustainability, which Peter M. Burns calls “mutually beneficial relationships” (2005, p 400)

This point is mentioned by Fernando Completo and Nuno Gustavo “In view of the expected economic situation, the future of tourism activity will lie not only in direct competition, but in the primacy of sharing, involvement and business models in a hybrid matrix network, or that is, in win-win logic, aiming at optimizing competitiveness through inter-destination and inter-company coopetition. " (2016, pg 33). This same interconnection occurs when the analysis was made using VOSviewer software (1.6.11), which allows "creating maps based on network data and viewing and exploring these maps" (Eck & Waltman, 2019), was used to create clusters of co –citation and terms, in figure 1 it can be seen that within the related literature as tourist motivation, there are several components that interact with the motivation.

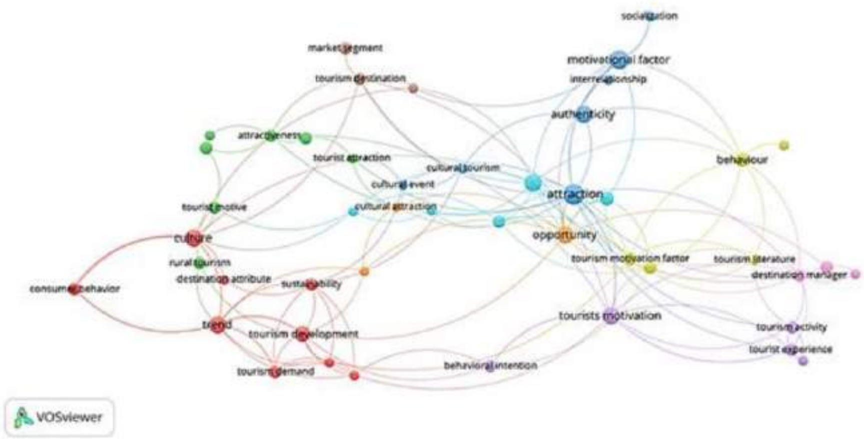


Figure 3: Terms' clusters of general literature (VOSviewer - 1.6.11 - software)

The sharing of the tools present in the tourist destination becomes an attraction for tourist satisfaction and for the sustainability of the tourist destination.

1.2 Sustainability network associated to the tourism destination

In the increasingly saturated tourism market, an effective tourism destination management is essential to support competitive and sustainable growth. The topic becomes interesting in light of the spread of the collaborative network (CN) organisational models and the massive diffusion of web 2.0 and mobile technology (Ammirato, S. Felicetti, A.M, Della Gala, M, 2015)

Even if several case studies of CNs in tourism are known, a comprehensive study of how tourism destinations can benefit of CN models and enabling technologies is not present; especially in the effort to help tourism destinations in setting up services able to actively support each phase of the tourist 2.0 lifecycle (Ammirato et al, 2015)

When promoting destinations both online and through traditional media, destination managers must consider aspects related to sustainability. In the context of the Covid-19 pandemic and the consequent rules of social distancing, tourism and hospitality businesses should focus on new ways to offer value to consumers, which must encompass the creation and promotion of new tourism products that are not only are truly sustainable, but are also perceived as sustainable by tourists (Santos, Cardoso, Araújo-Vila, Fraiz-Brea, 2020)

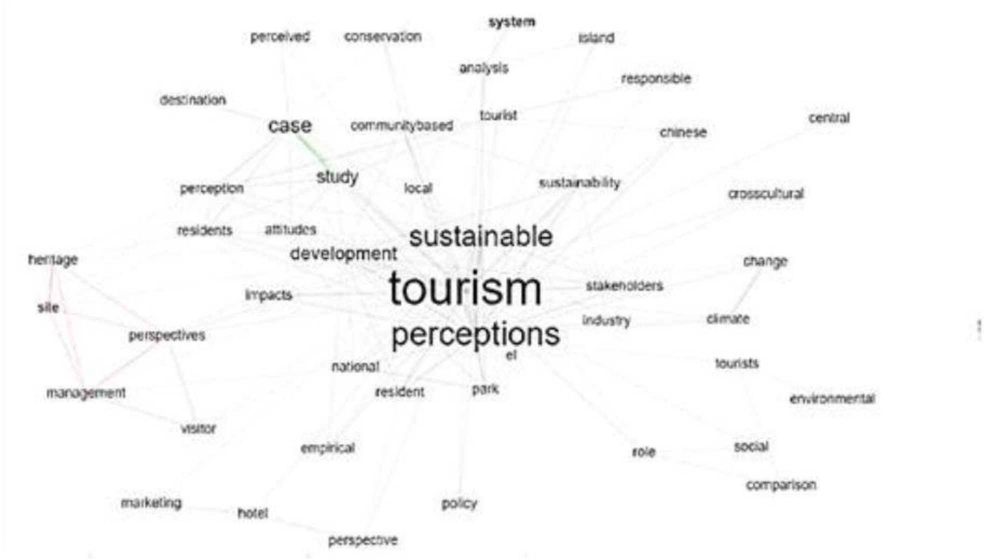


Figure 4: Keywords Plus co-word network (Santos at all, 2020)

The co-word structure of Keywords Plus with50 nodes, represented in the figure below, follows the same pattern as the co-word structure of abstracts. The results show that “sustainable tourism perceptions” is in the middle of the network structure, linked by several edges (or links) to other nodes (or vertices). The first vertex comes from the word “perspectives”, which is connected to “management”, “visitor”, “site”, “heritage”, and “impacts”. Moreover, it should be noted that the word “impacts” is directly connected to “tourism” and “perceptions” (Santos at all, 2020)

Tourists can help to reduce tourism’s negative impact by making environmentally friendly tourism decisions and behaving in an environmentally sustainable manner while at the destination. STDs could set the management framework/paradigm and ST technologies could provide the adequate tools. Tourists having environmental concerns and behaviour were described and defined in various ways. Authors use various terms and propose different definitions/descriptions for environmentally sustainable tourists, as outlined below with reference to selected studies (Shen, Sotiriaris, 2020).

CONCLUSSION

After this literature review it´s possible to assume that the “tradition model” of tourist and how tourism works is not actual in this days. The reasons and motivations are more and more complex when comes to define what makes a person to travel. There are several studies, some mentioned in this paper, that can correlate how the tourist chooses and the preferences based on internet searches but there is a high demand on not only the tourist but how the tourism itself is presented.

A big factor that comes in this equation is the topic sustainability, this phenomena has happen in the food industry (vegetarian, ecologic, raw food etc...), its happening in building and car industry so the tourism industry has to also follow the same trends and what the tourist demands.

Based on all the aspects it came to the necessary point of creating a new model for the interaction and relation from the tourist motivation and destination perspective.
We found that there are four main motivations related to the tourist motivation, as the figure five shows in light blue, but when talking about tourist destination we found the double of motivations, demonstrated with dark blue color. This circular process shows that the tourist doesn´t need many motivations to travel but it needs more motivation when comes to choose where to go. If we use this 2 circular processes together it will be possible to achieve a better understanding on how travel agencies and countries can define their tourism foundation to involve every type of tourist.

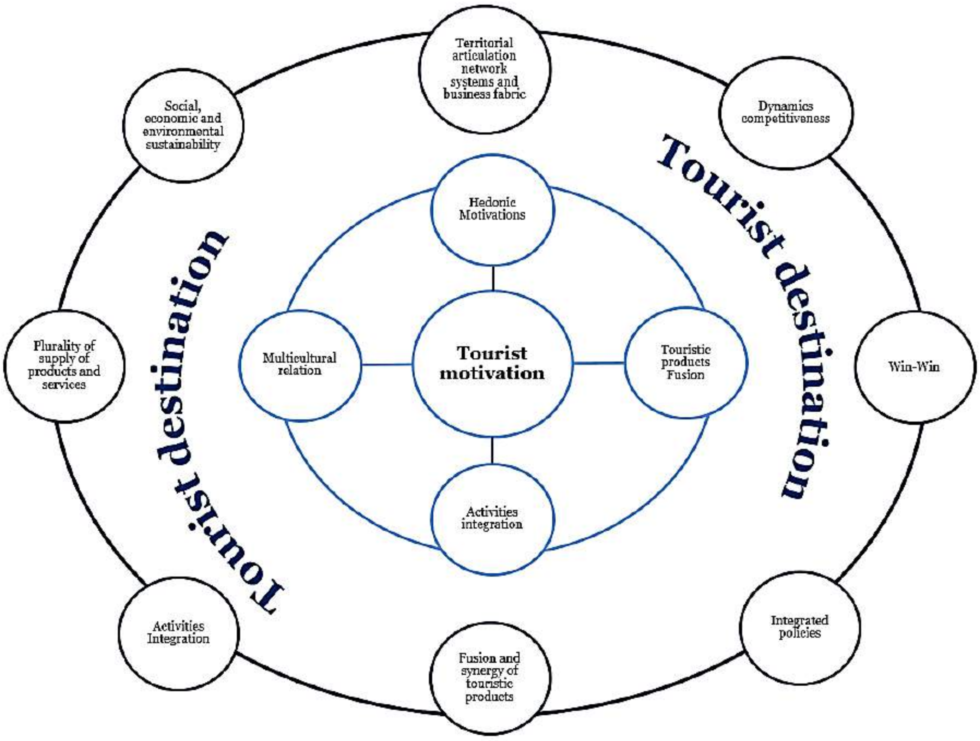


Figure 5: Hybrid Tourism Circular Model Proposal – Tourist Motivation & Tourist Destination

RECOMMENDATIONS

This new model is intended to help in the planning of tourist destinations, taking advantage of all the tourist attractions and services available, in order to turn it in a sustainable destination, so for the future it would be important to carry out field work in order to prove the efficiency of this model. The autors intended to carry out a comparization study between Portuguese and Swedish tourists in order to validate the Hybrid Tourism Circular Model Proposal.

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AN EVALUATION OF WEBSITE USAGE IN ECOTOURISM BUSINESS IN THAILAND

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ABSTRACT

Recent development in information technology (IT), in particular the progress of the Internet, has changed the way that tourism businesses communicated with their customers. Today, most tourism businesses have widely utilized the Internet (e.g. websites) to sell their products and services. However, in case of ecotourism business, no empirical studies have investigated on how ecotourism businesses have developed and utilized the benefits of websites to promote and sell their products. Therefore, this study has an objective to evaluate the use of websites from ecotourism business in Thailand by employing the extended Model of Internet Commerce Adoption (eMICA) consisting of 3 levels. Subjects being investigated were 71 travel business members listed on the website of the Thai Ecotourism and Adventure Travel Association (TEATA). Descriptive statistics were used to analyze the data in terms of frequency and percentage. The results showed that many travel businesses did not utilize the websites to its full potential, particularly for the marketing purposes and online transaction. Recommendations are provided for travel businesses to fully develop the use of the websites more effectively.

Keywords: ecotourism business, Internet, website, online marketing

INTRODUCTION

The rapid development of the Internet is having a huge impact on the tourism industry (Kerr, Tsoi, & Burgess, 2009; Sangpikul, 2019). During the past decade, the Internet has been increasingly important and represented a significant opportunity for businesses to distribute their products and services directly to consumers (Dollin, Burgess, & Cooper, 2002; Kotler et al., 2006; Sangpikul, 2019). The information-based resource, ease of use, interactivity and flexibility of the Internet are appealing to travel and tourism industry (Dollin et al., 2002; Kaur, 2017). The prevalence of information available through the Internet has raised the possibility of marketing tourism products worldwide (Sangpikul, 2019). The Internet has been recognized as a useful sales outlet as it provides a medium for communication between a company and its customers (Inkpen, 1998; Kotler et al., 2006; American Marketing Association). The literature indicates that tourism is the most likely industry to generate revenues and sales through internet-based commerce (e.g. websites), and as a result, tourism businesses are actively engaging in online marketing and sales (Donohoe & Needham, 2008; Sangpikul, 2019). In case of ecotourism, despite the advance of Internet technology has contributed to the growing impacts of online marketing of tourism industry, studies to understand Internet-based ecotourism business is still limited.

A review of literature indicates that previous studies regarding ecotourism business are primarily dominated by Western perspective, researchers are yet to explore on the other side of the world like the Asian setting. Understanding global ecotourism business should contribute to the future development of the industry. In light of the increasing significance of the Internet marketing and limited literature in ecotourism business in Asian context, this study thus aims to evaluate the use of website and e-commerce adoption among ecotourism businesses in Thailand by employing the extended Model of Internet Commerce Adoption (eMICA). Understanding ecotourism businesses and how their products are marketed through the Internet (websites) would help enhance the chance of business success. Successful ecotourism business makes for a stronger ecotourism sector, which will help host communities obtain greater benefits from ecotourism (Donohoe & Needham, 2008; Sirakaya, 1997). The results of the study will contribute to the existing ecotourism literature and broaden an understanding of the Internet-based ecotourism marketing, particularly on the Asian context. Moreover, the finding will provide useful suggestions for Thai ecotourism businesses to develop effective websites for their online marketing.

OBJECTIVES

1. To study the potential, particularly for the marketing purposes and online transaction on travel companies who are members of the Thai Ecotourism and Adventure Travel Association (TEATA).
2. To evaluate the use of website usage of ecotourism business in Thailand by employee in the extended Model of Internet Commerce Adoption (eMICA).

LITERATURE REVIEW

During the past decade, there is an abundance of research examining or evaluating the Internet or websites of tourism businesses such as hotels, travel agencies, and airlines. However, only a few studies have examined the Internet marketing of ecotourism businesses.

Among them, Lai and Shafer (2005) explored the Internet-based ecotourism marketing of ecolodges in Latin America and the Caribbean by examining the ecolodges listed on the website of the International Ecotourism Society. The study revealed that the sampled ecolodges provided a variety of ecotourism products to meet the diverse interests of ecotourist market. However, their online marketing messages provided on the websites were only partially aligned with ecotourism principles. The study suggested on developing social marketing and ecolabelling for online ecotourism marketing to better shape tourist expectations, attitudes and behaviors in ways that support the sustainable practice.

Another study by Donohoe and Needham (2008) assessed the congruency of internet-based ecotourism marketing with ecotourism tenets. By examining Canadian ecotourism providers, the study found the use of the term ecotourism and its tents to market tourism experiences was a well-established internet-based marketing activity, and congruency between ecotourism tenets and ecotourism marketing messages was contentious among the Canadian sample providers. The study focused on developing ecotourism standard to further promote sustainable ecotourism in Canada. In particular, cooperative, voluntary and regulatory initiatives are needed to ensure legitimacy of the industry.

Lathiras et al. (2010) analyzed website quality of the Internet sites in agro-tourism and ecotourism. The study detected some medium quality ratings and some positive evaluations of certain factors. In general, the website of agro-tourism received higher score than that of ecotourism. Major findings concerning the website quality are the lack of interaction facilities and conversations as well as personalized options with user personal accounts. Recommendations are focused on the design, information, interaction and overall quality of a website.

In addition to ecotourism businesses, some scholars explored the Internet marketing of related tourism businesses. For instance, Lee and Morrison (2010) evaluated and compared upscale hotels' websites in South Korea and USA. The study found that there was no significant difference in the overall effectiveness of the upscale hotels' websites in South Korea and the USA. However, the websites of the Korean upscale hotels performed slightly better than their US counterparts. The study concluded that most upscale hotels in both countries were not effectively using websites from the marketing and upscale hotel perspectives.
Tsai, Chou, and Leu (2011) explored web-based marketing of the airline industry in Taiwan. Based on the evaluation of marketing 4P's and website quality, the study found that the Taiwanese airlines did not fully capitalize on the web's marketing potential, and have a great deal of room to improve their websites for the e-marketing strategies in terms of product, price, place, and promotion. The study also suggested the improvement on information, service and system quality.

Panrod and Jaroenwisan, (2012) explored the information technologies implementation in marketing activities of resorts and spa businesses in southern provinces in Thailand. The findings revealed that the three implementation platforms in marketing activities of resorts and spas are e- marketing, social media marketing, and special interest group marketing respectively. For e-marketing, it is most implemented in marketing activities (75% adopted and 25% not adopted). As for social media marketing, it is adopted by only a few properties (29.6% adopted and 70.4% not adopted). Finally, special interest group marketing, there small proportion for resorts and spa businesses (3.5% adopted and 96.5% not adopted).

In sum, although there are several related studies on Internet marketing in the hospitality and tourism businesses, studies examining the ecotourism business sector are limited. In addition, among the existing studies, it seems that the literature on ecotourism business is primarily dominated by the Western perspective. Researchers are yet to explore on the other side of the world such as Asian setting. In particular, scholars point out the limitation of ecotourism business studies in Thai context and encourage more research to learn about this important sector (Sangpikul, 2008). Previous studies, from Western perspective, have revealed that ecotourists use the Internet as a primary means for gathering travel and tour information when planning ecotourism activities (Lai & Shafer, 2005; Donohoe & Needham, 2008). The prevalence of information available through the Internet has raised the possibility of global ecotourism to be more accessible to the market (Lai & Shafer, 2005; Fuchs, 2017). This highlights the importance of the use of the Internet among tourists. Therefore, ecotourism businesses should focus on the full use of the Internet and put more efforts on the online marketing as well as more research is needed regarding this issue.

The Extended Model of Internet Commerce Adoption (eMICA)

This study utilized the extended Model of Internet Commerce Adoption (eMICA) to evaluate the use of websites of ecotourism businesses to determine the website development. The evaluation of website development by using the eMICA will provide a roadmap indicating where a business or industry sector is in its development of Internet commerce applications (Doolin et al., 2002). This will help us understand how Thai ecotourism businesses have developed the Internet commerce for tourism marketing when compared to international context. Burgess and Cooper (2000), who developed the eMICA, explained the idea that commercial website development typically begins simply and evolves over time with the addition of more functionality and complexity as firms gain experience with Internet technologies. Previous studies employed the eMICA model to evaluate the level of website development of tourism related organizations (e.g. Australian and New Zealand Tourism Organizations) to better understand the functionality used in the websites of the tourism organizations (e.g. Burgess & Cooper, 2000; Doolin et al., 2002). The eMICA model consists of three stages (as shown in Table 1), incorporating three levels of business process: 1) web-based promotion 2) provision of information and services and 3) transaction processing.

Table 1: The Extended Model of Internet Commerce Adoption (eMICA)

Stage of eMICA	Examples of functionality/features
Stage 1: Web-based promotion	
Layer 1 - basic information	Company name, contact address and details, area of business
Layer 2 - rich information	E-mail contact, general information about company and activities
Stage 2: Provision of information and services	
Layer 1 - low interactivity	Basic products, links to further information, online enquiry form
Layer 2 - medium interactivity	Customer support (e.g. FAQs, sitemaps), industry-specific value-added features (e.g. downloadable materials, special offers)
Layer 3 - high interactivity	Chat room, discussion forum, multimedia, newsletters or updates by e-mail, online reservations for accommodation or tours
Stage 3: Transaction processing	Secure online transactions, order status and tracking, interaction with corporate servers

Source: Adopted from Burgess and Cooper (2000)

METHODOLOGY

The subjects in this study were travel companies who are members of the Thai Ecotourism and Adventure Travel Association (TEATA). These travel companies are listed on the website of the TEATA (www.teata.or.th) which is one of the well-known ecotourism websites in Thailand. The website provides general information regarding ecotourism and its related activities. During the survey (December 2019), there was a total of 71 members listed on the website, and all of them were included in the analysis.

This study used the eMICA model developed by Burgess and Cooper (2000) to evaluate the websites of the travel companies listed on the website of TEATA. The model consisted of three stages/levels (as shown in Table 1). Descriptive statistics were used to analyze the data in terms of frequency and percentage.

RESULTS

The studies to categories and types of travel companies that out of 71 travel business members, 17 companies (24%) were full-serviced tour operators offering a variety of travel and tourism products such as sightseeing tours, cultural and heritage tours, and natural tours. Approximately one-thirds (34%) were categorized as nature-based tour operators (24 companies). For the rest (18 companies), 8 companies were resorts and the others were travel related companies such as companies selling outdoor and recreational products, local travel association, travel magazine, and overseas travel agent. However, 3 companies had no websites (not available) and were excluded from the analysis. Therefore, 68 companies were included in the study. as shown in Table 2

Table 2: Categories and types of travel companies

Categories	Number of companies (%)
Full-service tour operators (i.e. companies selling a variety of travel and tourism products)	17 (24.0%)
Nature-based tour operators	24 (34.0%)
Resorts (e.g. ecolodges)	12 (17.0%)
Travel related companies (i.e. companies selling outdoor and recreational products)	8 (11.0%)
Others (i.e. local travel association, travel magazine, overseas travel agent, and herbal products)	7 (10.0%)
No website	3 (4.0%)
Total	71 (100%)

According to this finding, it should be noted that the TEATA is the ecotourism and adventure tourism association. This suggests that its members may not be restricted to only specialized ecotourism operators. The association welcomes other travel companies who focus on nature-based tourism and those who want to promote responsible tourism (e.g. ecotourism, adventure tourism, and ecolodges). Because of this, the TEATA may have several types of travel business members including full-service tour operators, nature-based tour operators, resorts, and other travel related companies. In Thailand, it is common that many full-service tour operators provide a wide range of travel products to the mass market such as ecotourism, adventure tourism, cultural tourism and sightseeing tours.

Table 3 Evaluating travel businesses' website development

Stage of eMICA and level of functionality	Number of websites (%)
Stage 1 -Web-based promotion **Layer 1:** basic information (e.g. company general information, address) Layer 2: rich information (e.g. e-mail contact, information about company activities)	 0 0
Stage 2 – Provision of information and services **Layer 1:** low interactivity (e.g. basic product information, links to further information, online enquiry form, news, itineraries, photo gallery) **Layer 2:** medium interactivity (e.g. customer support, FAQs, sitemap, down loadable materials, special offers, guest book, searchable database of accommodation, tour programs, activities, and site search engine) **Layer 3:** high interactivity (e.g. online bookings for accommodation, tours, activities, non-secure payment)	 28 (42.0%) 22 (32.0%) 11 (16.0%)
Stage 3 – transaction processing (e.g. secure online payment, order status tracking)	7 (10.0%)
Total	68 (100%)

Table 3 presents the evaluation of website development of the travel companies. Each website was evaluated and assigned an appropriate stage and layer in the eMICA model. The results indicates that the majority of the TEATA members have developed their websites in Stage 2, particularly in Layer 1 (42.0%), Layer 2 (32.0%) and Layer 3 (16.0%), respectively. As most websites were developed in Stage 2: Layer 1 (low interactivity), this suggests that these travel companies basically provide general product information, product prices, tour programs and itineraries. They might have some forms of navigation structure such as buttons with links to different parts of the site as well as provide some information such as travel news, photo gallery, and inquiry form.

DISCUSSION

According to there were only 7 companies (10.0%) that have developed their website capacities to Stage 3 (transaction processing). This is the stage of capability offering secure online credit card payment for travel bookings. Comparing the current result with previous studies (i.e. Burgess & Cooper, 2000; Doolin et al., 2002), it discloses some similarities in that most travel businesses in the tourism industry (local and international levels) have developed their websites into Stage 2 (provision of information and services). However, it should be noted that, though the same stage development, there are major differences in the Internet commerce adoption (i.e. level of website's capability and functionality) between Thai and international travel companies. In the current study (Thai companies), more than half of them categorized in Stage 2: Layer 1 (low interactivity), while most samples in previous studies (i.e. Burgess & Cooper, 2000; Doolin et al., 2002) have advanced their websites into Stage 2: Layer 2 (medium interactivity) and Layer 3 (high interactivity). To stay competitive in the global tourism market, this suggests that the Thai travel businesses should develop and improve their website's capability and functionality to respond to the changes of the technology and to meet customers' needs/expectations.

RECOMMENDATIONS

This study has evaluated the use of the Internet among the travel companies who are the members of the Thai Ecotourism and Adventure Travel Association (TEATA). The study found that the TEATA has various types of travel business members (e.g. full-service tour operators, nature-based tour operators, resorts, and other tourism related businesses). These companies provided a variety of travel and tourism products and services for different target groups. Among 68 companies examined, almost half of them were categorized as nature-based tour operators while the rests were full-service tour operators, resorts and travel related businesses. As the TEATA is a private travel business association with the goals to achieve the philosophy and principles of ecotourism and sustainable tourism as well as to be the leading ecotourism association in the region, there are several suggestions that may help the TEATA and its member companies to develop effective Internet-based marketing and stay competitive in the global market.

According to the finding (Table 3), it appears that most Thai travel businesses' websites display a slightly lower level of website's functionality and interactivity when compared to other Western studies (Burgess & Cooper, 2000; Doolin et al. 2002). Although those previous studies were conducted several years ago, the website development of those samples showed moderate to high levels of websites' features; indicating a relatively advanced stage of adoption of Internet commerce when compared to Thailand case. Today, the Internet is increasingly important role in marketing and promoting tourism products, particularly ecotourism (Lai & Shafer, 2005; Kaur, 2017). Travel businesses could gain competitive advantages from using the Internet as a means of direct distribution and communication to their customers who mainly search information online (Boonthai & Assenov, 2006; Sangpikul, 2019). The result from this study (Table 3) as well as the concept of website development based on eMICA model (Table 1) would provide some ideas for Thai ecotourism businesses to determine their stage of Internet adoption and further develop their websites' functions and features to approach both domestic and international customers. To stay competitive in the online travel market and engage consumers' interest and participation, it is suggested that Thai travel companies should focus on interaction with customers by consistently developing their website technologies and functionalities over time. They may use the guidelines provided in Table 1 as the way of development/improvement. Effective website development should not only assess the technical quality of the medium but should also include aspects related to customer satisfaction (American Marketing Association, 2019; Wang & Fesenmaier, 2006). Regular evaluating and improving website will help business keep and increase their online presence and competitiveness in the market place to reach the targets (Costas & Vasiliki, 2006; Sangpikul, 2019). Developing effective web-based marketing requires taking full advantages of websites as a marketing medium.

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COVID-19 AS THE REASON TO PROTECTED NATURAL ENVIRONMENT AT MAI KHAO BEACH, PHUKET

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ABSTRACT

The main point of this research questions why to protected our nature environment in period of Covid-19. The research objective to understand what is effects of Covid-19 and manage the sustainable tourism. Covid-19 is the lasting change of new normal the natural environment and the way of life over the period of time. It is natural world which have no control. Covid-19 is the same around, and it belongs to nature which also have no control. The method to study this research has been used qualitative research. The environment as a resource to develop the community-based ecotourism. The finding success of the reason to protected natural environment at Mai Khao beach in Phuket is linked to specific local circumstances such as, the lack of tourist expectation for remoteness, and the awareness towards the environmental and social change. To remain financially viable, ecotourism at Mai Khao beach in Phuket has to link with mass tourism. The connection between ecotourism and mass tourism are therefore beneficial for survival. Especially, with current situation, the economy of Phuket is suddenly down because of Covid-19. The researcher seeking an opportunity after Covid-19, the ecotourism would be ideal tourism type for controlling the number of tourists. As mention earlier, the ecotourism is as an alternative tourism which is not a mass tourism, this concept suites for the new normal behavior during and after Covid-19. Finally, a part the future of our environment is in our hand and everyone responsibility to improve our environment. Many things need to be done, local governor, stakeholder, local institution involve, encourage and educate. The local people must to responsibility to keeping this place heathy, the people need to be aware of the harmful effect of Covid-19. If this action is not taken soon then the result of virus will be disastrous.

Keywords: Covid-19, Sustainable tourism, natural resources, ecotourism, Mai Khao beach

INTRODUCTION

The opportunity of Phuket after the COVID-19 situation is resolved, the governor of the tourism authority of Thailand has presented his aspect that this is a study way that tourism entrepreneurs should learn and adapt to survive. Tourism operators must prepare themselves as possible in order to cope with the changes that would occur, especially, the number of tourists would be not the same as before. Thus, the same products and services would not be longer sold. The marketing measures should emphasize on the target group with high spending, more quality tourists. After this situation, the occupancy rate would decrease because of the limitation of social distancing. At the same time, Thailand should take this opportunity to improve and develop the image of Thai tourism that promote the New Normal tourism activities, main point of this research questions why to protected our nature environment in period of Covid-19.

OBJECTIVE

The research objectives:

-To analyze the potential of Maikhao community in order to develop and push the ecotourism in Maikhao to be a sustainable tourism.

-To understand what is effects of Covid-19 and manage the sustainable tourism.

METHODOLOGY

This research is including of two part. The first part conducted by collecting of checking list as high potential or risk of natural resources impact approach and in-depth interview about natural resources awareness. The second part is exploratory research. This study research about protential of Maikhao community and conduct result by focus group and analysis by context analysis.

RESULT

Covid-19 is the lasting change of new normal the natural environment and the way of life over the period of time. It is natural world which have no control. Covid-19 is the same around, and it belongs to nature which also have no control. The environment as a resource to develop the community-based ecotourism. The finding success of the reason to protected natural environment at Mai Khao beach in Phuket is linked to specific local circumstances such as, the lack of tourist expectation for remoteness, and the awareness towards the environmental and social change. To remain financially viable, ecotourism at Mai Khao beach in Phuket has to link with mass tourism. The connection between ecotourism and mass tourism are therefore beneficial for survival. Especially, with current situation, the economy of Phuket is suddenly down because of Covid-19. The researcher seeking an opportunity after Covid-19, the ecotourism would be ideal tourism type for controlling the number of tourists. As mention earlier, the ecotourism is as an alternative tourism which is not a mass tourism, this concept suites for the new normal behavior during and after Covid-19.

DISCUSSION/CONCLUSION

The future of our environment is in our hand and everyone responsibility to improve our environment. Many things need to be done, local governor, stakeholder, local institution involve, encourage and educate. The community members are knowledge and understand about protected environment when receiving more tourists. There are immigrants of Thai residence or non-Thai residence come into the community for traveling and working. Sometimes, community cannot control their behavior and cannot educate all immigrants as littering garbage or waste into others area. The local people must to responsibility to keeping this place heathy, the people need to be aware of the harmful effect of Covid-19. If this action is not taken soon then the result of virus will be disastrous.

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ALTERNATIVE COMMUNITY-BASED TOURISM NEW NORMAL ACTIVITIES AT BAAN MAI-KHAO, PHUKET.

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ABSTRACT

The research studies alternative community-based tourism activities at Baan Mai-khao, Phuket province. These objectives to study the alternative tourist activities for CBT at Baan Mai-Khao and the local benefits to the community and the environment. The literature term ‘community-based tourism’ takes social dimension a stage further. The methodology has been group discussion that relate to different stages of community-based tourism initiatives. This is a form of tourism where the local community has substantial control over, and involvement in, its development and a major of the benefits remain within the community. How the community is defined will depend on the social and institutional structures in the area concerned the definition implies some kind of collective responsibility and approval by representative bodies. The research finding community-based tourism should therefore foster sustainable use and collective responsibility, must embrace individual initiatives within the community. A part of the visitor experience; containing education and interpretation as part of the tourist offer; generally, organize for small group, social distance, specialized and locally owned businesses. The processes of tourist activities at Baan Mai-khao involved of planning, developing, marketing and managing resources and facilities for this form of tourism. The tourists received a real experience in natural, cultural heritage, guiding, services, and local produce. The activities provided that they are carefully researched and controlled within a management plan that supports conservation. This kind of sustainable use relies on local knowledge, significant local income, and encourages communities. The finally in this research promotion should evaluate to provide a sustainable form of livelihood for local communities; encourage communities themselves to be more directly involved in conservation. There needs to be clear initial understanding of the relationship between local communities and the use of natural resources in the area concerned the context of sustainable tourism development are important issues to consider.

Key word: Alternative, community-based tourism, new normal, activities, Baan Mai Khao

INTRODUCTION

The rapidly growing tourism also caused problems. Phuket experiences many environmental problems, especially the destruction of natural resources, such as turning the mangrove area into a marina, the pollution from mass tourism activities, forest invasion etc. To solve these problems, the development of infrastructure and tourism services must be strongly controlled and correctly managed, and based on environmental and natural resource conservation. In addition, tourism resources should be managed to prevent negative natural impact, stakeholders, including local residents, business owners, tourists, and government officials, need to cooperate to protect the environment and natural resources. The sustainable tourism development would be a way to solve the problems. Regarding the alternative community-based tourism (CBT) at Baan Mai-Khao and the local benefits to the community and the environment. The attractions are included the local wisdom, cultural way of life and natural resources.

OBJECTIVE

The research objectives:

-To study the alternative tourist activities for CBT at Baan Mai-Khao and the local benefits to the community and the environment.

-To study green tourism practice with local residence for Community Based Tourism at Baan Mai-Khao.

METHODOLOGY

The methodology has been group discussion that relate to different stages of community-based tourism initiatives. This is a form of tourism where the local community has substantial control over, and involvement in, its development and a major of the benefits remain within the community. How the community is defined will depend on the social and institutional structures in the area concerned the definition implies some kind of collective responsibility and approval by representative bodies.

RESULT

The research finding community-based tourism should therefore foster sustainable use and collective responsibility, must embrace individual initiatives within the community. A part of the visitor experience; containing education and interpretation as part of the tourist offer; generally, organize for small group, social distance, specialized and locally owned businesses. The processes of tourist activities at Baan Mai-khao involved of planning, developing, marketing and managing resources and facilities for this form of tourism. The tourists received a real experience in natural, cultural heritage, guiding, services, and local produce. The activities provided that they are carefully researched and controlled within a management plan that supports conservation. This kind of sustainable use relies on local knowledge, significant local income, and encourages communities.

DISCUSSION/CONCLUSION

The finally in this research promotion should evaluate to provide a sustainable form of livelihood for local communities; encourage communities themselves to be more directly involved in conservation. There needs to be clear initial understanding of the relationship between local communities and the use of natural resources in the area concerned the context of sustainable tourism development are important issues to consider. In the future, the image of tourism in Thailand would be health tourism. It is recognized by worldwide that Thailand was able to prove its effectiveness in controlling the pandemic. The tourists would more concern about their health safety as priority. It is an opportunity to recover and promote wellness, environment conservation and cultural tourism. The advantages of this crisis, it is appropriate time to review and develop strategies in order to produce a sustainable tourism and high-value tourism by creating value-added products and services to encourage high-value tourism and tourism innovations.

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THE LEARNING OF DESIGN THINKING IN THAILAND'S TOURISM EDUCATION

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ABSTRACT

It is known that there have been transformation in every sector which is mainly driven by the rapid changes of technology developments, demographic, environmental and climate change which affect the economic landscape as well as future of work and competency required in sectors including Tourism. As Design Thinking was one of the most required competencies in the future of work, therefore, the assessment of tourism curriculums has been conducted by analysing the course title and description. The result showed that there were few curriculums which have included Design Thinking for the student. There were also some courses with the "Design" as the courses' name but did not include the design thinking or creativity in the learning process. The research showed that these tourism education in Thailand should consider improving and include the design thinking and promote the creativity and design thinking skill in order to prepare the student to be a competent future workforce for the tourism industry.

Keywords: design thinking, tourism education.

INTRODUCTION

Tourism has been a major portion to Thailand's economy for decades especially from 2010 to 2019, the number of international tourists has grown from 15,936,400 in 2010 to 39,916,251 in 2019 (NSO, 2020) which was estimated in 2019 that the sector had accounted for 18.4 % (or close to one fifth) of the GDP of Thailand. (NESDB, 2020). In addition, the Tourism sector has also contributed to 8.3 million jobs and employment (BOT, 2020). However, the mentioned statistics would be different after the COVID -19 pandemic which the country's economy was drastically affected as it relies on tourist arrivals and spending. Therefore, it was undeniable that the employment in the sector would also be facing the challenge in this time.

There have been global scales of challenges which were realized before the event of pandemic, for example, The environmental challenge where the major areas of urgent concern have been climate change, biodiversity loss and pollution, the social challenge including no just and equitable society with adequate wealth and resources. (Lopez-Claros et al., 2020). There were also the technological and innovation challenges (OECD, 2018) which assumed the jobs and employment landscape would be changed to that new unheard job created while several positions would be automated. These challenges have forced the change in competencies needed in the workforces by every sector, and consequently, to the education in every domain and subjects that would be adapted in order to meet the needs of the 21st century.

The future of the needed competencies even within the 21st century also has been dramatically changed over these decades. The World Economic Forum (2016) addressed the skills which meet the needs of a 21st century society were involved creativity and innovation, and also ranked problem solving, critical thinking and creativity as the top three skills employees needed to thrive in the workplace of the future. The challenges also in the Tourism Sector which today's education has to address effectively in order to meet the needs of a 21st century society is "enhancing creativity and innovation, including entrepreneurship, at all levels of education and training" (Li et al., 2016; Liu et al., 2017). These mentioned skill sets have been the attributes to the skill of 'Design Thinking', the method which comprised of human- centered systematized approach to problem identification and problem- solving, which has been deployed to many education and training programs as new learning approaches that meet changing needs and develop appropriate skills and capabilities. The method has proven to benefit skills and capabilities development in education application. (Luka, 2014; Callahan, 2019; Luka, 2019). In order to determine and endorse the design thinking for the competitiveness to Thailand's tourism industry for the 21st Century, the study of tourism education in bachelor degree programs has been conducted to examine the design thinking in the country's tourism education.

OBJECTIVES

1. To examine the design thinking and their contents in tourism curriculums in Thailand.
2. To propose the inclusion of design thinking into the tourism curriculum.

LITERATURE REVIEW

1. Design Thinking

The method of Design Thinking which has been circulated in the business practice was known with an introduction from IDEO (Brown, 2009). The innovation process which applied the work and practice of designers from user research and analyzing to prototyping and testing. However, the term of design thinking has been rooted in design business for decades. Nigel Cross (1982) mentioned an idea of Design Thinking in the concept of mindset as a central feature of design activity and as a process of 'satisficing' rather than optimizing. In his idea, Design Thinking provided a large range of satisfactory solutions rather than attempting to generate the one hypothetically-optimum solution. Cross later mentioned that expertise in design had some aspects that has been significantly different from expertise in other fields as "solution-based thinking" which designers tended to use solution conjectures as the means of developing their understanding of the problem. (Cross, 2007)

Design Thinking term and method was emerged by Peter Rowe (1987), the professor of architecture and urban planning at Harvard's School of Design that wrote a book with title "Design Thinking" which oriented to architectural design practice but did not involve in business practice. But in the business domain, Design Thinking has been introduced as the process of innovation from IDEO and its leadership, founder David Kelley (Kelley & Littman, 2001; 2005), and later by Tim Brown (2009). The concept of Design Thinking has been evolved from originally focused on product development, they have expanded their practice to include the design of services, strategies, and even educational and other social systems.

According to Brown (2009), design thinking is an approach used by creative leaders for creative problem solving, which can be applied into different aspects of businesses from product to services and from production to marketing communication. Moreover, Design Thinking has been applied beyond business to social scale as a tool for solving the complex social problems. Glen et al. (2014) compared Design Thinking to processes of rational-analytical thinking which highlighted the benefits of design thinking in terms of problem formulation, methods, solution processes, rationale, and outcomes. The generative nature of design thinking in developing new solutions is not limited to business settings, and there is a wealth of literature regarding the application of design thinking to social innovation.

The reason why Design thinking has been able adapted in to domain, was from its characterized as a human-centered process which required an individual to developed new insights and understanding of the problem. Then able to create the solutions to problems one might encounter on a daily basis. In order to understand these problems and other needs. The process of Design Thinking begin with empathizing of persons such as observations to immerse into another person's experiences, we are better able to actively comprehend, engage with, and ultimately aid others

Design Thinking was designed as a non-linear process. So while these six phases are vital to the process, they do not necessarily need to be followed in that order. This makes design thinking a more adaptable form of thinking than other, more traditional forms. However, its flexibility should be not conflated with ambiguity—each step in this process is clearly delineated and essential to the final results.

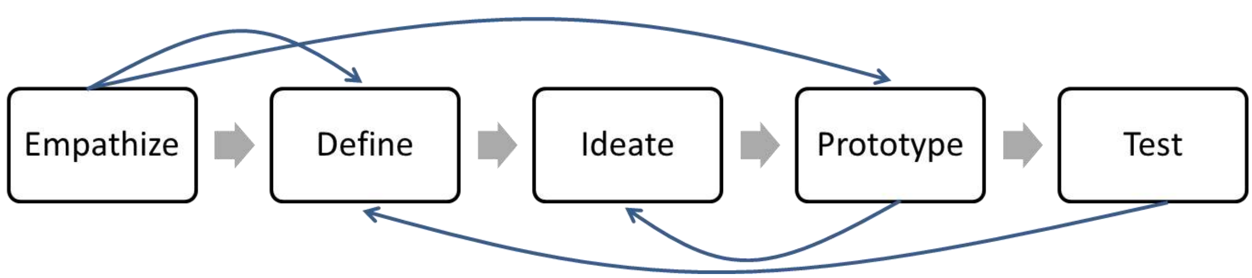

Figure 1 Design Thinking

In tourism, there were success cases of applying Design Thinking. Jernsand et al, (2015) demonstrated Design Thinking method in experience innovation in development of a guided tour in Dunga beach, Kisumu, Kenya by an active involvement as partners and participants in collaborative activities with guides, residents and tourists, complied with the prototyping phase of the design process. Visual representations are used for communication and idea generation between stakeholders, to make them build on each other's ideas. Robbins and Devitt (2017) studied the case of a tourism local innovation system in Merrion Square, Dublin where Design Thinking created collaboration of customers, tour operators, historians and artists to develop a portfolio of entrepreneurial and novel ideas for enhanced tourism experiences which resulted as series of successful new enterprises and the development of a sustained higher level of cooperation between the institutions. The Design Thinking process of collaborations and participatory method also applied to the city tourism in the case of "Playtown" at Recife in Brazil during 2013 to 2016, by focusing on co-creation around digital technologies in urban design (Marques and Borba, 2017).

Dianne Dredge (2020) concluded the benefits of Design Thinking to the tourism industry including; 1) Design thinking has placed stakeholders at the centre of problem-solving as It's approach that addressed everyone's interests, 2) Design thinking has broken the barrier between the discipline involved in each tourism development from its process, 3) Design thinking was an internal process from the team collaboration, vision and actions, 4) Design thinking could be applied to various scale from the company's tourism service to the business and ecosystem of destination, and 5) Design thinking could built an internal capacity and understanding of stakeholders from prototyping and test process.

2. Design Thinking in Education

In education, Design Thinking was firstly applied by the Stanford University d. school in California's Silicon Valley and the HPI D-School of the Hasso Plattner Institute of Design in Potsdam, Germany. In these schools students from different universities and disciplines are educated within interdisciplinary projects and work together within different areas, such as companies, non-profit organisations or the government (Wrigley & Straker, 2015). The D. School was launched in 2005 and since then it has been primarily used by business or design-related study programmes (Çeviker-Çinar et al., 2017). In the last decade the technique has been successfully launched in less profit-oriented areas of education, such as nursing (Beaird et al., 2018) or religious studies (Tan and Wong, 2012). Lex. (2017) concluded that Design Thinking in education could bring the different abilities from different disciplines referring to skills such as visualization or presentation of their specific field.

Design thinking could be recognized as a great tool for teaching 21st Century Skills. in the problem solving process by finding and sorting through information, collaborating with others, and iterating their solutions based on real world, authentic experience and feedback" (Ray, 2012; Retna, 2016 Henriksen et al., 2017;). Rauth et al. (2010) also supported use of Design Thinking in education that students bring different level of expertise, could enable creative confidence to their mindset. Similarly, Luka (2014) highlights the practice-based and human-centred problem-solving feature of this approach. Hemtanon et al. (2020) studied the Design Thinking mindset development to the school teacher 1) The specification of development policy into the annual action plan; 2) Holding the training to provide knowledge related to design thinking to people in the organization; 3) Opening channel to listen to various people's opinions; 4) supporting the budget to be used in the development; 5) Supporting on the educational technology media that facilitate the development; 6) Supervising, directing, and following up the development of teachers constantly; 7) Boosting morale in order to motivate teachers in order for the development.

In tourism education, there was no evidence for courses or subjects of Design Thinking in the higher education program (Sándorová et, at.,2020), but the study to apply the Design Thinking has been proposed in hospitality education (Bushan, 2019). However, those studies had indicated that Design Thinking could provide benefit to both fields as design thinking is an engaging process and provided a methodical framework to approach complex, multi-disciplinary problems in ways that consistently yield solutions that are successful and often creative in unpredictable ways. Therefore, the Design Thinking application to Thai tourism education should be explored with understanding of current situation and limitations and opportunity to apply Design Thinking to the education program.

3. Tourism Education in Thailand

According to Sammatchani (2009), tourism education in university level in Thailand commenced in 1955, with the creation of the country's first tourism program – major in "travel Management" offered by the faculty of Commerce and Accountancy, Chulalongkorn University under the Bachelor of Commerce Degree. Then, along the growth of tourism sector, the tourism education program in the country, the higher education institutions in Thailand, both private and public universities had offered academic programs in tourism and hospitality education, mushroomed significantly during first decade of the century (Chang, 2009)

As in 2015, there were 288 degree programs in the field tourism operated in 56 public universities and 38 private universities (Vinijvorakijkul, 2015). The core of the degree program can be business of administration, arts or science with single or combined concentrations. Some programs are designed to develop students in both tourism and hospitality; some others simply develop students for the employment market or for specific segments in the tourism and hospitality sector including culinary arts, aviation services, MICE (Meeting, Incentive Travel, Convention, and Exhibition), spa, and special themes in tourism, particularly sustainable tourism and creative tourism (Jotikasthira et, at., 2016)

To enhance graduate employment in Hospitality and Tourism Industry and ensure and improve the quality of the education system in the country. Thai government deployed the Thai Qualifications Framework for tourism and hotel academic curriculums in 2010 which provided the guideline and structure for curriculum development. The TQF1, issued in 2010 emphasizes the needs of an education within Tourism and Hospitality that has to be both student centered as well as competency based (Ministry of Education, 2010). Therefore, in order to be competitive, the curriculum has to;1) Enhance the linguistic skills of students in mastering more foreign languages, 2) Reflect the components of ASEAN, internationalization and globalization, 3) Build its own local-based education, 4) Reflect a sense of Thai wisdom, 5) Instill an ethical value, 6) Develop creativity and innovation of students, 7) Underpin academic, practical, and professional expertise, 8) Satisfy the demand of the fast changing marketplace and 9) Provide more cooperation opportunities between the industry and education institutions. However, this TQF1 for tourism and hotel curriculum has its authority over the Bachelor of Arts program (BA) in Tourism or Hotel or Tourism and Hotel only, and did not have control over other types of bachelor programs.

TQF1 has controlled the curriculums on their structure by the number of credits which must be at least 126 credits within the composition of general education courses, specific courses and elective courses. The framework also provided the suggestion of the subjects or courses which should be provided in the curriculum in the specific course that should not less than 60 credits of these including groups of courses as shown in the following table.

Table 1 TQF1 Specific course structure.

Course Group	Subgroup	Subjects to cover
Tourism	Tourism Planning, management and Development	• Tourism Planning and Development • Tourism Resource Development • Sustainable Tourism • Community-Based Tourism • Tourism Project Management • Survey and Research for Tourism • Logistics for Tourism Industry • Seminar on Tourism
	Tour Business Operation and Management	• Tour Planning and Organizing • Tour Operations • Tour Guiding • Tourism Marketing • Accounting and Finance for Tour Business • Tour Business Management • Travel Agency Management • Ticketing
Hotel	Hotel Planning, Management and Development	• Hotel Marketing and Sales • Accounting and Finance for Hotel Business • Hotel Business Planning and Development • Survey and Research for Hotel • Seminar on Hotel
	Hotel Room Operation and Management	• Food and Beverage Service and Operation • Catering Operation and Service • Food and Beverage Management • Restaurant Management • Kitchen Operation and Management
	Food and Beverage Operation and Management	• Food and Beverage Service and Operation • Catering Operation and Service • Food and Beverage Management • Restaurant Management • Kitchen Operation and Management

The framework had regulated the curriculums to assure the quality of programs, on the other hand, it has shown the limitation to improve for upcoming challenges. Jotikasthira et at. (2016) studied that TQF1 still focused on technical skills rather than soft skills that in fact ironically determine the quality of technical skills in graduates and also provided the example of a tour guiding course compulsory in TQF1 which has become obsolete since the replacement of the information technology that created an innovative online services. Moreover, TQF required the curriculum for review and development every five years but the article in TQF1 still enforced the new developed curriculum. Therefore, the study of tourism curriculums in Thailand has been conducted to explore the current situation and to find any proper channel to include Design Thinking in the future.

METHODOLOGY

Document analysis has been conducted. There were 76 curriculums' documents (TQF2) in the bachelor level of the tourism studies and related disciplines with complete information have been reviewed and analyzed.

RESULT

Table 2 Tourism curriculums degree types.

Degree type	No.
Bachelor of Arts (BA)	54
Bachelor of Business Administration (BBA)	20
Bachelor of Management (BM)	1
Bachelor of Hospitality Technology Innovation (BHTI)	1

The finding showed there were 8 curriculums with Design Thinking and which only 2 curriculums that included Design Thinking in their specific course. There was only one curriculum with more than one course of Design Thinking. The finding was displayed in the following table.

Table 3 Curriculum and Design Thinking contents.

Curriculum / University	Course Title	Course Type
BA Program in International Tourism and Service Industry **Petchaburi Rajabhat University**	Innovation Creative for local development	General Education
BA Program in Tourism Management **Mahasarakam University**	Design Thinking	General Education
BA Program in Tourism Innovation **Kasetsart University**	Design in Everyday Life	General Education
BA Program in Tourism **University of Thai Chamber of Commerce**	Life Design	General Education
BBA Program in Hotel Management **University of Thai Chamber of Commerce**	Life Design	General Education
BA Program in Tourism Development **Maejo University**	Tourism Experience Design	Elective
BBA Program in Tourism Management **Mae Fah Luang University**	Design Thinking for Tourism Innovation	Specific Course
Bachelor of Hospitality Technology Innovation **Suranaree University of Technology**	Design Thinking Product and Service Design Entrepreneurship and New Venture Creation Social Innovation Development	General Education Specific Course Specific Course Specific Course

The detail of the Design Thinking or courses with Design Thinking content has shown in the following table.

Table 4 Design Thinking courses.

Course	**Course Description/Content**
Design Thinking for Tourism Innovation **Mae Fah Luang University**	Fundamental knowledge of design thinking; design thinking process; tourism innovation and influencing factors; creative thinking, critical and logical thinking
Design Thinking **Suranaree University of Technology**	Creative thinking; questioning and problem-solving; brainstorming and society need-based service design; prototyping; appropriate application of innovation; lesson-learned
Product and Service Design **Suranaree University of Technology**	Concepts of entrepreneurship, concepts and processes of business opportunity analysis, design thinking for innovation business idea development, identifying target customers, analysis of customer's problem and need, developing unique value position for product and service, business models and revenue model, legal aspects for innovative entrepreneur, business idea presentation
Entrepreneurship and New Venture Creation **Suranaree University of Technology**	New product and service design concepts and processes, idea generations of new product and service using design thinking, idea filtering and assessment, user experience design for product and service, universal design principles for product and service prototyping, product and service concept testing
Social Innovation Development **Suranaree University of Technology**	Concept and important of social innovation development, environmental and social problems and challenge, design thinking for social problem solving, social impact assessment, case studies of social innovation development in different subjects

DISCUSSION AND CONCLUSION

According to the findings, the overall number of curriculums that offered Design Thinking in their courses and subjects was 8 out of 76 curriculums or approximately 10% which could considered a small portion to overall tourism education domain which divided in 3 groups including; 1) Design Thinking as General Course 2) Design Thinking as Elective Course and 3) Design Thinking as Specific Course.

It could demonstrate how each faculty considered Design Thinking seriously by put it as a mandatory to their students which there were only 2 curriculums provided Design Thinking to their specific course including; BBA Program in Tourism Management of Mae Fah Luang University, and BHTI of Suranaree University of Technology. The students graduated from these 2 programs had learn and experienced Design Thinking in their classes. While in 1st group which put Design Thinking or the courses with Design Thinking in their content in General Education course, were not indicated as compulsory. While Tourism Experience Design course in the BA Program in Tourism Development at Maejo University was the course in the curriculum, but designed as an elective. This means students in these curriculums could choose to attend any course in General Education courses and Elective courses catalogue which could or could not be the Design Thinking.

In the detail of 2nd group, the “Design Thinking for Tourism Innovation” course in the BBA Program in tourism management at Mae Fah Luang University has been the only one Design Thinking course and it was applied strictly to tourism domain. This curriculum also stated the importance of Design Thinking as the key competency in its philosophy that ‘the graduates should be able to apply the Design Thinking and Digital Technology to create the tourism and service innovation (Mae Fah Luang University, 2017). On the other hand, there has been 4 courses of Design Thinking in the BHTI Program at Suranaree University of Technology and has intended , not only particular for tourism education but to the broader practice as they did not indicate the tourism or travel in the courses’ titles and descriptions.

When consider the type of degree to the curriculum with Design Thinking, these 2 curriculums with Design Thinking in specific course are not the Bachelor of Arts in Tourism. They are the Bachelor of Business Administration and the Bachelor of Hospitality Technology Innovation. And when compared to the BA curriculums and the TQF1 mandatory courses for the BA curriculums in Tourism and Hotel, it could consider that most of curriculums which regulated by TQF1 had the limited flexibility and adaptability for their courses since they had to comply to TQF1 course structure. Moreover, most of the curriculums when they were set up, has been aimed to serve the workforce demand of the industry, therefore, most of the specific courses or core courses of each curriculum were related to general tourism knowledge, tourism management and also the large portion of courses were related to skill in different fields of hospitality and tourism. Those curriculum prepared the students to ‘Do’ rather than ‘Think’.

It could be conclude that the tourism education in Thailand is currently needed to improve as the tourism sector and economic circumstances have changed dramatically and Design Thinking could be one of the key competency for the students to propel their profession and career path in the industry. The opportunity and obstacles should be studied further as well as the proper process to apply Design Thinking for this country’s tourism education environment.

RECOMMENDATION

To put Design Thinking for the tourism curriculum, this initiative could be start the learning of Design Thinking in General Education first, then create an opportunity for students to apply it with assignments or projects in other courses. The group study or project works should be created beside an individual study in order to practice an idea with Design Thinking in group and also provide substantial credits to the course. An extracurricular activity could be consider very helpful to practice Design Thinking when student will not need the grade or mark.

There are 2 issues to be considered. First, there might be fewer Design Thinking specialist, especially the specialist in university or tourism faculty. The faculty should consider to bring in an external experts with experience in applying Design Thinking in their business, as a guest lecturer, speaker or workshop moderator which the faculty could also learn from these experts too. The second issue is the regulation of TQF. In this case, Ministry of Higher Education, Science and Innovation (MHESI), the new ministry which supervision the higher education should reconsider an outdated TQF policy and its regulated curriculum structure which is rigid and difficult to adapt and response to rapidly changing of environment of today and the future.

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APPENDIX

Table A: List of Tourism Curriculums

Curriculum	University / Institute
Bachelor of Arts Program in International Tourism and Service Industry	Petchaburi Rajabhat University
Bachelor of Arts Program in Hotel	Rajamangala University of Technology Srivijaya
Bachelor of Arts Program in Tourism	Naresuan University
Bachelor of Arts Program in Tourism	Uttaradit Rajabhat University
Bachelor of Arts Program in Tourism and Hospitality	Rajamangala University of Technology Lanna
Bachelor of Management Program in Service Innovation in Tourism Industry	Dusit Thani College
Bachelor of Arts (Tourism Industry and Hospitality Management)	Suan Sunandha Rajabhat University
Bachelor of Arts Program in Sustainable Tourism	Chiang Mai Rajabhat University
Bachelor of Arts Program in Tourism Management	Mahasarakam University
Bachelor of Arts Program in Hotel Management	Mahasarakam University
Bachelor of Arts Program in Tourism Management (English Program)	Mahasarakam University
Bachelor of Arts Program in Hotel Business	Suan Dusit University
Bachelor of Arts Program in Tourism Innovation	Kasetsart University
Bachelor of Business Administration Program in Tourism Management	Songkhla Rajabhat University
Bachelor of Arts in Tourism and Hospitality Management	Rangsit University
Bachelor of Arts in Hospitality Industry (International Program)	Rangsit University
Bachelor of Arts in Hotel and Restaurant Management	Rangsit University
Bachelor of Arts Program in Tourism	Rajamangala University of Technology Phra Nakhon
Bachelor of Arts Program in Tourism	University of Payao
Bachelor of Arts Program in Tourism	Rajamangala University of Technology Thanyaburi
Bachelor of Arts Program in Tourism Management	Valaya Alongkorn Rajabhat University
Bachelor of Arts Program in Tourism Management	Silpakorn University
Bachelor of Business Administration Program in Hotel Management	Silpakorn University
Bachelor of Arts Program in Hotel	Rajamangala University of Technology Suvarnabhumi
Bachelor of Arts Program in Tourism and Hotel	Phra Nakhon Rajabhat University
Curriculum	**University / Institute**

Bachelor of Arts Program in Tourism	Bangkok Thonburi University
Bachelor of Arts Program in Tourism and Hotel	Nakorn Pathom Rajabhat University
Bachelor of Business Administration in International Hospitality and Health Tourism Management	Walailak University
Bachelor of Business Administration Program in Hospitality Industry	Walailak University
Bachelor of Arts Program in Tourism Industry (Bilingual Program)	Hatyai University
Bachelor of Arts (Hotel and MICE Management)	Sripatum University
Bachelor of Arts (Tourism and MICE Management)	Sripatum University
Bachelor of Arts Program in Tourism Studies	Siam University
Bachelor of Arts Program in Hotel Studies	Siam University
Bachelor of Arts (Innovation in Tourism and Hospitality)	King Mongkut's Institute of Technology Ladkrabang
Bachelor of Arts Program in Tourism	Dhurakij Pundit University
Bachelor of Arts Program in Hotel	Dhurakij Pundit University
Bachelor of Arts (Hospitality Industry in Tourism Management)	Kanchanaburi Rajabhat University
Bachelor of Arts Program in Tourism and Hotel	Nakhonsawan Rajabhat University
Bachelor of Arts Program in Tourism	University of Thai Chamber of Commerce
Bachelor of Business Administration Program in Hotel Management	University of Thai Chamber of Commerce
Bachelor of Arts Program in Tourism Development	Maejo University
Bachelor of Business Administration Program in Tourism Management	Mae Fah Luang University
Bachelor of Hospitality Technology Innovation	Suranaree University of Technology
Bachelor of Arts Program in Tourism	Ubon Ratchathani University
Bachelor of Arts Program in Tourism	Chiang Mai University
Bachelor of Arts Program in Tourism and Service Business	Lampang Rajabhat University
Bachelor of Business Administration (Tourism and Hospitality Management)	Burapha University
Bachelor of Business Administration Program in Tourism and Hotel	Srinakharinwirot University
Bachelor of Arts (Tourism and Hotel)	Nakhon Phanom University
Bachelor of Business Administration Program in Tourism Industry Management	Khon Kaen University
Bachelor of Arts in Tourism Management	Khon Kaen University
Bachelor of Business Administration Program in Hotel and Tourism Management	Kasetsart University
Bachelor of Business Administration Program in Tourism Management (International Program)	Prince of Songkla University
Bachelor of Business Administration in Tourism Business Management	Prince of Songkla University
Bachelor of Business Administration (Service Innovation Management)	Prince of Songkla University
Bachelor of Business Administration Program in Tourism and Hotel Industry Management	King Mongkut's University of Technology North Bangkok
Bachelor of Business Administration Program in Tourism	Ramkhamhaeng University
Bachelor of Arts Program in Tourism	Rajamangala University of Technology Eastern
Bachelor of Arts Progam (Tourism)	Bansomdejchaopraya Rajabhat University
Bachelor of Business Administration Program in Hotel Business Management	Phranakhon Si Ayutthaya Rajabhat University
Bachelor of Arts Program in Tourism	Pibulsongkram Rajabhat University
Bachelor of Business Administration Program in Tourism and Hospitality Management	Phuket Rajabhat University
Bachelor of Business Administration Program in Marine Tourism Management	Phuket Rajabhat University
Bachelor of Arts Program in Tourism and Hotel	Kamphaeng Petch Rajabhat University
Bachelor of Arts Program (Tourism and Hospitality Management)	Christian University
Bachelor of Arts Program In Hotel Management	Kasem Bundit University
Bachelor of Arts Program In Tourism Management	Kasem Bundit University
Bachelor of Business Administration Program in International Hotel Management	Stamford International University
Bachelor of Arts Program In Hotel	Huachiew Chalermprakiet University
Bachelor of Business Administration Program in Hospitality Industry Management	Payap University
Bachelor of Arts Program (Tourism and MICE Management)	Bangkok University
Bachelor of Arts (Hotel Management)	Bangkok University
Bachelor of Arts in International Tourism and Hospitality Management	Bangkok University
Bachelor of Arts Program in Business Chinese	Bangkok University

GREEN TRANSITION TO SUSTAINABLE (TOURISM) DEVELOPMENT, AN INDISPENSABLE PROGRAM OR AN IMPOSSIBLE UTOPIA? A CRITICAL DISCOURSE

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ABSTRACTS

The global tourism system as well as the global human civilization in general is challenged - beyond the current troubles caused by the CoVid19 pandemic - by growing threats such as the climate crisis (Becken & Loehr 2021), the global pest of plastic (Aurézet et al. 2021), the accelerating loss of biodiversity and other highly problematic developments. All these threats have in common to be impacts of the modern industrialized way of life of which tourism, conceptualized as the business with mobile consumption (Friedl, 2012, p. 258), is an essential part.

In order to meet these challenges, a growing number of people both in the field of science as well as among NGOs are claiming a fundamental change of this economic and socio-cultural system based on infinite growth by successively exploiting limited natural resources. They advocate a kind of "Green Transition" (Kemp-Benedict, 2018; Scott, Hall & Gössling 2019; Acosta et al. 2020).

Much as such a "Green Transition" in the direction of a climate neutral, natural-resource preserving economic and social system would be needed in order to become sustainable, there are some fundamental problems hindering such a fast and floating change.

Basing on the Socratic method of maieutic (Henke 2019), fundamental determining elements of our global systems and its ability to be influenced are critically challenged in a kind of "Tour d 'Horizon". Main social, economic and political drivers of change as well as stability factors are discussed in order to identify further need of research in the field of behavior modification, cultural and political change management and sustainability in tourism.

Keywords: Climate Crisis, Transition, System Change, Challenges

INTRODUCTION

In addition to the current CoVid19 crisis, tourism as well as the entire planet continues to be confronted with problems that are currently still largely unresolved and whose seriousness continues to grow unabated. This applies first and foremost to the global climate crisis, the progress of which has only been marginally slowed down, let alone solved, even under CoVid19 conditions (Smith, Tarui & Yamagata, 2021). The effects of the climate crisis on tourism are manifold (Scott, Hall & Gössling, 2019), but will not be discussed in detail here. By way of illustration, however, the following consequences of climate change should be mentioned: the rapid coral bleaching (Ainsworth & Brown 2021), as a result of which entire branches of tourism are losing important natural attractions (Prideaux & Pabel 2018); the shortening of the winter season and the melting of glaciers (Pröbstl-Haider, Dabrowska & Haider 2016), as a result of which numerous ski resorts are becoming increasingly unprofitable due to rising costs for artificial snow or have already been closed (Steiger & Scott 2020; Steiger, Posch, Tappeiner & Walde 2020); the increasing number of hot days, as a result of which southern destinations are increasingly threatening to lose their attraction during the hot season (Day, Chin, Sydnor & Cherkauer 2013;Pröbstl-Haider, Hödl, Ginner & Borgwardt 2020; Pröbstl-Haider, Wanner, Feilhammer & Damm 2021).

Other global environmental problems that remain largely unsolved and have consequences for tourism are the increasing contamination of the oceans by plastic waste (Chaturvedi, Yadav, Siddiqui & Chaturvedi 2020; Chenillat, Huck, Maes, Grima & Blanke 2021), which is also putting the attractiveness of bathing destinations under increasing pressure (Garcés-Ordóñez, Espinosa, Cardoso, Cardozo & dos Anjos 2020; Rodríguez, Ressurreição & Pham 2020); the increasing overfishing of the oceans (Palomares, Froese, Derrick, Meeuwig, Nöel, Tsui, Woroniak, Zeller & Pauly 2020), which is increasingly endangering the long-term supply of marine fish for the population as well as for tourism businesses; and finally, the unabated continuation of the burning and extraction of petrol, the development of new, ecologically highly problematic petrol deposits (Lin & Tjeerdema 2008), which on the one hand continues to increase climate-damaging emissions. On the other hand, this also puts pressure on the global energy supply due to peak oil (Chapman 2014; Bardi 2019; Norouzi, Fani & Ziarani 2020), the global production maximum of cheap and easy-to-extract crude oil. This is not surprising, since oil is a limited resource (Becken & Friedl 2018).

These and many other problems must be solved in the medium term, otherwise the systems based on these conditions will collapse. Tourism thrives on attractive, beautiful, clean and intact natural spaces. As an activity defined by mobility, tourism requires energy for the transport of tourists. But both intact natural spaces and energy resources are limited. Although this simple calculation is so obvious, no "serious" measures to solve these problems are concerned obviously, as we still suffer from a dramatic loss of biodiversity which is yet getting worse instead of getting stopped (Morand 2020; Damiens, Backstrom & Gordon 2021), as loss of biodiversity is estimated by some authors as one of the causes for the outbreak of the current pandemic (Platto, Zhou, Wang, Wang & Carafoli 2021).

In order to fight those problems, numerous technical solutions are being researched worldwide, such as climate-neutral fuels for aviation (Peeters, Higham, Kutzner, Cohen & Gössling 2016; Gray, McDonagh, O'Shea, Smyth & Murphy 2021), methods for cleaning the oceans of plastic waste (Bishop, David & Lens 2020), carbon dioxide storage (Aminu, Nabavi, Rochelle & Manovic 2017) and much more. However, most of these technological solutions can never compensate for the complex problems. The example of the global amount of plastic waste that ends up in the oceans every year shows that the underlying cause is a systemic problem (Dauvergne 2018; Villarrubia-Gómez, Cornell & Fabres 2018; Stafford & Jones 2019). As long as plastic continues to be produced on a large scale for disposable packaging, used and disposed of as cheaply as possible, as is the case in most regions of the world, plastic will continue to end up in the environment and ultimately in the oceans in ever greater quantities.

The analogous problem applies to climate change. The basic, overarching global system that is largely responsible for global warming or even global plastic pollution is based on the principle of maximum growth at minimum cost. The prices of products, however, are calculated for reasons of competition, forgoing the truth of costs. This is because the costs of the far-reaching secondary and above all long-term consequences are "externalised" as far as possible in order to keep prices low. This connection has been intensively discussed in research under the term "tragedy of the commons" (Murase & Baek 2018; Bezin & Ponthière 2019; Isaksen, Brekke & Richter 2019). In this respect, even the apparent prosperity generated by this untrue growth is in many respects a "borrowed" one, because it is financed by costs that are passed on to future generations (Hummels & Argyrou 2021).

According to Feola, Lara, Smessaert and Spanier this approach cannot be called "sustainable" (2020) in the sense of the Brundtland definition, according to which a sustainable development “meets the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987, p. 24). If one therefore does not want to consciously "consume" planet Earth, but wants to preserve it as liveable for future generations, a fundamental change, a so-called “Transition”, is required.

OBJECTIVE AND LIMITATIONS

The more clearly global undesirable developments such as global warming and the "plastic plague" come to light, the louder the call for a "Transition" as the golden path to a "green" future (World Economic Forum 2019; European Commission 2020; ESAS 2021) is also being invoked in research. Different concepts are discussed, be it the “Common Good Economy” (Daly & Cobb 1989), “Circular Economy” (Sarja, Onkila & Mäkelä 2021; Grafström & Aasma 2021); “Sharing Economy” (De las Heras, Relinque-Medina, Zamora-Polo & Luque-Sendra 2021; Gupta & Chauhan 2021), “Post-Growth” (Strunz & Schindler 2018; Mair, Druckman & Jackson 2020; Hardt, Barrett, Taylor & Foxon 2021), De-Growth (Buch-Hansen 2018; Schröder, Bengtsson, Cohen, Dewick, Hofstetter & Sarkis, 2019; Nesterova 2020; Khmara & Kronenberg 2020; Tomaselli, Kozak, Gifford & Sheppard 2021) and finally (“Green”) Transition" (Gasparatos, Doll, Esteban, Ahmed & Olang 2017; Kemp-Benedict 2018; Terzi 2020; Marsiglio & Privilegg 2021), and many more. What all these concepts seem to have more or less in common is the view that the entire system of human society on all its levels can be described as a growth-oriented consumer culture that covers its energy needs with fossil fuels and which produces critical effects such as destruction of natural resources and unjust distribution of wealth. Because this could not be judged as sustainable, this system should evolve towards an energy-autonomous, efficient, sufficiency-oriented and just or fair culture.

The aim of this paper is to point out fundamental problems and obstacles in connection with the intended change of complex social systems and thus to critically question the feasibility of the demand for a global and directed system change within a relatively short time. This paper does not aim to discuss the individual theories of social change in detail or to compare them with each other. It is also not intended to develop solutions to the contradictions that have been pointed out, but to point out the need for further research through the discussion.

LITERATURE REVIEW

This section briefly introduces the different theoretical concepts of system change mentioned above. In order to be able to compare these concepts in their main features, the following three main aspects will be considered: What is the role of economic growth? What should be the energetic basis of this economic concept? What methods should be used to bring about this change?

According to the International Federation for the Economy for the Common Good, the "common good economy" is an economic model that prioritises the common good in the sense of a good life for all. (ECG, 2021), the "common good economy" is an economic model that prioritises the common good in the sense of a good life for all on a healthy planet instead of the simple increase of monetary capital. At the heart of this concept is the idea that companies should base their actions on the values of human dignity, solidarity and social justice, ecological sustainability, transparency and co-determination, and seek to generate a competitive advantage within this framework. In this sense, the common good economy sees itself as a bridge to an ethical market economy. This economic model was first publicly discussed by Daly and Cobb (1989). Measured against the three standards defined at the beginning, growth is not fundamentally questioned as an economic dynamic, but it must be controlled according to ethical standards and thus put at the service of the common good and the preservation of the natural basis of life. Thus, the 17 Sustainable Development Goals explicitly serve as a normative framework for Aust, Matthews & Muller-Camen (2020). Securing the future energy supply is not explicitly addressed. The main method to cope with the recommended system change should be, according to Jean Tirole, Nobel Prize winner for economics in the year 2014, cooperation between politics, business and the public (2017).

The concept of the Circular Economy aims to make better use of resources based on innovative technology with the goal of generating economic gains while reducing pressure on the environment. Many of the principles of the Circular Economy are rooted in similar principles to those of Sustainable Development (Velenturf & Purnell 2021), in particular resource conservation and ecology of systems (Reike, Vermeulen & Witjes 2018). However, in contrast to Sustainable Development, the Circular Economy sees itself more as a practice-oriented approach that has so far lacked sufficient theoretical foundations (Korhonen, Honkasalo & Seppälä 2018). With regard to the value basis, the Circular Economy is oriented towards the majority of the 17 SDGs. In this respect, economic growth is represented here in the classical sense (Velenturf & Purnell 2021), which is why Bimpizas-Pinis et al. assign this concept as more akin to traditional capitalism, whose essential merit is at least the integration of ecological and social criteria for evaluating market performance (2021). However, individual authors go further by calling for a stronger ecological cycle oriented towards the limitations of natural resources, analogous to strong sustainability (Johansson & Henriksson 2020), or also the consideration of criteria such as social justice or even planetary responsibility (Bimpizas-Pinis et al. 2021). Such an approach requires a fundamental change in the prevailing consumption patterns. Energy only plays a central role as a resource to be saved, but no noticeable attention has been paid to intra- and intergenerational justice, especially with regard to the follow-up costs of the production of energy sources (Kirchher, Reike & Hekkert, 2017). In this respect, the systemic approaches of the Circular Economy are still immature. In any case, it is evident that the implementation of the Circular Economy is a complex undertaking that requires a coordinated change of numerous stakeholders - and thus, analogous to the "Common Good Economy", a corresponding coordination - which raises numerous barriers. In this respect, Grafström and Aasma also have serious doubts that a Circular Economy can ultimately follow different rules than a traditional "linear" economy (2021).

The Sharing Economy can be understood analogously to the circular economy as a concept for better use of resources by recycling products through platform-based, coordinated sharing (Räisänen, Ojala & Tuovinen 2021). In this way, a lifestyle of moderate consumption is emerging, reducing pressure on the exploitation of natural resources and the production of greenhouse gases (Demailly & Novel 2014). At the same time, these new distribution structures are also creating new businesses (De las Heras, Relinque-Medina, Zamora-Polo & Luque-Sendra 2021). Measured against the three criteria, classic economic growth in the Sharing Economy remains fundamentally unquestioned, just like the energetic foundations. Unlike the previously discussed models, the Sharing Economy uses automated processes in the form of platforms instead of coordinated, value-oriented control. However, it is possibly because of this automated approach that previous studies of the effects of collaborative consumption have not been able to provide conclusive evidence of tangible ecological relief through the Sharing Economy (Gupta & Chauhan 2021). While Zhu and Liu (2021) claim significant greenhouse gas savings through AirbnB without providing evidence, Friedl was only able to demonstrate redistribution effects (2018b).

In contrast to the concepts discussed so far, the Post-Growth Economy is based on the explicit overcoming of the classical growth paradigm oriented only to GDP as a way to avoid a global environmental catastrophe. According to this, gains in prosperity should be measured in terms of reduced environmental impact and improved quality of life, which requires a far-reaching structural change in the economy, especially in the relationship between labour productivity on the one hand and the relationship between energy and labour on the other (Hardt, Barrett, Taylor & Foxon 2021). Mair, Druckman and Jackson, for example, assume lower productivity and thus the need for more labour (2020). By turning away from the principle of unlimited growth, Niko Peach explicitly advocates the principle of decarbonising the economy (2012). The path to this new economy should succeed through individual frugality (sufficiency), partial subsistence, regionalisation and a circular economy (Paech 2017). However, such a strategy is associated with conflicts of interest, since growth is a recognised instrument for combating unemployment, measuring economic prosperity and financing pension systems under conditions of demographic change. That is why Strunz and Schindler see the compensation of important stakeholders as indispensable for a transition to a post-growth economy (2018).

While the number of sources on the concept of a Post-Growth Economy is rather limited, there are significantly more publications on the term "Degrowth Economy". This term stands for a transitional discourse, an international social movement as well as a research framework within which alternative economic concepts to the current profit maximisation imperative (Nesterova 2020) are sought, which is considered to be the cause of harmful social and ecological impacts and incapable of coping with climate change and other ecological catastrophes. Analogous to the Post-Growth concept, the focus should be on the provision of means to satisfy the needs of people's well-being instead of the production of material goods. An essential instrument for this is the redistribution of income and wealth within and between countries (Medak, Domazet & Rilović 2020) and also a democratic determination of precisely those limits to growth (Kallis 2021), combined with voluntary restrictions on private consumption (Heikkinen 2020). While Cosme, Santos and O'Neill still identify predominantly national top-down approaches to implementing represented de-growth measures (2017), Benjaminsen sees a bottom-up approach as indispensable because the same political and economic elites that primarily benefit from classical capitalist growth and the use of resource-intensive technology are also those that trivialise research on ecological limits. This in turn explains a widespread mistrust of modern, capital-intensive technology among degrowth advocates (2021). The authors largely agree on the principle of decarbonising the economy (Tor 2021). According to Kallis, Paulson, D'Alisa and Demaria, this new economic paradigm could be implemented through a co-evolution of enabling environments between personal desires and habits, networks and changing institutions (2020), whereby the North can learn from the South (Singh 2019). In the process, pluralistic potential pathways for change would emerge (Vandeventer, Cattaneo & Zografos 2019). Overall, Tor judges these approaches to be largely utopian (2021), which will be argued further on.

The last alternative economic concept to be presented is the Green Transition, which is essentially understood as the decarbonisation of the economy through a higher penetration of renewable energies and clean technologies in production and consumption processes (Gasparatos, Doll, Esteban, Ahmed & Olang 2017) for the purpose of protecting ecosystems and limiting climate change, without necessarily renouncing the principle of growth (Sandberg, Klockars & Wilén 2019). This Green Transition is to be implemented mainly through top-down financial and regulatory instruments, such as the promotion of private investment in green technology (Kemp-Benedict 2018), as well as through important changes in citizens' lifestyles (Kallis 2021). Achieving the necessary public consent for such measures thus requires a high level of public engagement (Terzi 2020; Lamperti, Dosi, Napoletano, Roventini & Sapio 2020), as well as financial compensation measures to compensate communities and workers who depend on fossil fuel extraction (Bourban 2020). Yang, Nie and Huang, however, are critical of this technological model because increasing energy efficiency leads to increased fossil energy demand via rebound effects. The effectiveness of market-based instruments such as carbon taxes and green subsidies is also limited (2020). Accordingly, fundamental deficits in the protection of natural capital are still identified (Acosta, Maharjan, Peyriere & Mamiit 2020).

METHODOLOGY

This paper is a conceptual work with the aim of critically questioning prevailing paradigms. For this purpose, the ancient philosophical tradition of the Socratic method of maieutic (Hanke 1990; Shell, Brooks, Trainin, Wilson, Kauffman & Herr 2009; Ivlampie 2014; Firrincieli 2017) proves its worth. The basic approach of this method is based on testing the plausibility of a prevailing assumption, paradigm or custom in such a way that the assumption in question is challenged through critical questions from a meta-level perspective. The aim of this analytical method is to identify the systemic contexts in which the assumption under investigation is embedded. Thus, it is a matter of deconstructing the assumption in question as an expression or as part of a system together with its interactions, constraints, determinants or limitations.

An indispensable prerequisite for the success of this method is the adoption of a new perspective that is superordinate to the system under investigation. This follows from the "incompleteness theorem" of the Austrian philosopher and mathematician Kurt Gödl (1992), according to which the preconditions of a system cannot be inferred from within that system. Only from the perspective of the meta-level can the assumed but unproven presuppositions of a paradigm be identified (Kotlarski 2004). This epistemological circumstance follows from the principle according to which the perception of a reality and in particular the attribution of a "meaning" to this reality is always an expression of a prevailing assumption, thus a social construction (Foerster, 2003). It is precisely these culture-specific or paradigmatic perspectives that are also the cause of so-called "blind spots": Certain self-evident facts cannot be "recognised" and especially not "understood" in terms of their questionability, because they are taken for granted and therefore not questioned. But it is precisely this socially anchored refusal to critically reflect on paradigmatic self-evident facts that stands in the way of identifying, recognising and dealing with problems that lead from the practice of such self-evident facts.

The essential tool of this method is first of all the search for repetitive patterns in this thematic field that have not been discussed so far in connection with the thesis to be examined. In the present work, these are the following questions vis-à-vis the thesis on the necessity of a global "Green Transition":

- How far have previous role models in the public fight against climate change done justice to societal progress towards a "sustainable, climate-neutral" society?
- How far is social progress through energy reduction conceivable in principle from a physical point of view?
- Is social progress conceivable without deviant, undesirable or "unsustainable" behaviour?
- Are the challenges of the path to a "sustainable, climate-neutral" society achievable through a single central solution?
- Is rapid, global change compatible with the functioning of the (human) brain?

By critically linking such issues, which are uncommon in the mainstream of tourism research, to the call for rapid systemic change examined here, new convincing and previously overlooked arguments against this call can be identified and developed. This can help to abandon flawed assumptions and seek alternative, more feasible approaches that enable the development of new solutions to current problems. At its best, this method of Socratic Maieutics can provide impetus for the development of a new paradigmatic approach.

Another tool of this method is usually the critical and precise analysis of terms in the field of the research problem in question. The aim of this approach would be to identify and correct misleading, undifferentiated or even contradictory use of constituent terms. Unfortunately, the unreflective, careless or deliberately incorrect use of terms is the cause of numerous misunderstandings, whether in everyday social life or in research (Watzlawick, Bavelas, & Jackson, 2011); however, in order not to go beyond the scope of this paper, we will refrain from analysing terms in more detail, as this has already been done elsewhere (Friedl 2020).

RESULTS

1. How far is the engagement for a societal progress towards a "sustainable, climate-neutral" society climate-neutral?

Every human activity consumes energy and produces carbon dioxide as soon as it is carried out with the help of machines. This is especially true when it comes to positively influencing a large number of people. Al Gore, the former vice-president and almost-president of the USA, established himself as a committed campaigner for climate change education. For this he not only travelled to numerous lectures around the world, but also produced the script for the film "An Inconvenient Truth" (2006), for which he was eventually awarded the Oscar as well as the Nobel Peace Prize. For this commitment, Al Gore had produced considerable emissions by travelling in his private plane, thus also contributed himself to the problem he was fighting.

This contradiction between theory and practice is easy to explain, but hardly surmountable. On the one hand, influencing complex systems such as large populations also necessarily require large amounts of energy in order to be able to manage the necessary communicative processes. On the other hand, such energy investments are also effective, as in the case of Al Gore, as Jacobsen (2011) argues: Al Gore's awareness campaigns contributed significantly to the introduction and slow spread of voluntary carbon offsets, e.g. for air travel (Choi, Gössling & Ritchie 2018). However, according to Bösehans, Belderdijk and Wang, this seems to have the paradoxical effect that offsetting actually encourages more flying due to the compensation payments made (2020).

This leads to the seemingly paradoxical conclusion that changing a system initially leads to a higher level of energy consumption. After all, as will be shown in more detail, changes are always energy-intensive. Against this background, the question arises to what extent criticism of activists like Greta Thunberg, when she herself uses a plane to travel to an important conference, should be rejected as unfair populism? On the other hand, it is especially the personal behaviour of influencers that seems to be particularly effective in positively influencing their imitators. Thus, it seems that the engagement against climate change and for sustainability and climate neutrality is not immune to contradictions and dilemmas, that there can thus be no "perfect" way in terms of a "climate-friendly" commitment to climate friendliness. There is only one thing for sure: that is the fact that “Al Gore's truth is still inconvenient“ (Garrett 2017).

2. How far is social progress through energy reduction conceivable in principle from a physical point of view?

It was already indicated in the previous question that change means additional energy input. The concept of "sustainability" means in a narrow physical sense that a system is in relative equilibrium ("homeostasis") with its environment. Accordingly, this system does not take more energy from its environment than it "gives back". According to the first thermodynamic law of "conservation of energy", the sum of energy in a closed system always remains the same (Dincer & Rosen 2021).

The lifestyle of traditional nomads, such as the Tuareg in the central Sahara, comes very close to this "ideal". But contrary to the tourist cliché of "great freedom", these people live in extremely poor conditions compared to the conditions of industrialised societies. For it is precisely these living conditions that are an expression of their cultural, economic and energetic adaptation to their environmental conditions, which are characterised by a marked poverty of resources (Friedl 2008a; Friedl 2008b; Friedl 2009).

In contrast to nomadism, our modern industrial society is based on the principle of energy-intensive production increase. We "develop" our cultural environment by taking an increasing amount of energy from the natural environment in the form of raw materials and returning it "consumed" in the form of "waste" and other emissions. As a result, we are permanently changing our environment, for example in the form of climate change, and subsequently also our global basis of life. The most important characteristic of this development is the increase in complexity of our global cultural living environment: our society is becoming more complex, more dynamic, and thus also "richer" in challenges and problems (Shahzad, Fareed, Shahzad & Shahzad 2021).

But it is precisely these problems that also open up new opportunities for development. Because new problems also create new job opportunities. Without climate change, for example, there would be no climate researchers, environmental engineers or projects for sustainable tourism! From a systemic perspective, systemic dysfunctionality can lead to the development of system-stabilising subsystems. These subsystems themselves exist in dependence on the criticised overall system, and these subsystems themselves also contribute to the maintenance and growth of the overall system. These subsystems themselves exist in dependence on the criticised overall system, and these subsystems themselves also contribute to the maintenance and ultimately the growth of the overall system. Trainer points out that this growth effect is usually seen as an indispensable strategy against structural unemployment and the financing of pension systems in a society characterised by demographic change (2020). Obviously, the functioning of an industrial society is not comparable to that of a nomadic society.

The close link between system change and increased significance illustrates the career of the "World Tourism Organization" (UNWTO) from a small, insignificant association to a globally recognised advocate for sustainable tourism. Thus, the declaration of 2017 as the "UN Year of Sustainable Tourism for Development" was also due to the initiative of the UNWTO (2017). What may have appeared on the surface as a thankful commitment to "save the world" can, on critical examination, also be interpreted as an instrument for profiling one's own position. For the core message of the UNWTO at the time suggested cross-border travel as a "salvific" cultural practice. In addition, the effect of cross-border tourism was presented in a rather one-sided way as a motor for the creation of local jobs, regardless of the critical consequences such as greenhouse gas emissions, waste pollution and the globalisation of western consumer culture. However, by presenting the costs of the economic effect of tourism in a one-sided way and ignoring the negative effects, at least the reputation and influence of the UNWTO as an advocate for global jobs grows with increasing tourism volumes (Friedl 2018a; Gascón 2019). How many jobs are destroyed at the same time remains unquestioned.

This leads to the equally paradoxical conclusion that research on sustainability and engagement against climate change necessarily contributes to the growth of the overall system. However, when and whether this engagement could actually lead to a change of the overall system towards an ecologically and socially sustainable balance remains to be clarified at present.

3. Is social progress conceivable without deviant, undesirable or "unsustainable" behaviour?

Changes in the social environment indicate changes in values and norms. However, the change of norms does not necessarily lead to the adaptation of all members of an affected social system. For, as argued earlier, change usually leads to greater complexity. This creates space for individuality. The more complex our society becomes, the more diverse are the forms of life that develop in adaptation to this complexity. From this, however, follows the compelling necessity that changes that appear absolutely necessary from the point of view of some affected individuals appear downright unacceptable from the point of view of other individuals, because they threaten their very existence.

In this sense, the demands for a transition towards a climate-neutral society pose an existential threat to some industries, such as those in the field of coal production and electrification, the oil industry, but also the aviation industry or the meat industry, to name but a few. If a social subsystem perceives its environment as threatening, it reacts by adapting accordingly with the aim of preserving its own substance as much as possible. In this respect, the logic of our economic, social and political system virtually forces stakeholders of such as subsystem e.g. to use methods of "greenwashing" (Arouri, Ghoul & Gomes 2021; Zhu & Wang 2020) as well as "lobbying" in order to positively influence either their consumers or political framework conditions in the direction of protecting the short-term interests of such industries. The path to a post-growth society therefore leads first of all to a growth of new challenges, for example in the field of sustainability communication (Tölkes 2018), lobbying for sustainability (Aidt 2010) as well as research on constructive and convincing campaigns (Hiselius &Rosqvist 2016), but also conflict management for the development of political compromises. A renunciation of such a cooperative approach would in all likelihood lead to intensified conflicts that are ultimately not at all compatible with the principles of sustainability (Kile & Lewoc 2011).

4. Are the challenges of the path to a "sustainable, climate-neutral" society achievable through a single central solution?

The search for solutions to major societal challenges is very often accompanied by the hope of a major breakthrough. Time and again, the focus shifts to high technologies that are supposed to serve as the "key to paradise". Just think of the "green revolution" (Bottrell & Schoenly 2012), nuclear power or biogenic fuels (Beal, Cuellar & Wagner 2021). More recently, the electrification of transport, digitalisation or hydrogen (Atilhan, Park, El-Halwagi, Atilhan, Moore & Nielsen 2021) are sometimes presented as "miracle cures". But all these "solutions" are associated with a plethora of technical problems and challenges. Above all, previous "great solutions" have resulted in many undesirable long-term consequences. For example, the final disposal of nuclear waste has still not been solved (Sanders & Sanders 2016).

It is clear to prudent advocates of a transition to a sustainable society that a return to the "Stone Age" would not be a solution for a world of soon to be eight billion people. Rather, innovative, highly intelligent solutions are needed at all levels of society in order to do some justice to the increasing complexity of the growing problems. This is precisely why sustainability is now considered a booming field of research. There is hardly a project that is financed by the public sector without the predicate "sustainable". But there is a huge difference between what is labelled "sustainable" and what can solve problems permanently without creating new, even more serious problems.

This contradiction is illustrated by the example of the rampant spread of plastic waste! This has long since contaminated every corner of the earth. Cheap disposable packaging such as bags or pet water bottles are particularly popular in less developed regions. There, the waste problem is further aggravated by often poorly developed systems of public waste disposal. For the time being, little is likely to change in the global increase in plastic waste, paradoxically even for reasons of climate protection. This is because the production and transport of such packaging produces relatively fewer greenhouse gases than aluminium (Costa, Battistella, Summa, Castaldelli, Fano & Tamburini 2021), is cheaper to produce and, because of its handling, corresponds perfectly to a comfortable consumer culture. In the short term, it is much easier and cheaper to throw away useless packaging after use than to recycle it. And the huge waste incineration plants built especially for this purpose also want to be used to capacity (Bishop, Styles & Lens 2020).

This leads to the unpleasant but important conclusion that complex problems within a complex system cannot do without complex solutions, as Romero, Gramkow, Romero and Gramkow can show on the example of economic complexity and greenhouse gas emissions (2021). At least as far as the implementation of such solutions in different cultural contexts is concerned, they have to be adapted to the respective circumstances. After all, different people have different needs, expectations, habits and abilities.

5. Is rapid, global change compatible with the functioning of the (human) brain?

As already emphasised several times, the high degree of complexity of human culture is a major reason for most of the contradictions mentioned in the effort to transition towards a sustainable, climate-neutral society. For social systems, whether cultures, political parties or associations, are never monolithic blocks. Rather, they are always multi-layered networks of diverse, dynamic interactions between all the individual lifestyles of people that have formed in adaptation to their respective environments. This is why talk of a "global culture" should be understood more as a helpless expression of an extremely simplistic, technocratic view of the world than as a helpful model (Regev 2019), let alone as a pragmatic guide to shaping the world.

From a neurobiological perspective, human behaviour can hardly be regarded as the implementation of a "free will" against the background of recent findings in brain research (Berniūnas, Beinorius, Dranseika, Silius & Rimkevičius 2021). More complex explanations appear to be more helpful, which view behaviour as a complex interaction (Dolfin, Leonida & Outada 2017) between hereditary factors, formative environmental conditions, the evolutionary and individual structures of the brain, and hormones (Cupaioli, Zucca, Caporale, Lesch, Passamonti & Zecca 2021). Here, the decisive instance for concrete action is the limbic system of the cerebellum, where stimulus patterns perceived from the environment are matched with previous experiences. What is identified as "familiar" or "pleasant" by a behaviour leading to the release of neurotransmitters is encoded by the brain as "good", leading to the repetition and eventual consolidation of behavioural patterns (Catani, Dell'Acqua & de Schotten 2013). This pattern is extremely energy-saving and effective. Addictions of all kinds are also based on this very principle (Wiers & Verschure 2021).

From this modern model of the connection between human behaviour and the neuronal structure, it can be deduced that retraining as well as learning new behaviours require the reconstruction of neuronal patterns. Behavioural changes are therefore extremely energy-intensive from the brain's point of view and are also usually "painful" because the fear of the unknown leads to the release of stress hormones. Therefore, the brain only evaluates change as "meaningful" if it promises less pain or even more pleasure compared to familiar behaviour (Sabbagh 2020). In summary, it follows that people generally tend to stick to habitual behaviour unless the new alternative behaviour seems extremely promising. In this sense, several studies were able to show that the concept of social change towards "degrowth" would find more support from the population if the definition was framed in terms of achieving positive consequences such as “Environmental Gain” or “Wealth Gain” (promotion) rather than avoiding negative consequences such as “Environmental Loss” or “Wealth Loss” (prevention) (Krpan & Basso 2021; Tomaselli, Kozak, Gifford & Sheppard 2021).

These neurobiological determinants of human behaviour are causal for why emotional signals "reach" and "touch" most people much better than rational, well-substantiated factual arguments. Visions "inspire" when they set the limbic system in the brain of the person addressed in motion. In this way, correspondingly emotionally coded messages can trigger hope for an improvement in the current situation, for example, or hope for a better life. The "happiness hormones" released in the brain trigger a drive that can lead people to overcome even the greatest resistance. People like Gandhi or Nelson Mandela endured years of political imprisonment in the belief of a future free from colonial oppression, and this in times when the "civilizational superiority" of Europeans was still considered far less critically questioned. Yet these people never lost faith in the possibility of a "better" world.

DISCUSSION

What do these undoubtedly sobering findings mean for the plausibility of a successful transition to a sustainable society? It could be made clear that the challenges and resistances outweigh the benefits. In fact, from this perspective, no viable path to a sustainable future seems to be discernible yet. On the other hand, it is also in the nature of future developments and innovations that we cannot (yet) imagine the society of tomorrow: One cannot think the “unthought”! However, "a new type of thinking is essential if mankind is to survive and move toward higher levels” (A. Einstein). Therefore, it is not enough to simply wait for such a "path to the Green Paradise" to break through the fog, as it were, of its own accord. Rather, we must continue to invest efforts in research, politics and civil movements like "Fridays for Future" to develop viable solutions.

Above all, we must not succumb to the belief in the inevitable end of our world. For this could lead us to realise this very dystopia due to our apathy in the face of abandoned hope for "salvation", according to the law of "self-fulfilling prophecy" (Clark & Green 2018). However, this communicative law also works in the other, constructive direction: those who believe in their own success will also achieve it at some point and somehow (Cipriani & Makris 2006). This has nothing to do with a naïve belief in the "power of positive thinking". Rather, the tireless search for new, suitable solutions increases the chance of actually finding viable solutions. Those who despair of fate without taking action will therefore necessarily not change anything about fate.

RECOMMENDATIONS

The most important prerequisite for constructive change is openness to the new, as is inherent in children and the young at heart. Their liveliness is nourished by their "curiosity", their "greed for the new" in the face of a changing environment. Open-minded people train their ability to cope with new problems throughout their lives, thereby also maintaining their ability to adapt and reducing their fear of the new. On the other hand, those who are afraid of new things cling to familiar behaviour patterns, which are often even the cause of the problems they are fighting against.

This may explain why even advocates of the green transition often tend to stick to the outdated pattern of rational, instructive arguments instead of reaching out to insecure people emotionally and inspiring them with the positive message of successful change. After all, even the advocates of the green transition are only human and are subject to the same neural determinants as all humans.

People who can be convinced of prospects appear to be much more motivated and happier than people who imagine a difficult future. In this sense, the French philosopher and author of the "Little Prince", Antoine Saint-Exupéry, had already proclaimed as a basic principle for any social change: "If you want to build a ship, don't drum up men to [...] divide the work, but teach men to long for the vast, endless sea." Enthusiasm for the transition of the world society towards a global sustainability culture is therefore undoubtedly not a sufficient condition for the success of this change, but it is an indispensable condition.

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GREEN ATTITUDES AND BEHAVIOURS OF WESTERN VISITORS TOWARD GREEN HOTELS IN PHUKET, THAILAND

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ABSTRACT

This study aims to examine the relationship of green attitudes and behaviours of Western visitors towards green hotels in Phuket, Thailand which were influenced by the hotel guests' personal demographics including their gender, education, and income. Global environmental awareness trends have an influence on tourists' travelling behaviours. Many hotels have achieved green practice certification to reduce their negative impact on the environment and to enhance their competitive value for tourists with eco-friendly behaviour. Evidence was found in the literature that supported the fact that tourists who stay at green hotels, generally have environmentally friendly attitudes and practise eco-friendly activities. However, it was unclear if their green attitudes affected the hotel guests' decisions or intentions to stay at green hotels specifically with the group of Western visitors in Thailand.

Therefore, this study aimed to investigate the connection between green attitudes and behaviours leading to the visitors' intentions to stay at green hotels. The results have been drawn based on a questionnaire of 400 Western tourists from 36 Green Leaf certified hotels in Phuket, Thailand. It found that age and gender had not affected the guests' green attitudes and behaviours, but had been affected by their education. It also found that the global environment, green hotel attitude, green participation behaviour, and intention to stay were individually related. This indicated that, in designing marketing strategies to attract Western tourists intent on staying at green hotels, the hotels should pay attention to the visitors' green attitudes and behaviours which were impacted by education.

Keywords: global environment attitude, green hotel attitude, green attributes, green behaviour

INTRODUCTION

1.1 Blackground of The Study

Environmental issues such as the global warming crisis have become a significant problem affecting all human and world economies. Global warming is increasing global surface temperatures commonly known as the greenhouse effect. The critically harmful greenhouse gases are caused mainly from power stations which generate the most Carbon Dioxide. Carbon Dioxide is notably caused by burning fossil fuels for generating electricity as well as petrol for vehicles (Global Warming Facts, 2000). According to a report issued from the Energy Policy and Planning Office (EPPO), Ministry of Energy Thailand (2016), the industrial sector is the highest consumer of electricity followed by the business and household sectors.

Hotels, which fall under the business sector, currently have the second-highest electricity usage after department stores, but their consumption is consistently increasing. Over and above their prominent contribution to increased Carbon Dioxide levels, the hotel business sector is also responsible for generating extremely high amounts of solid waste (Bohdanowicz, 2005). Similarly, the hotel sector is also responsible for extremely high water consumption levels. Another study identifies that people on holiday will, generally, use more water, especially when staying in hotels. In addition, the hotels themselves use a lot of water to ensure visitor satisfaction, as well as in their operational activities such as swimming pools, gardens, laundry and other cleaning requirements (Gossling et al, 2012).

The hotel industry, worldwide, is also becoming more aware of the damage they are causing to the environment, and many are now striving to adjust or renovate their businesses to become more environmentally friendly. The study of Ying-Chang Chen and Yu-Ta Chen (2012) confirmed that existing green hotels have reduced operating costs, increased intangible assets, and have developed credible brand reputations. In view of increasing public concerns about environmental conservation, green hotels were also found to have a much higher appeal to tourists and prospective guests, as well as a greater advantage in current market competitive trends.

1.2 Research Problem

Although hotels are progressing on green concerns in terms of guests, is the environmental crisis important enough to motivate visitors to stay at green hotels with a willingness to co-operate with the hotel's green mission? Many studies are concentrated on tourists' attitudes toward the behaviour of decision-making, or staying intentions, or a readiness to pay for green attributes in green hotels. For example, the studies of Han and Kim (2010), Tilikidou and Delistavrou (2014), Han, Hsu, and Lee (2009) are focused on decision-making and intentions to stay at green hotels. Whereas, the study of Litaa, Suryaa, Ma'rufb and Syahrula (2013) were more centralised on the willingness of guests to pay more for green hotel attributes. Some studies have paid attention to green participation among hotel guests with green hotel attributes such as Verma, and Chandra (2016).

Only a few studies have even considered the relationship of guest attitude and behaviour, such as the study of Mongkol and Vannavanit (2015) whose main focus was domestic tourism. There was little or no information regarding international tourists' attitude and behaviour in terms of green participation available at the time of this study. As a result, this research set out to develop a questionnaire that would further investigate the relationship between visitors' green attitudes and behaviours and also examine how differences in their personal demographics affected their decisions. The purpose of our research was to gain a better understanding of green hotel guests' attitudes towards both, the global environment and green hotels, as well their individual behaviour regarding green participation and their intention to continue staying in green hotels.

OBJECTIVES

1) To analyse the relationship between demographics and green attitudes and behaviours of the green Western guests.
2) To analyse the relationship between global environmental attitudes and green hotel attitudes of Western guests.
3) To analyse the relationship between green participation behaviours and intentions to stay in green hotels by Western guests.
4) To analyse the relationship between green attitudes and green behaviours of Western guests.

LITERATURE REVIEW

2.1 Green Hotel Concept

Green Hotel is the concept of having environmentally friendly management teams who help to protect the planet and bring back a good clean environment for the locale (Green Hotel Association, 2016). The Tourism Authority of Thailand (2010) advises that the green hotels contain 10 basic practices including recycling of used consumer items; eliminating junk mail; minimising paper wastage; recycling of electronic equipment; educating themselves on standard green principles - such as 'turning it off' when not in use, repairing rather than replacing, digitising documentation, and creating green interiors; as well as networking with other green-minded companies, and promoting freecycling

Many hotels in Thailand have already achieved green certification, while others are currently in the process of implementing green practices based on the green concept into their organizations, the success of which will also lead them to become approved as certified green hotels. As can be seen from the Directory of Green Hotels provided by the Green Leaf Foundation Thailand, the number of hotels applying for membership and/or certification approval has been steadily increasing every year, (Green Leaf Foundation, 2016). To accepting social responsibility for their operations, hotels are also becoming aware that there are other advantages to becoming part of the green movement. One research indicates that the greening of hotel operations also benefits the individual business by reducing their operating costs, increasing their competitive advantage, improving employee loyalty, enhancing guest reservations as well as observing regulatory compliance and reduced risk management (Graci & Dodds, 2008).

The Green Leaf Foundation has successfully developed Environmental Standards and Management procedures which are implemented throughout the hotel's various departments. The Green Leaf Foundation's standards, being practised by the 219 hotels who received Green Leaf Certification in 2016, are now encouraging other hotels to also implement and upgrade their own environmental standards, which ultimately leads to their improved sustainability and efficiency

2.2 Personal Demography and Green Attitudes and Behaviours

To conceive and differentiate hotel guests' green attitudes and behaviours, personal demographic characteristics are decidedly significant, (Han et al, 2011). When making decisions, responsibility and compliance tend to be found more in females, while dependence and aggression are found more in males (Saad and Gill, 2000). In terms of environmental attitudes and behaviours, females seem to be far more concerned and are willing to purchase environmentally friendly products much more than males do. It was found that females appear to be much more focused on human relations and other people's welfare than their male counterparts (Eagly, 1987; Laroche et al., 2001).

Age is another important component of environmental attitudes and behaviours. The study of Roberts (1996) supported that differences in eco-friendly environmental concern was distinctly obvious when comparing groups of older and younger guests. His study concluded that older guests had far more environmental awareness and were much more likely to make eco-friendly decisions in regard to purchases, than younger members of society. In addition, the findings of Han et al. (2011) suggest that older female guests, in particular, display more eco-friendly behaviours and their optimistic attitudes about green hotels, in turn, lead to a natural acceptance to pay more for the environmentally-friendly amenities.

In terms of education and income, there are vast amounts of literature confirming the influence that education and income have in respect to eco-friendly attitudes and behaviours especially with decision-making and eco-friendly purchasing. Guests who have a higher education have more knowledge and experience to develop their purchasing behaviours from the expectation of products or services which is similar to guests who have a higher income, (Keaveney and Parthasaraty, 2001). Roberts (1996) also agreed that guests who have higher education degrees and higher incomes tend to be more aware of the environment and therefore lean more towards eco-friendly activities such as the purchasing of green products.

2.3 Guests' Green Attitudes

Eco-friendly attitudes are related to individual belief, knowledge, or opinion assessment toward the value of environmental protection. Environmental attitudes have an effect on consumers' purchasing decisions (Mohd Noor et al., 2014). Stefanica, M. and Butnaru, G.I. (2015) who studied tourists' environmental perceptions justified that environmental beliefs and tourists' feelings were related. The environment must be conserved and improved to prevent it from having a negative impact on tourism. Environmental issues that tourists' are concerned about include global warming, pollution, waste, limited natural resources or biodiversity annihilation. They suggested that it was not only the environmental organization, tourist department, or government that should be concerned about the issues that affect overall tourism, but the entire society should take responsibility and play a part in preventing the negative impacts of environmental depletion. Moreover, the ecological organizations as well as the hotel and tourism business sectors should contribute to a system of ecological management (Stefanica and Butnaru, 2015).

2.4 Guests' Green Behaviour

In respect of tourists who had stayed in the green hotels, there were various opinions formed while being accommodated at the green hotel and participating in its green attributes. This part is to show the behaviours of green hotels' guests and how they practised on green hotel facilities. According to the case study of Verma and Chandra (2016) researched on hotel guests who stay in 4 and 5-star hotels in Uttar Pradesh, India, it reveals that there is a prime interest of guests for staying in green hotels. The hotels where are implemented green practice such as using eco-friendly light bulbs and recycle bins in the guest rooms and the hotel area is preferred by the hotels' guests. However, not all the green practices can satisfy the guests such as refillable shampoo dispenser and towel reuse program, it results in the guests feeling that it does not look hygienic (Verma and Chandra, 2016).

Although guests were concerned about the environmental impact and were willing to attend the eco-friendly practices, the convenience during a stay at the hotel is of major importance. The study of Mongkol and Vannavanit (2015) agrees that guests paid attention to the green mission and realized the significance of environmental responsibility. Even though they were likely to support the green hotel concept, they still showed concerns in terms of meeting their comfort requirements (Mongkol and Vannavanit, 2015). Referring to the above research, there is some similarity in the findings that shows the guests' concern about the product which relates to the service and facilities. The products have to offer good value for money. Although, it has nothing to do with environmental concern; it is too early to conclude that the guests are not aware of this.

However, when we focus the research on guests who did stay in green hotels, the results seem to have a different outcome. Various researches found out that guests who have an eco-friendly attitude intend to select to stay at green hotels. For example, Mohd Noor et al. (2014) investigated tourists who visited Malaysia and stated that tourists who have an environmental attitude will be attracted to green hotels. The strong green practices of hotels are likely to be more chosen by the tourists. As well as the study of Lita et al. (2013) who identified that guests are pleased to pay more for green hotels and restaurants. Also, the green concept is an important factor contributing to a hotel's reputation to receive returning guests.

On the other hand, some research found some differences in the group of guests who stay in green hotels. Even though the guests intend to stay at a green hotel, it will be on the condition that the hotel must be at a convenient location and price (Tilikidou and Delistavrou, 2014). Price has still been an influencing factor more than environmental reasons on the views of tourists to select hotels (Kovalijova and Chawla, 2013). And the inconveniences that can be incurred by staying in a green hotel is one of the significant factors that will prevent guests from selecting the hotels (Afrouz, 2012).

2.6 Conceptual Framework and Hypothesises

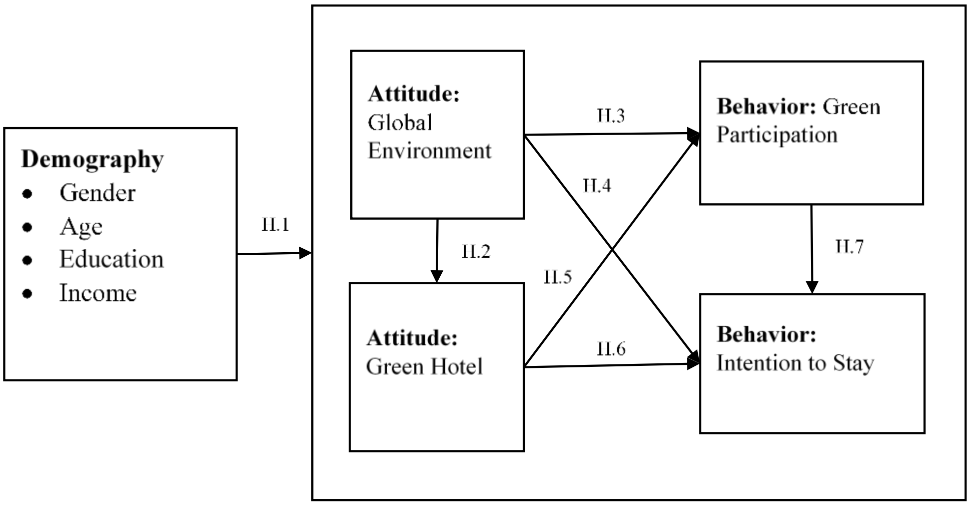

Figure 1. Conceptual Framework: Overview Research Model

METHODOLOGY

3.1 Population, sampling group and sampling method

The population used for this research were tourists who had experienced accommodation in green hotels in Phuket, Thailand. The list of green hotels in Thailand was gathered from the Green Leaf Foundation Thailand and the Tourism Authority of Thailand. 36 hotels in Phuket, Thailand participated in Green Leaf Foundation in 2016 (Green Leaf Foundation, 2016). The population used for calculating the sampling number was the total number of Western tourists including Europe, East Europe and The Americas in Phuket which is 1,464,305 peoples in the year 2016 (TAT Intelligence Center, 2017)

The sampling was selected by way of a two-step process. The first step was Quota Sampling. In this step, Western tourists and the 36 Green Leaf certified hotels in Phuket were chosen. The second step was Purposive Sampling for tourists near the green hotels' locations in Phuket who were Westerners and had experiences staying in 36 hotels in Phuket that are certified by Green Leaf Foundation. Sampling numbers were calculated using the Yamane (1970) formula over 95% confidence level. Therefore, the total number of required sampling was 400 people.

3.2 Research instruments and data analysis

The primary data was taken directly from the research progress. The questionnaire was designed to collect quantitative data through distribution to tourists who had stayed in Green Leaf certified hotels in Phuket. The questionnaire was divided into 3 sections which included personal profiles, general information as well as attitude and behaviour data. To measure the level of respondents' opinions in global environment attitude, green hotel attitude, green participation, and intention to stay at a green hotel, the questions were delivered in a close-ended format using the Likert Theory rating-scale (Likert, 1967), with a five-level option.

The researcher distributed over 400 questionnaires to Green Leaf certified hotels in Phuket. Using the quota sampling technique, the researcher classified the sampling should be done randomly amongst the current Westerners staying in the hotels at that time. The 400 qualified questionnaires were rechecked and verified, the numbers computed and the data recorded for the statistical analysis. The SPSS program was then used for the data to be recorded and the statistical results evaluated. Descriptive statistics explained the frequency, percentage, mean, and SD value of the collected data. Inference statistics estimated population size calculated by Simple Regression Analysis, and Multiple Regression Analysis to determine the relationship between variances.

RESULTS

4.1 Results of Hypothesis Testing

H1. There is a significant difference between the demographics of green hotels' guests and their green attitudes and behaviours.

To test the hypotheses for 1.1 to 1.4, the difference between the hotel's guests' genders and their green attitudes and behaviours,an independent sample T-test was conducted to compare global environment attitude, green hotel attitudes, green participation behaviour and intention to stay at a green hotel between males and females. The results present no differences in scores of global environment attitude for male (3.60, S.D. 0.70) and female (3.58, S.D. 0.70), ($t = 0.33$, $p= 0.504$); green hotel attitude for male (3.51, S.D. 0.60) and female (3.60, S.D. 0.67), ($t = -1.51$, $p= 0.058$); green participation behaviour for male (3.81, S.D. 0.66) and female (3.80, S.D. 0.65), ($t = 0.188$, $p= 0.048$); intention to stay at a green hotel for male (3.03, S.D. 0.57) and female (3.00, S.D. 0.65), ($t = 0.580$, $p= 0.573$).

The differences in the hotel guests' ages and green attitudes and behaviours were uncovered by the use of a one-way analysis of variance (ANOVA) to answer the hypotheses 1.5 to 1.8. An examination of the ANOVA results on the aspect of green attitudes and behaviours suggests that there were no statistically significant differences in each variable of the hotel guests' ages. These variables include global environment attitude ($F = 1.16$, $p = 0.32$), green hotel attitude ($F = 1.02$, $p = 0.38$), green participation behaviour ($F = 0.67$, $p = 0.57$), and intention to stay a green hotel ($F = 1.21$, $p = 0.30$).

A one-way analysis of variances (ANOVA) was applied for establishing differences in hotel guests' education and their green attitudes and behaviours, to answer hypotheses 1.9 to 1.12. An examination of the ANOVA results indicate that hotel guests' education comprises statistically significant differences across all variables. These variables include global environment attitude ($F = 4.48$, $p = 0.00$), green hotel attitude ($F = 2.85$, $p = 0.02$), green participation behaviour ($F = 3.66$, $p = 0.00$), and intention to stay at a green hotel ($F = 5.64$, $p = 0.01$). To test whether there were any significant differences between education and green attitudes and behaviours, Post Hoc comparisons using Gabriel's Pairwise Comparison Test were carried out. It could be summarised that the global environment attitude, green hotel attitude, green participation behaviour and intention to stay at a green hotel differed significantly across education levels.

The differences in the hotel's guests incomes and green attitudes and behaviours were disclosed by the use of a one-way analysis of variance (ANOVA) to answer the hypotheses 1.13 to 1.16. An examination on the ANOVA results of the aspect of green attitudes and behaviours suggest that the hotel guests' incomes were not statistically significantly different in all variables. These variables include global environment attitude ($F = 1.78$, $p = 0.09$), green hotel attitude ($F = 1.52$, $p = 0.16$), green participation behaviour ($F = 0.33$, $p = 0.94$), and intention to stay at a green hotel ($F = 1.98$, $p = 0.06$).

H2. There is a significant relationship between the global environment attitude and the green hotel attitude of green hotel guests.

The results of the regression on attitudes and H2 testing illustrated a moderate relation between the global environment attitude and green hotels attitude with the adjusted R^2 of 27% ($F = 149.861$, $p = .000$). It was found that the attitude on green hotels contributed to the attitude on the global environment ($\beta = .523$, $t = 12.242$, $p = .000$).

H3. There is a significant relationship between global environment attitude and green participation behaviour of green hotel guests.
H5. There is a significant relationship between green hotel attitude and green participation behaviours of green hotel guests.

The result is reported multiple regression results of attitudes as predictor variables for green participation behaviour as the dependent variable. The models were highly significant with 51.4% of the total variance being explained (adjusted R2 = .514, $F = 109.504$, $p = .000$). Both attitudes were noted to provide a positive relationship to green participation behaviour. The results demonstrate that green hotel attitude ($\beta = .428$, $t = 10.464$, $p = .000$) had a higher level of relationship on the green participation behaviours than global environment attitude ($\beta = .395$, $t = 9.661$, $p = .000$).

H4. There is a significant relationship between global environment attitude and intention to stay at a green hotel of green hotel guests.
H6. There is a significant relationship between green hotel attitude and intention to stay at a green hotel of green hotel guests.

The multiple regression results of attitudes as predictor variables for intention to stay at a green hotel as the dependent variable. The models were highly significant with 52.3% of the total variance being explained (adjusted R2 = .523, $F = 269.088$, $p = .000$). Both attitudes were noted to provide a positive relationship to intention to stay at a green hotel. The results demonstrate that green hotel attitude ($\beta = .665$, $t = 16.404$, $p = .000$) had the higher level of relationship on the intention to stay at green hotel than the global environment attitude ($\beta = .103$, $t = 2.550$, $p = .011$).

H7. There is a significant relationship between green participation behaviour and intention to stay at a green hotel of hotel guests.

The regression on behaviours and H7 testing illustrated a moderate relation between green participation behaviour and intention to stay at a green hotel with the adjusted R2 of 38% (F = 247.477, p = .000). It was found that the attitude in green hotels made a high contribution to the attitude on global environment (β = .619, t = 15.731, p = .000).

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

5.1 Conclusion

According to the research questions, the study questioned the differences of green hotel guests' green attitudes and behaviours across personal demography, the relationship of green hotel guests' global environment attitude and green hotel attitude, the relationship of green hotel guests' participation behaviour and intention to stay at a green hotel, and the relationship of green hotel guests' attitudes and behaviours.

As a result, the findings answered differences of hotel guests' green attitudes and behaviours across personal demography. The results illustrated that the global environment attitude, green hotel attitude, green participation behaviour, and intention to stay at a green hotel were not significantly affected by Western guests' genders, ages, and incomes. Only the education levels of the guests showed a significant influence on the guests' green attitudes and green behaviours. The higher education levels clearly reflect more positive green attitudes and green behaviours. In terms of the relationship between green hotel guests' global environment attitude and green hotel attitude, it was found that there was a definite connection between them. This same connection is also reflected in the research results between green participation behaviour and intention to stay at green hotel behaviour. Similarly, the global attitude also related to green participation behaviour and intention to stay at green hotel behaviour, as well as the green hotel attitude that related positively to both behaviours.

5.2 Discussions

In summing up, the personal demographic that significantly influences green attitude and green behaviour is the guests level of education. Education refers to knowledge, which indicates that green attitudes and behaviours are affected by knowledge. According to the green attitudes, the global attitude is related to the green hotel attitude which means if guests have a global attitude, they will have a green hotel attitude as well. Similar to green behaviours, if guests are willing to participate in green hotel activities, they usually tend to favour staying at green hotels.

In addition, there is a definite connection between green attitudes and green behaviours. Guests who have a global environment attitude or green hotel attitude will be interested to participate in green hotel attributes and therefore prefer to stay at green hotels. It can be summarized that education is an important factor in green attitudes, and green attitudes, in turn, lead to green behaviours.

With reference to the Hierarchy of Effect which was created by Lavidge and Steiner (1961) to analyse the relation of attitude and behaviour, the Western guests of this study are in the high involvement group. The process of a high involvement group was started from cognition, which is knowledge or beliefs, and ultimately led to behaviours. Guests who are at this level have formulated their behaviours according to their knowledge or beliefs and selected the required solution to complement their needs. (Lavidge and Steiner, 1961). Therefore, to introduce green attitudes which link to green behavioural knowledge should be prioritised.

5.3 Recommendation

As the research proposed to investigate the relationship between Western guests' demography, global environment attitude, green hotel attitudes, green participation behaviour, and intention to stay at green hotels, the findings of this research are expected to benefit hotels and green hotels to understand guests and plan for marketing strategies. With regards to the previous discussion, the suggestions can be developed as follows:

5.3.1 Develop the guests' green attitudes toward the global environment and green hotel to enhance the guests' green behaviours.

- The executive managers should introduce Corporate Social Responsibility projects (CSR) which are related to protecting our global environment such as Mangrove planting, rare animal-release and Biodiversity conservation programs.
- The hotels should contact previous guests (through provided connection channels) inviting them to return and participate in hotel CSR activities. Hotels could also provide added incentives such as offering special gift vouchers for forthcoming activities that could attract, encourage and generate guest interest.
- CSR activities should also be consistently promoted through various media, predominantly on the hotel's website, but also through social media, forthcoming attractions and events, and OTA applications.
- 5.3.2 Develop guests' green participation behaviour to further advance Intentions to Stay at green hotels.
- The hotel's green products should look appealing and be clearly labelled to enhance guests' understanding and clarify the differences between green and general products.
- Effective advertising should be created to assure hotel guests that participation in green hotel attributes really does make a difference in helping to protect and save the environment.
- Clear and precise information should be provided to highlight the advantages of participating in green hotel characteristics (eg., reuse of towels and bedsheets, separating garbage, and shampoo dispensers). Negative aspects of the harmful effects caused by not adapting should also be advertised to educate and encourage guests to use eco-friendly amenities.

In summary, the recommendations are mainly focused on providing information about global environment and green hotel to create the hotel customers' green attitude and attract them to participate on green attributes which effect to the customers' intention to stay at green hotel.

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SUSTAINABLE NATURE TRAIL IN THE AREA OF SOBESICE DISTRICT (CZECH REPUBLIC)

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ABSTRACT

In the year 2020 the Morávkova stezka (Moravek trail) has been re-open. In the 1930s, Karel Morávek (1877 - 1934), the forest manager of the Schönburg-Hartenstein estate, based in Brno - Královo Pole, built this trail for hunting and walking purposes. Sometime after 1945 the forests surrounding Moravek Trail passed under the administration of Forest Training Enterprise Masaryk Forest Křtiny and in the 1970s the trail was used to build the Forestry Nature Trail with many panels explaining forestry issues. This trail the the lenght about 8 kilometers. The locality has been chosen because of high interest of the dean of Faculty of Forestry and Wood Technology Mendel University in Brno in this topic. He contacted the author of this article in the second half of the year 2018. The trail is used by many different types of users nowadays and there was lack of good heritage interpretation in this area.

The heritage phenomena were defined and discussed during focus groups meetings.

The target group for the interpretation was chosen – pupils in the age of 9 to 13 – and the interpretation media were chosen too.

Plan for the interpretation testing, monitoring of the users, controle of the area, controle accesiblity and permeability of the area and the evaluation were defined.

The trail itself si quite narrow – about 70 cm – and this can cause conflicts between different users. Mainly between hikers and MTB users (as they are really fast).

The main aim is to help the people to understand, take care of and enjoy the significance of the forest that is directly by their houses, the origin of forest, uses, products and inspiration that brings to us. To understand the hard work of foresters they do for us to have healthy forests.

Keywords: heritage interpretation, trail, QR codes, selfiepoint

INTRODUCTION

In the 1930s, Karel Morávek (1877 - 1934), the forest manager of the Schönburg-Hartenstein estate, based in Brno - Královo Pole, built this trail for hunting and walking purposes. Sometime after 1945 the forests surrounding Moravek Trail passed under the administration of Forest Training Enterprise Masaryk Forest Křtiny and in the 1970s the trail was used to build the Forestry Nature Trail with many panels explaining forestry issues. Currently this trail is part of hiking trails (nature trail had been canceled) (see fig. 1) and the lenght is about 8 kilometers.

Fig. 1 Current state of the Morávek trail

OBJECTIVES

The locality had been chosen because of high interest of the dean of Faculty of Forestry and Wood Technology. He contacted the author of interpretation plan in the second half of the year 2018. The trail is used by many different types of users nowadays and there was lack of interpretation in this area.

The main objective was to restore the nature trail in new ways and to use modern technologies.

METHODOLOGY

The office work has been done doing literature review. The field work in the area has been done with the forest manager of this area. The focus groups had meetings in the beginning of the year 2019 – one at the faculty and one with the city council members. Questionnaire survey has been processed but with limited results and according to the lack of time. The main preliminar work were planned to the winter months. The heritage phenomena were defined and discussed during focus groups meeting.

The target group for the interpretation was chosen – pupils in the age of 9 to 13 – and the interpretation media were chosen too.

Plan for the interpretation testing, monitoring of the users, controle of the area, controle accesiblity and permeability of the area and the evaluation were defined.

Grand re-opening of the trail was planned on Sunday 17th November 2019 as the reminder of the 30th anniversary of velvet revolution and the power of students.

RESULTS

Description of the heritage

The history of this trail is quite long. The forester Karel Moravek designed this trail in the 1930s for the walking and for hunting. The best thing about this trail is really good terrain and especially the slope that is really low. Forests past the trail are the property of Mendel University in Brno and Training Forest Enterprise Masaryk Forest Křtiny (TFE MF) is managing the area. The seat of the enterprise is in Křtiny. The forests belonged to the Lichtenstein and were sold to the University. The forests and the whole property is named after the first Czech and Slovak presindent – Tomáš Garrigue Masaryk.

Forests as the property of the university are being used for the research and are the object of the final projects/thesis of the students of the Faculty of Forestry and Wood Technology. The research that is done in one part of the forest past the Morávek trail as the coppice management of the forest stand – the old traditional way of managing the forests and part of the agroforestry management in general. The re-opening of the trail was in the year 1972 – new nature trail was build with educational pannels and with designing of sitting for the people, with the new plans for exots planting. The main persons of this were Radomír Mrkva and well-known person Ivar Otruba. He was the landscape designer and his projects are spread over the Czech Republic (for example – the arborethum by the Mendel University in Brno). Some parts of the structures are still in the area and will be used in this project (see fig. 2).

Fig. 2 Remains of the Otruba´s constructions (spring 2019)

For the moderate slope of the trail is this area dedicated to the best singltrail to the north from Brno City. The trail is ilegal but is used by the MTB users a lot.

One end of the Morávek trail starts by the Forest School Jezírko. It was a foresters lodge in the past and was reconstructed on the year 2004 and was established as the centre for environmental education with it´s own interpretation (see fig. 3).

Fig. 3 Interpretation of the Forest School Jezírko

TFE MF is taking care and developing so called Foresters memorial (Lesnický slavín) dedicated to forests, animals, plants, well-known persons (Janáček, Lolek…). Memorial stone of Karel Morávek is a part of this memorial (see fig. 4).

Fig. 4 Karel Morávek memorial

Significance of the heritage and current interpretation

The signifikance of the Morávek trail is quite big because the title of the trail is still alive and used in the maps nowadays (see fig. 5).

Fig. 5 Map with the Morávkova stezka – red line (visible are the bus stops too) (source: mapy.cz)

Significance of the forests not just for the inhabitants of Brno or Soběšice but mainly for the university students and teacher is really big – for their studies and for the research. New and old methods of forest management can be done and can be shown. Owners of normaly/clasically managed forests are not able to do it like this – they usually need income from the forests.

Forests on its own are heritage with huge significance. The forest with its functions is cleaning the air, is the source of the drinking water etc., source of the silence and calmness too.

Forest is the source of the inspiration – for painters, composers, sculptors. The Lichtensteins has a big role in the heritage as well. The Vranov forestry district belong to the Vranov village – a place where the grave of Lichtenstein family is and where some part of the land belongs to them.

Current situation about the intepretation was in the Morávek trail is absolutly in a bad situation. The trail is called after Karel Morávek, but any leaflet, any informational boards, any information about the trail on the internet, any visual interpretation can be found.

Constraints and opportunities

The Morávek trail starts in Soběšice (small municipality) and ends by the Forest School Jezírko. The lenght of the trail is about 8 kilometers. This can be a limited length for many people. The slope of the trail is really moderate but anyway, the duration in the neture about 2-3 hours can be limitation for small children or for really old or somehow disabled people.

The opportunity can be in shortcuts. One shortcut can be in 1/3 of the Morávek trail and people can go to the forest road Ke Školkám and back to Soběšice or can go by bus from the bus stop. The proposed possibility is in yellow in the fig. 6.

Second shortcut can be from 2/3 of the Morávek trail and people can follow the blue marked hiking trail to the forest road Ke Školkám and to go to Soběšice or to the bus stop. This possibility can be seen in the fig. 6 – black line. The same possibilities are when people will start by the Forest School Jezírko – so opposite ways.

Fig. 6 Possible shortcuts of the trail

People in the Czech Republic are still used to use nature environment for their physiological needs (use the forest as the toilet), but there are some target groups that are not able to do it like this. We can mention for example disabled people – wheelchair users, people with sticks. After the discussion with forest managers of the area and after the discussion with the people on the wheelchair, we decided to propose the mobile toilets. The form of the construction around the plastic mobile toilet can be done from timber and can look like in the figure 7. Places where can the toilet be can be seen in the fig. 6 as yellow dots. Those places were agreed. Foresters will take care of it.

Fig. 7 Possible construction for the cover of the mobile toilets

The part of forest road Ke školkám (from the bus stop and about 2,5 kilometres far from this point) can be used by the wheelchair users. The spokeperson from the League of the wheelchair users of the Czech Republic visited the area with me and highlighted this forest road as excellent – for the slope and for the proper surface. Big problem is the height of the barrier (see fig. 8) and during the spring, summer and autumn is it impossible to go on the wheelchair around the barrier. The proposal is to change the barrier and use the one that can be seen in the fugure 9.

Fig. 8 Current state of the barrier

Fig. 9 Proposal for the new barrier – suitable for the wheel chair users

In the past, one place on the trail was the view point. It is in 1/3 of the trail, the same place where can people leave the trail and shorten their visit. The moderate terrain of the trail can be seen in figure 10 and with the red circle the place of the view point. The state of the view nowadays can be seen in figure 10. The foresters agred to cut the trees to open the view to Bílovice nad Svitavou.

Fig. 10: Current state of the view point (autumn 2018 and winter 2019)

Final desing

At seven stops, people can use QR codes (see Fig. 11) to retrieve information, for example, on how fast the forest is growing and why the goal of foresters is a species-diverse stand. In three places, people will find benches and tables that foresters have made for them from sustainably grown local wood. It was necessary to install an information panel in one place, as the place is not covered by a data signal.

One of the goals of the trail was to draw attention to the diversity of forests around Brno, which are more resistant than spruce monocultures. For example, foresters point out that even fallen rotting trees have a function. Seemingly dead rotting wood contributes to great biodiversity. It is full of invisible life - microorganisms. There is nothing dead in a colorful and stable forest. The eternal perpetuum of mobile nature runs quietly in it.

The viewpoint was restored and a seating area was installed (see Fig. 12). A selfiepoint was installed near the seating area with instructions for its use (see Fig. 13).

A website was created to which the link under the QR code redirected people. For those who want to be so-called offline in nature, a brochure has been printed, which is available at the starting point of the path and which is regularly replenished (see Fig. 14).

On the wooden structures (benches, tables) we used the ideas of famous persons – it so called „talking wood“ (see Fig. 15).

Fig. 11 Construction for the QR codes (hight about 1,5 m)

Fig. 12 Current state of the viewpoint

Fig. 13 Selfiepoint

Fig. 14 Starting point of the trail – panels and box with leaflets

Fig. 15 Talking wood

DISCUSSION/CONCLUSION

What needs to be mentioned is the excellent cooperation of the stakeholders. We managed to obtain a subsidy for the Brno-sever district and sponsorship donations from people who love the locality and are happy to return to it. We tried to conceive the renewed footpath differently than usual. We connected places with icons instead of numbers, designed talking wood and offered an experience to those who like to use IT and also to those who want to be offline in nature. The trail will be further supplemented by other elements of interpretation (eg geocaching). The grand opening of the trail was held on 24th June 2020.

RECOMMENDATION

- Target groups are the most important part of design
- Trail does not have to be just full of panels
- Heritage interpretation is really important to have on mind and use the interpretive planning is needed
- Creativity is a good „tool“ to use and go across the borders of your mind

FACTORS INFLUENCING DECISION MAKING FOR MYANMAR AIRLINE PASSENGERS

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ABSTRACT

This study examined the influence of socio-demographic factors on decision making for buying airline services and explored Myanmar air passengers' preference factors towards selecting airlines. Based on the Myanmar Civil Aviation Authority (2019), Myanmar's aviation market consists of less than 8 million annual passengers; in 2018, there were 2.7 million domestic and 4.5 million international passengers. Due to oversupplies in the airline industry in Myanmar, each airline carried approximately only 300,000 annual passengers. Most of these carriers focus on operating similar routes with similar aircraft types, matching strategies, with similar business models. The current situation, with several airlines competing on relatively small trunk routes, is unsustainable. Therefore, it is important to understand the airline passengers' buying behavior in terms of competitive advantage and design a suitable marketing strategy to attract these customers in the new emerging market. To understand the Myanmar air travelers' buying behavior, it is necessary to explore the fundamental factors in selecting airlines and discover their buying behavior. Analysis of Variance (ANOVA) was employed to examine the interaction between socio-demographics and decision making factors. The findings showed six factors; (1) who pays for the ticket; (2) what the purpose of this travel is; (3) who do you travel with; (4) education; (5) airline class of services; and (6) who makes a choice for traveling, that had the most significant influence on the decision making towards airline services. Additional analysis showed the top 3 important purchase decision ranks of Myanmar air travelers are (1) ticket price, (2) flight time, and (3) overall airline services.

Keywords: consumer behavior, purchase decision making, airline passenger, Myanmar airline

INTRODUCTION

Myanmar was a province of British India since 1886 and became a British colony from 1937. During the colonized period, British Overseas Airways Corporation was the only airline operating in the country (Oxford Business Group, The Report Myanmar, 2014). The state- owned Union of Myanmar Airways was the first local airlines operating in the country after the country became an independent republic in 1948 (Myanmar National Airlines, 2017). In 2000, there were more players joining the market when there was an increasing demand for air travel in the country. Today, there are a total of 12 airlines operating in Myanmar which has tripled from 2002. In terms of competitive advantage, it is important to understand the air travelers buying behavior and design a suitable marketing strategy to attract these customers in the new emerging market. To understand the Myanmar air travelers buying behavior, it is necessary to explore the fundamental factors on selecting airlines as well as discover their buying behavior for designing a suitable marketing strategy.

OBJECTIVES

1. To explore the fundamental factors of Myanmar air travelers on selecting airlines
2. To discover factor influencing decision making to buy airline services of Myanmar air travels

LITERATURE REVIEW

In 2016, the United States of America lifted the last trade restriction at Myanmar due to Myanmar's political improvements (Aljazeera, 2016). This action has created many opportunities for the country as many enterprises worldwide are planning to invest in Myanmar. The emergence of the middle class has also changed the travel behavior from land-based transport to air transportation. Moreover, the new market environment has attracted foreign airline investors. Japan’s ANA Holdings and Golden Sky World have created a joint venture as Asian Blue Aviation Co., Ltd. in Myanmar, developing new airlines in the country (Urquhart, 2016). Compared with many years ago, traveler's buying behaviors are changing rapidly today. Air travelers are more in control of the planning process due to the transparency of information they may have obtained from different sources. The travelers can design their own itineraries and compare the airline's ticket price by contacting the travel agent easily using different technology or directly from the airline website.

Radu (2019) stated that consumer behavior is the process consumers use to consume the products and services. It also includes consumer’s emotional, mental, and behavioral responses. Marketers need to understand what main factors are influencing consumer’s buying decisions. Moreover, it shows the impact's way to introducing or presenting products and services to the customers. Additionally, a key to reach and engage customers to consumer products and services is to understand consumer buying behaviors. Normally, different factors influence consumer behavior. Three factors influence consumer behavior: personal factors, psychological factors, and social factors (Gajjar, 2013). At the same time, personal factors involve an individual’s interests and opinions influenced by demographics (age, gender, education, income, etc.). Psychological factors are an individual’s response to messages of marketing which depends on their perceptions and attitudes. Social factors include family, friends, social media, which all influence consumers’ behavior. Besides, marketing campaigns, economic conditions, personal preferences, and group influences are other factors influencing consumer behavior. Consumer behavior can be categorized into complex buying behavior, dissonance reducing buying behavior, habitual buying behavior, and variety-seeking behavior (Kotler et al, 2008).

Bauernfeind (2012) argued that consumer behavior focuses on consumers' psychological and sociological features that influence consumer buying behavior. However, in some cases, consumer behavior can be a decision-making task especially, the case is low risk, and consumers can easily evaluate an alternative. The author stated that choosing airline choices are quite complex and linked to trade-offs. Normally, passengers will apply complex buying behavior due to the high risk and expense of airline products and services. Therefore, passengers will evaluate possible alternatives and focus more on information search than other consumer buying behavior.

There are several consumer decision-making processes. Stankevich (2017) explained that understanding consumer’s decision-making manifest could be crucial for marketers. The key model of decision-making started from 1960 till nowadays. The most popular and traditional decision-making process is the Five-stage consumer buying process model, as stated in figure 1 (adopted from Stankevich, 2017).

Figure 1: *Five-stage model of consumer buying process*

After needing recognition, consumers normally start to search and collect information related to their buying plan. In evaluating alternatives, consumers will start to evaluate and weigh each choice's advantages and disadvantages to satisfy their needs. There is no single evaluation process applied during a consumer making a buying decision (Kotler et al., 2008). After the evaluation and comparison, the consumer will go through the purchase stage and reach the post-purchase if they are satisfied with the products and services.

Purchasing process mainly involves price and product perceived value that consumers use to evaluate the quality of products and services before a purchase. Thus, price and perceived value can be defined as the number of money consumers pay for products and services. Moreover, it also directly impacts the consumer satisfaction levels in terms of positive price and product quality. Additionally, the relationship between price and customer satisfaction and found that the level of price-performance consistency directly impacts the relationship development between performance expectation and consumer satisfaction. Moreover, a study by Matzler, Renzl & Rothenberger (2006) also found a direct influence of price perception towards consumers' purchasing behavior and consumer satisfaction level. In comparison, there are different pricing perceptions and satisfaction levels among leisure and business travelers. Leisure travelers pay travel expenses by themself while business travelers are usually paid by their companies, making them inelastic on their expenses. Understanding and charging the right price to these two groups of consumers helps increase consumer satisfaction levels and inspire consumer repurchase. In contrast, passengers who paid a lower airfare and traveled with low-cost airlines will have a lower expectation towards airline service quality. Consumer satisfaction is generated when they consume a product with reasonably priced (Wittman, 2014). Consuegra, Molina & Esteban (2007) revealed that the level of customer satisfaction and loyalty towards airline services is influenced by price fairness.

METHODOLOGY

An empirical survey was conducted of Myanmar airline passengers. The respondents will be selected at the Myanmar airports by using quota sampling and convenience sampling with the targeting sub-group. The respondents will be either Myanmar Nationality or traveling on Myanmar registered airlines. The questionnaire was developed by analyzing previous research studies. Both open and closed-ended questions will consist within the questionnaires to allow the respondents to offer their opinions towards the research findings. There were three parts, including general information, rating of factors influencing decision-making for the airline, and factors purchasing airline tickets. The data was conducted at Yangon and Mandalay International Airport. A total of 309 questionnaires were completed and useful for data analysis. This study's sampling was based on travelers' willingness and availability to complete the questionnaire, and only one questionnaire per group was distributed. Therefore, the results of this research study are based on statistical analysis, including (1) descriptive statistics in frequency, percentage, and standard deviation, (2) correlation, and (3) analysis of variance (ANOVA).

RESULTS

These research results are separated into four sections: the demographic profile, travel behavior, decision-making factors of Myanmar air passengers, and the importance of purchase decision ranking of Myanmar air passengers.

Demographic profile

A descriptive analysis of the statistical data indicates that the gender percentage of the respondents appears to be female 59.2% and male 40.8%. Most passengers are middle-aged in terms of age distribution, with 47.9% between the ages of 21 and 30, while the second percentage is 31-40 years as 28.2%. The education level appears to be equivalent, with 49.8% from college or university and 45.6% from graduate school. A total percentage of 47.9% passengers are employees of a for-profit company or business or an individual, for wages, salary, or commissions. The majority range of household income is less than $20,000, with 71.8%.

Travel behavior

The highest percentage of the trip's purpose is leisure as 51.2%, while business, personal-visiting friends and family and others are 27.7%, 13.0%, and 8.1% respectively. Almost half of the respondents travel with family and friends as 48.3%, a quarter of passengers visit with colleagues as 25.7%, and travel alone is 15.7%.

In terms of flight class, almost all passengers travel with economy class with 84.0%, while business and first class is a small different percentage with 8.1% and 7.8% respectively. The travel agency is the popular channel to buy airline tickets with 59.7%; however, airline's website and airline sales offices are around 21.5% and 17.3%.

Travel agencies are the famous channel for buying the ticket as 56.9%, in contrast, the online with a credit card and company purchase is nearly percentage within 19.9% and 18.1%. The highest figure of financial resources for buying a ticket is paid by themselves approximately 69.0%, while employers support the fee about 26.5%.

The most important reason to fly is the ticket price of 48.8%. The second one is the service offered by the airline with 22.4%. The third one is ticket purchasing convenience with 13.4%, followed by no other choices (only flight available) with 5.9%, and finally recommendation from friends with 5.3%.

Decision making factors of Myanmar air passengers

In this section, this research is analyzed by analyzing variance (ANOVA) at the 95-significance level. As a result, several factors impact the decision-making of Myanmar air passengers. This section will conduct the results into three parts; general information, behavior, and marketing mix.

First of all, an education level (F=3.651, sig.=0.006) is only one factor in general information that influences decision-making, while many behaviors impact Myanmar air passengers' decision. There are purpose of the trip (F=5.288, sig.=0.001), travel with (F=4.001, sig.=0.003), flight class

(F=4.956, sig.=0.008), financial resources (F=6.479, sig.=0.000), and when buy the ticket (F=3.244, sig.0.022).

The marketing mix is an essential element in this study; thus, this paper is studied by finding relationships between general information or behavior and each marketing mix component. Three factors impact on decision making of product or service; including occupation (F=2.481, sig.=0.013), purpose (F=2.650, sig.=0.049), and travel with (F=2.066, sig.=0.003). Education (F=4.580, sig.=0.001) and Flight class (F=4.314, sig.=0.014) affect decision-making on price. The promotion is related to education (F=3.137, sig.=0.015), the purpose of the trip (F=2.706, sig.=0.045), travel with (F=4.845, sig.=0.001), and when buy the ticket (F=2.783, sig.=0.027). Both purpose (F=4.866, sig.=0.003) and travel with (F=4.166, sig.=0.003) affect people's elements in the marketing mix. The process has two main factors that impact the trip's purpose (F=5.224, sig.=0.002) and flight class (F=5.423, sig.=0.005). The relationship between physical evidence and reason to decide to fly (F=2.925, sig.=0.009) has significance.

The importance purchase decision ranked Myanmar air passengers

In this section, the purchase decision is ranked from 1 to 8, compare the mean. The result shows that the price of 6.45 is the first importance, followed by the flight schedule with 6.29. After that, the average of overall services and route structure are 5.66 and 5.40, respectively. The detail of the result is shown as a table.

Rank	Purchase decision	Mean	Median	Mode	SD.
1	The price of the ticket is worth of value.	6.45	7	8	1.76
2	The airline flight schedule.	6.29	7	7	1.57
3	The overall services that the airline personnel are providing.	5.66	6	7	1.73
4	The airline route structure.	5.40	6	5	1.81
5	Facilities offered at airport and on aircrafts	3.55	3	3	1.82
6	The image of the airline matches your social status.	3.25	3	2	1.94
7	The airline distribution channel.	3.15	3	2	1.68
8	The airline’s frequent flyer program.	2.50	2	1	1.65

Table 1: *The importance purchase decision ranked Myanmar air passengers*

DISCUSSION/CONCLUSION

This study aimed to investigate the factors influencing decision-making for Myanmar airline passengers. The findings showed six factors; (1) who pays for the ticket; (2) what the purpose of this travel is; (3) who do you travel with; (4) education; (5) airline class of services; and (6) who chooses traveling, that had the most significant influence on the decision making towards airline services. The mode and median from purchase decision ranking can be classified into 2 groups that supported this study's results based on demographic profile and travel behavior. The majority of airline travelers were on business trips and leisures who took the (1) ticket price, (2) flight time, and (3) overall airline services into account.

RECOMMENDATIONS

To cope with the oversupplies in the airline industry in Myanmar, the government should implement policies towards entry barriers for the new coming airline and distribute the route and schedule. To sustain customer understanding in the airline business, maintaining a close relationship has played an important key. However, this study was collecting data before the COVID-19 outbreak. Therefore, there are many factors and procedures to consider in the next study. Both in the new normal and the next normal situations, which definitely affect traveling behavior and buying behavior towards air passengers.

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THE INFLUENCE OF TRAVEL MOTIVATIONS ON DESTINATION IMAGE OF THAI TOURISTS TOWARDS SATUN UNESCO GLOBAL GEOPARK

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ABSTRACT

The current literature has accepted the view that the destination image can be described by the motivation theory. According to this theory, the destination image can be described by either the external motivation that comes from destination information or marketing and internal motivation that comes from personal needs. The purpose of this paper is to test the relationship between external motivation and internal motivation on destination image; cognitive and affective and the relationship between these two factors. This paper reviewed the literature on geopark, destination image and travel motivation of the tourists. A quantitative research design was applied. Data was collected from 390 respondents from Thai tourists asking about destination image towards Satun UNESCO Global Geopark. The data was derived from questionnaires where the respondents were met directly. Using random sampling approach, the questionnaires were distributed to the tourists randomly. The results revealed that external motivation and internal motivation had significant positive influence both on cognitive destination image and affective destination image. Besides, cognitive destination image has a relatively stronger effect on affective destination image.

Keywords: Cognitive Image, Affective Image, External Motivation, Internal Motivation, Satun Geopark

INTRODUCTION

UNESCO Global Geoparks are geographical areas of international geological importance. The concept was mooted in 2004 and on November 17, 2015. The 195 member states of UNESCO agreed with the label, during 38th General Conference (UNESCO, n.d.). The concept involved in the protection of geological heritage, understanding of the earth and sustainable development of the local communities. Currently, there are 140 global geoparks in 38 countries. The 2018 list of new global geo-parks, declared on April 17, 2018 by the 204th session of UNESCO Executive Board, has included Satun province covering 4 districts (Thungwa, La-Ngu, Manang, and Amphoe Mueang Satun), including two national parks and one wildlife sanctuary (UNESCO, 2018). Satun is the first geopark in Thailand, recognized by UNESCO for the abundance and diversity of fossil species as well as for the oldest succession of fossils. UNESCO also recognizes that Satun Geopark is also rich in cultural diversity and harmony. The idea is not only to promote geotourism but also to promote the local economy and the local communities. However, a geopark green card is valid only for 4 years (in case of Satun, the period is 2018-2021). Therefore, Thailand has to ensure a delicate balance between local communities development and geopark tourism to demonstrate the best standards for geotourism and community development. However, Satun Geopark has become a learning center about geology, fossils, ecosystems, and paleontology. It is also, a new point of view of tourism. There are many tourist spots such as sea – islands spots, inland ecological spots, fossil spots and intangible heritage spots. For example; Tham Le Stegodon, Tarutao Trilobites, Wang Sai Thong Waterfall, Koh Khai Sea Arch, Satun Geopark Museum and Traditional Leeway etc., (Satun Geopark, 2019).

Therefore, these all images of a destination are highly related to travel motivations which comprise external and internal motivation. These two factors affected on tourists' decision before going to the destinations (Mill & Morrison, 2002). External motivation relates to the tourists' risk and uncertainty reduction associate with their destination choices which depend upon the information sources (Llodrà-Riera et al, 2015) such as brochure, broadcast media, tourism website and travel agencies while internal motivation involves with socio-psychological concerns and inherent desires (Yoon & Uysal, 2005) such as escape, relaxation, adventure, prestige, family and friend togetherness, sport, and enjoying natural resources. Knowing these two motivation factors will help to understand deeply about destination image formation.

OBJECTIVE

The purpose of this paper is to test the relationship between external motivation and internal motivation on destination image which comprises cognitive and affective and the relationship between these two factors and to establish the relationship between travel motivations and destination image of the Thai tourists.

LITERATURE REVIEW

Destination Image

Destination image affects the individual's subjective perception and consequent behaviors and destination choices (Chon, 1991). Destination image is the tourists' impressions, ideas and beliefs about a destination (Crompton, 1979). Gunn (1988) classified destination image into organic, induced and primary image. The organic image originates from information gathered from third party sources such as media, education and views of family and friends. Induced image is generated from commercial sources of information such as brochures, agents and guidebooks. And primary image is formed after the destination visit and tends to be realistic, specific and complex. Many recent studies view destination image as a multidimensional concept formed by cognitive and affective evaluations of a place. (Baloglu & Brinberg, 1997; San Martín & Del Bosque, 2008).

The literature suggests that the destination image of the tourist consists of two components – knowledge of tourist destination and the liking of the tourist destination (Moutinho, 1987; Dobni & Zinkhan, 1990; Dann, 1996, Lin, Duarte, Kerstetter & Hou, 2007). The first component based on knowledge can be called cognitive Image. The cognitive image refers to the different features and attractions of the destination (Stabler, 1995; Beerli & Martín, 2004). In comparison, the second component called the affective image comes from the emotions, feelings and likings or disliking of the tourists in regard to a destination (Keller, 1993; Govers & Go, 2005). The literature also suggests that these two images – cognitive and affective are inter related (Holbrook, 1978: Anand, Holbrook and Stephens, 1988, Stern & Krakover, 1993; Ryan & Cove, 2007). On the basis of the concept and perspective from the literature, the following hypotheses are postulated.

Hypothesis 1: Cognitive destination image positively influences affective destination image.

Travel Motivation

It has been recognized that two main factors of destination image are external motivation inspired by marketing and advertising from destinations or third party tourism operators in an effort to pull tourists towards destinations and internal motivation initiated by the internal needs that push tourists towards a particular type of destination. (Baloglu & McCleary, 1999; San Martin & Rodriguez del Bosque, 2008). This view originates from the motivation theories (Lopes, 2011). Motivations based on the concept of push motivation (psychological needs) and pull motivation (attraction of the destination) in choosing vacation destination choices have been generally accepted (Kim, Holland & Han, 2013). According to Chon (1991), the construction of primary images based on push and pull factors associated with the destination. The theory relates to Maslow's hierarchy of needs. The image of a destination that individuals have is highly related to their motivations (Mill & Morrison, 2002). Most theoretical and empirical works suggested that travel motivation is determinant of destination image. Moutinho (1987) proposed that travel motivation plays a key role in destination image formation either in conscious or unconscious ways. Several tourism researchers suggested that an individual's affective image toward travel destination is, to a great extent, influenced by his/her motivations (Baloglu & McCleary, 1999). Lubbe (1998) proposed a framework to explain that the internal and external motivations are the determinants of destination image. Internal motivation relates to the personal needs and personality (Govers, Go and Kumar, 2007) and it becomes an important factor in the choice of destination. Internal motivation could also be influenced by the demographic characteristics of the tourist (Beerli & Martin, 2004). And external motivation relates to the destination features and the marketing features (Chen, Bao & Huang, 2014). It could also attract tourists and make them desire to visit such a destination.

The literature mentions external motivation and internal motivation as determinants of destination image. Most people travel and select a specific destination according to different push and pull motivational factors (Crompton, 1979; Dann, 1977; Yoon & Uysal, 2005). This theory assumes that people are initially pushed by internal desires or emotional factor to travel and then they are pulled by external or tangible factor (Destination attributes). Based on the literature reviewed above, the hypotheses are as the following:

Hypothesis 2: External motivation positively influences cognitive destination image.
Hypothesis 3: External motivation positively influences affective destination image.
Hypothesis 4: Internal motivation positively influences cognitive destination image.
Hypothesis 5: Internal motivation positively influences affective destination image.
Hypothesis 6: The combined impact of external motivation and internal motivation positively influences cognitive destination image.
Hypothesis 7: The combined impact of external motivation and internal motivation positively influences affective destination image.

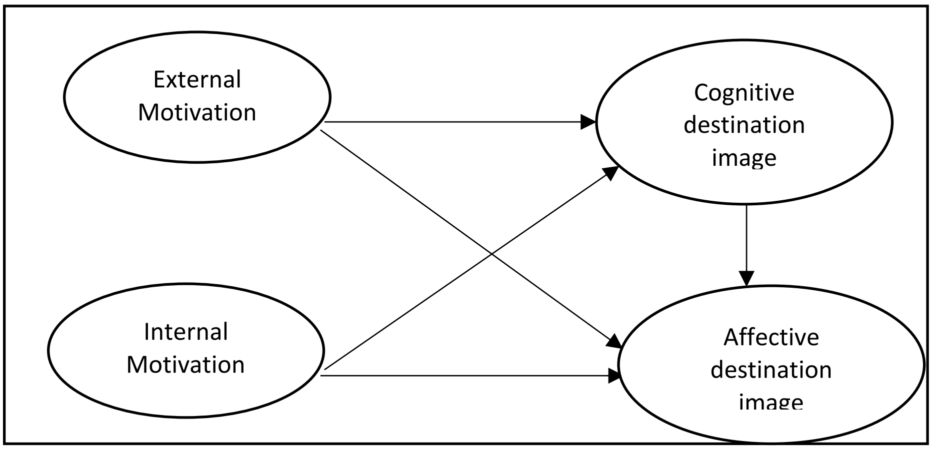

Figure 1: Research Framework

METHODOLOGY

The population for this research were Thai tourists who intended to visit Satun UNESCO Global Geopark for any proposes including leisure, sightseeing, business, education, health or study. Therefore, the Thai tourists at the Pakbara Pier going to Satun UNESCO Global Geopark were the respondents and constituted the sampling frame. The sampling methodology was simple random sampling. The sample size was 390 Thai tourists. The scales for the variables of interest was derived from many sources. The responses indicate respondents' level of agreement on a 5 point Likert scale which ranged from 1 (very low) to 5 (very high). The questionnaires were used to measure external motivation. The scales were adapted from the study of Stylidis, Terzidou & Terzidis (2008) and the items used to measure internal motivation scale were adapted from Beerli & Martin (2004). The items for measuring cognitive destination image were derived from Del Bosque, Martin, Salmones (2009) and finally the items for affective destination image measurement were adapted from Wang, Qu & Hsu (2016).

Prior to the data collection, a pilot test with a convenience sample of 40 Thai tourists was conducted to test the internal consistency of the questionnaire items. Total of 35 completed survey questionnaires were returned. A reliability analysis was performed for external motivation, internal motivation, cognitive destination image and affective destination image. If the Cronbach's alpha is over .70, it is considered to be acceptable as a good indication of reliability (Sekaran & Bougie, 2009). The data was analyzed by using SPSS program version 26. The indicator and cronbach alpha are reported in table 1.

Table 1 Measures

Variables	No of Items	Cronbach's Alpha	Components Extracted
Cognitive destination image (CI)	8	.919	1
Affective destination image (AI)	7	.950	1
External motivation (EM)	4	.825	1
Internal motivation (IM)	4	.730	1

RESULTS

Profile of the respondents

The profile of respondents is shown in table 2. The torists knew about Satun UNESCO Global Geopark only 38.7% while 61.3%. of them did not know about the destination. Only 1.0 % of the tourists knew very well about the destination, 1.5% of them knew the destination well, and 7.7% of them knew quite well, 34.4% of them knew little bit about the destination. Finally, 55.4 % don't know about the destination at all. The amount of female respondents was 54.4% which was slightly higher than males. Regarding age, the majority of the respondents were between 26 to 44 years old (55.6%). In terms of education, 58.2% of the respondents had got degree from universities, 18.7% had got post graduate degree, 16.9% graduated from colleges, and 6.2% had finished high schools and below. Approximately 28.7% of the respondents showed personal yearly incomes of 150,000 to 300,000 Baht, followed by more than 600,000 Baht for 28.2%, 300,000 to 600,000 Baht for 17.2% and below 150,000 Baht for 25.9%. 42.8% of the respondents normally travel with family, 36.7%, of them travel with friends 15.1% of them travel alone and 5.4% of them travel with other.

Table 2 Profile of respondents

Demographic factors	Measure group	Frequency	Percentage
Do you know about Satun Geopark	Yes No	151 239	38.7 61.3
How well to know about Satun Geopark	Not at all Little bit Quite well Well Very well	216 134 30 6 4	55.4 34.4 7.7 1.5 1.0
Gender	Male Female	178 212	45.6 54.4
Age	16-25 years 26-40 years 41-55 years 56 years and older	86 217 69 18	22.1 55.6 17.7 4.6
Education level	High school and below Associate college University Postgraduate	24 66 227 73	6.2 16.9 58.2 18.7
Yearly income (Baht)	Below 150,000 150,000-300,000 300,000-600,000 More than 600,000	101 112 67 110	25.9 28.7 17.2 28.2
Normally travel	Alone Family Friends Other	59 167 143 21	15.1 42.8 36.7 5.4

Hypotheses Testing

To test the hypotheses, regression analysis was used. Regarding, the hypotheses H1, H2, H3, H4 and H5, the external motivation, internal motivation are considered to be an independent variable which affected cognitive destination image and affective destination image. On the other hand, cognitive destination image and affective destination image are considered to be a dependent variable which affected each other. The hypothesis H6 and H7 cover all combined impact of the external motivation and internal motivation on cognitive destination image and affective destination image showed high impact. The result is presented in table 3

Table 3 Regression Analysis

No	Description	IV	DV	Adj.R^2 (r)	F Value (Sig)	Beta/Std. Coefficient	t-value (Sig)	Result
H1	Cognitive destination image positively influences affective destination image	CI	AI	.121 (.325)	54.793 (.000)	.352	7.402 (.000)	Supported
H2	External motivation positively influences cognitive destination image	EM	CI	.197 (.446)	96.264 (.000)	.446	9.811 (.000)	Supported
H3	External motivation positively influences affective destination image	EM	AI	.045 (.218)	19.344 (.000)	.218	4.398 (.000)	Supported

H4	Internal motivation positively influences cognitive destination image	IM	CI	.229 (.480)	116.273 (.000)	.480	10.783 (.000)	Supported
H5	Internal motivation positively influences affective destination image.	IM	AI	.063 (.256)	27.301 (.000)	.256	5.225 (.000)	Supported
H6	The combined impact of external motivation and internal motivation positively influences cognitive destination image	EM, IM	CI	.303 (.554)	85.612 (.000)	.301 .359	6.520 (.000) 7.763 (.000)	Supported
H7	The combined impact of external motivation and internal motivation positively influences affective destination image	EM, IM	AI	.077 (.285)	17.158 (.000)	.137 .201	2.573 (.000) 3.783 (.000)	Supported

It can be seen in table 3 that the individual coefficients of external motivation and internal motivation are values. However, the overall R square value was high on combined impact of external motivation and internal motivation which related to cognitive destination image. The analysis of t-value was at 0.000 for 100 % in every level of confidence. Therefore, H1, H2, H3, H4, H5, H6 and H7 were all considered to be supported.

CONCLUSION

The main purpose of this paper was to find the relationship between external motivation and internal motivation on destination image; cognitive and affective and the relationship between these two factors, using data obtained from Thai tourists asking about Satun UNESCO Global Geopark. In summary, the findings indicated that cognitive destination image significantly influences affective destination image. In addition, a significant and positive relationship was found between external motivation and cognitive destination image. This finding is consistent with previous studies regarding destination image formation (Madden, Rashid, & Zainol, 2016; Wang, Qu, & Hsu, 2016). In this study, internal motivation significantly influences affective image, and this result is also consistent with the previous findings (Baloglu & McCleary, 1999; Yüksel & Akgül, 2007; Martin and del Bosque, 2008). Moreover, the combined impact of external motivation and internal motivation more positively influences cognitive destination image. The result of this paper will be able to contribute to the body of knowledge as well as would be useful for the policy development of Satun UNESCO Global geopark in Thailand.

RECOMMENDATION

The future research could focus on moderating impacts of demographic variables such as age, gender, religion, income, etc., However, till such time, it can be safely be said that the external and internal motivation are the most prominent and reliable destination image.

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LOGICAL THINKING AMONG ASIAN TOURISTS DURING A GLOBAL PANDEMIC: COVID-19 RESILIENCE AND SUSTAINABLE TOURISM ALTERNATIVES

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ABSTRACT

The Covid-19 situation offers an opportunity to examine human logic under uncertain times of a global pandemic. Given the Covid-19 situation which brought both domestic and international travel to a halt, this research examines (1) logical thinking, a lifelong learning skill that is critical to survival and resilience, particularly among tourists from Asian cultures during Covid-19, and (2) Sustainable tourism alternatives among Asian tourists during Covid-19. A better understanding of logical thinking for tourists was obtained from literature review of concepts on logic, studies on reactions to pandemics in human history, in addition to developing an interview questionnaire adapted from the Test of Logical Thinking (TOLT). Qualitative interview data from the present day case of Covid-19 is obtained from Asian tourists, i.e. those who took action to travel despite Covid-19, in order to understand the logic behind the conscious decision to travel, how they logically managed their desire for travel, sustainable travel alternatives used as substitutes for the desire to go touring during the global pandemic. Findings from the tourist respondents indicated that travel was a form of stress relief from Covid-19 safety measures and restrictions, in line with previous research on the impact of emotion on logical thinking (Jung et al., 2014 and Cohen, 2016). Family and friends were logically thought to be valid reasons for travel. Travel alternatives that were positive and life-improving included taking classes, engaging in online business, spending more time developing oneself spiritually, and relieving stress by having pets. By offering a better understanding of Asian tourists, this research provides guidance for ideas on sustainable tourism alternatives for the tourism industry based on tourist travel motivation and adaptation under Covid-19 conditions, and provides support for continued need for building Covid-19 resilience for the tourism industry.

Keywords: Logical thinking, Covid-19 resilience, Asian tourists, emotions, stress relief, sustainable tourism alternatives

INTRODUCTION

The pandemic has heavily impacted the tourism and tourism related industries, especially for countries that depend on the tourism sector. The UN World Tourism Organization (UNWTO) most heavily than other industries (Behsudi, 2020). Covid-19 has acutely impacted the tourism industry, as people do not feel safe to travel and use mass transport, and governments also implemented restrictions such as quarantine, curfew, various travel restrictions and safety measures, both internationally and domestically. As a result, travel and tourism related businesses are impacted. In several countries, even restaurants have to close temporarily, then permanently as the pandemic drags on.

In every country, governments are coming up with recovery initiatives, i.e. ways to stimulate the economy and creating policies and measures to help soften the impact of Covid-19, especially for the tourism and tourism-related industries. For example, stimulating domestic tourism, grants for domestic travel, matching fund for purchases in different provinces, tax relief, etc. In some countries, banks have also postponed or withheld loan installments and reduced interest rates. Producers and merchants are also reducing prices in attempts to maintain a level of production, continue employing employees, and hope for the survival of their business. In particular, people who are employed in the informal sector are the most vulnerable (Behsudi, 2020), as they are the first to be let go when business is slow.

OBJECTIVES

Covid-19 symptoms have been widely publicized in terms of the discomfort, suffering and tortuous death. Travel restrictions, travel bans, curfews, social distancing, and other safety measures have been explained extensively to populations all over the world. Despite all these cautions, a number of people make a calculated risk and continue to travel, against logical reasoning that it is a risk to health and even to life to do so. Therefore, the objective of this research is to understand the logical thinking of those who made the conscious decision to make a trip or travel, despite exposing themselves to the risks of contracting Covid-19 by traveling. It is curious and illogical to many why someone could be simultaneously very aware of the risks, extremely anxious and concerned, and even very afraid of the consequences, but yet take the action to gamble by traveling against all logical reasoning not to do so.

Therefore, the Covid-19 situation offers an opportunity to examine human logic under uncertain times of a global pandemic. Why do some people make the conscious decision to travel despite travel bans, warnings and Covid related restrictions? Why do some continue to travel despite awareness of the risks in contacting Covid? By understanding the motivation behind the decision to travel, the government, industries and businesses may be able to come up with policy, products and services to answer to the specific needs during Covid-19, be it directly or indirectly related to travel and tourism.
Moreover, survival guidelines for the tourism industry could be provided, if there is better understanding of the logic and motivation of those who made the conscious decision to travel during the pandemic, against the odds of contracting a contagious disease. Such insights could provide clues and directions for the tourism industry, in terms of travel alternatives, possibilities and opportunities for maintaining the survival of tourism and tourism related businesses, and designing creative options for potential tourists both during the pandemic, and also in preparation for post-Covid days in the future.

Therefore, given the Covid-19 situation which brought both domestic and international travel to a halt, this research examines (1) logical thinking, a lifelong learning skill that is critical to survival and resilience, particularly the logic of tourists from Asian cultures during Covid-19, and (2) Explore sustainable tourism alternatives that Asian tourists resort to during Covid-19.

LITERATURE REVIEW

The unprecedented global outbreak has seen the tourism industry face a slump in travel demand with no return to normalcy in couple of years. According to the Bangkok Post (3 March 2021), the aviation sector has been battered financially by the pandemic, with people unable or unwilling to fly to other countries. Passenger volumes screeched to a halt, prompting aircraft fleets to be grounded for almost a year due to global lockdowns. Thai Airways International plans to raise about Baht 50 billion over the next two years as the financially struggling carrier submitted its rehabilitation plan for total debt of Baht 410 billion on March 2, 2021. The plan envisages to reduce employees from 29,000 to about 15,000 by end of year 2021. They will focus on reduced number of routes, types of aircrafts and various overhead costs to achieve 10% earnings before interest & tax (EBIT) after 2025.

In order to better understand logical thinking of tourists during Covid-19 times, literature review for this research comprises these areas: (a) Situations of past pandemics in human history and human reactions in response to pandemics; (b) Tourism recovery initiatives and travel alternatives or substitutes that are in actual use during Covid-19; (c) Theories and concepts of logical thinking and the instruments that scholars have developed to measure logical thinking aptitude, i.e. the universally accepted and widely used Test of Logical Thinking (TOLT).

Pandemics in human history

According to a compilation of past pandemics by McMullan, Blight, Gutiérrez and Levett (2020), the Justinianic plague in 541 was caused by a bacterium called Yersinia pestis passed on by fleas and rodents resulted in smashed crockery in ancient Syria. This same bacterium later caused the Black Death in Mid-14th century, which thanks to trade routes was able to spread across Europe, the Middle East and Northern Africa, with the result that foreign traders were blamed and attacked violently. In early 19th century, six cholera pandemics took place first in India and reached Europe in 1831 via military and trade routes, during which riots broke out and doctors were attacked as people did not trust the doctors who charged medical fees.

The devastating Spanish flu from 1918-1919 is somewhat similar to today's Covid-19 situation in that there was quarantine, masks and emergency hospitals, as well as suspicions and resistance to wearing masks (McMullan et al., 2020). Interestingly, like today, mask wars also occurred during the Spanish flu pandemic, whereby new terms were created for those who refused to wear masks, such as "mask slackers" or "mask scoffers" (Berger, K. (2020). The HIV-Aids that began in 1981 is still not cured to this day.

Most interestingly and most relevant to this research on logical thinking among Asian tourists during a global pandemic, is a study on the media and tourism during the most recent pandemic, namely the Swine flu H1N1 virus outbreak of 2009-2010. The Swine flu pandemic not only also caused riots, but more importantly found that American tourists continued to travel despite warnings in the media, simply because news coverage of local events and trip destinations broadcasted on mainstream and commercial mass media was viewed as untrustworthy or inaccurate, according to Crosby's (2010) anthropological research on media and tourism in Oaxaca, Mexico.

For the Covid-19 pandemic, many countries experienced several cases of public discontent and upheaval against safety measures implemented by the government, for example, protests against curfew and other restrictions, even in January 2021 after the pandemic has been around for a year.

According to Covid-19 updates by Dim Sum Daily, Hong Kong (as of 28 January 2021) updates on public discontent against safety measures included 3 days of riots in the Netherlands, for example. People are experiencing stress from travel restrictions and curfews, at the local, national and international levels. This is not surprising, as Covid-19 safety measures is comprehensive and encroaches upon privacy and freedom of the individual. For example, China deployed tests using anal swabs, Beijing the capital city of China hoped to curb the spread of the virus by announcing new measures for anyone entering the capital city in anticipation of the approaching Chinese New Year celebrations; Peru restricted domestic travel by imposing a lock down of 10 regions, including the capital Lima, from 31st January to 14th February 2021 in the hopes of reducing new coronavirus variants from spreading; Britain announced new measures to reduce travel in and out of the country (27 January 2021), and following a surge in coronavirus cases, the European Union shuts its door to visitors from Japan (Dim Sum Daily, 2021).

It is also vague and not clearly understood when it comes to what is allowed vs. what is safe. The boundaries of actions that can be done at the risk of safety is not always clear, as governments understand that its citizens would worry about safety, while people are in fact stressed out and trying to find leeway within the constraints of the new normal to live life as before as much as possible. This is not helped by finding from new studies that shed a better understanding of the tenacity of the virus, especially in light of the Covid-19 developments, where new strains are developing and spreading in different parts of the world. For example, laboratory tests have found that SARS-Cov-2 can survive on objects that are being handed from person to person on a daily basis, such as 3 days on bank notes and drinking glasses, six days on plastic and stainless steel, etc. Even more disturbing discoveries do not help the situation, e.g., Australian agency CSIRO discovered the extreme robustness of Covid-19 which could survive for 28 days on smooth surfaces such as mobile phone screens at room temperature of 20 degrees Celsius.

Tourism recovery initiatives and travel alternatives or substitutes

In preparation for the long road to recovery, tourism recovery initiatives have to be designed and implemented very cautiously due to the sensitivity from the average individual's alarm and stress, the social reactions that are public and widespread in different parts of the world.

Through trial and error, various recovery initiatives have been created. Thailand tried out newly approved public holidays to create long weekends in the hope to stimulate people to travel domestically, economic recovery spending plans to encourage people to spend more domestically while being subsidized by the government. The tourism sector that supplied nearly a quarter of Thailand's GDP in the past now appears to be filled domestically for now. There were also less successful initiatives, whereby several vague plans ended in their scrapping. For example, Thailand's STV Special Tourist Visa, travel bubbles, "Safe & Sealed", or Phuket Mode- all of which gave glimmer of hope but did nothing to reassure public; recent initiatives to attract tourist such as Golf Quarantine or Villa Quarantine are unable to boost tourism (The Bangkok Post, 3 March 2021).

Literature on tourist destination management also addressed reopening of tourist destinations during and after Covid-19. Li et al. (2020) identified key themes of management measures during the reopening of tourist destinations with Covid-19 as comprising 4 areas, namely business scope, prevention measures, rules for tourists, and preferential measures. Some of the tourism recovery initiatives also looked to technological advancements as key to the success of reopening, thereby introducing the 5th area of technology, such as E-money to protect people from contracting the virus through the handling of physical money, logistics in transportation that could be designed in ways to minimize cross-regional spread of Covid-19, and virtual tourism has also be mentioned (McKinsey and Company, 3 March 2021).

While virtual reality (VR) is still relatively in its infancy, tourism businesses such as tourism boards, hotels and destinations are increasingly seeing virtual tours as a form of advertising and public relations, as a way to maintain interest of potential visitors, in the hope that when Covid-19 is managed, the tourists will physically make the trip after having been enticed virtually during the pandemic (Debusmann, 2020). The scope for virtual tourism as a viable and sustainable travel alternative was also seriously considered as a viable tourism product in and of itself, not just as a promotional tactic, by many countries. For example, Chirisa et al. (2020) conducted a research on Africa, where virtual tourism was seriously considered as a way to contribute towards economic growth and sustainability under the impact of the COVID-19 pandemic, proposing that African governments seriously consider partnership with the private sector in building virtual technology for virtual interaction and business resilience.

Other travel alternatives included pets, where in Singapore, buyers are willing to pay "pandemic premiums" due to money saved from cancelled holidays, and work from home providing more time to train a pet dog or cat, e.g. a poodle is selling for as much as S$11,800 in 2021 when one cost around S$4,000 in the previous year in 2020 (Qing, 2021).

Logical thinking and emotion, evolution and measurement

According to layman understanding, logical thinking is reasoning skills that gives us the ability to focus on the presented task, using a chain of the thought process of correlation and linkage of cause and effect, and finally coming to the most logical conclusion (Zivanovic, 2021).
The seminal work on logical thinking by Piaget (1950) could be extended to the study of logic applications in many situations and circumstances, by people of different age groups from all cultures. Together with his contemporary scholars, they were the first scholars to study logical thinking from childhood through adolescence, e.g. Inhelder and Piaget (1948). Since those days, logical thinking in the traditional subjects of religion and history (Hallam, 1967) has evolved to studies in other areas, including logic and therapy such as that developed by Cohen (2016).

Logic has also been found to vary depending on mood. In other words, mood has the power to change logic, producing a different outcome of thinking and subsequently result in a different action taken by the individual. For example Jung et al.'s research (2014) linked emotions to logical reasoning, through a psychological experiment that manipulated the moods of the respondents, and Cohen (2016) developed logic-based therapy (LTB) linking reasoning and emotions.

The instruments that scholars have developed to measure logical thinking aptitude, is the universally accepted and widely used Test of Logical Thinking (TOLT). Scholars widely accept the reliability and validity of the TOLT in collecting data on logical thinking ability, and have been using TOLT in the study of logic in many disciplines and learning concepts. Among the wide variety of studies on respondents of different age groups from all over the world using TOLT, Zhou et al. (2021) studied college students 'logical thinking and scientific reasoning in China and the USA; in Korea, Yu (2020) looked at creative problem solving and logical thinking in Chinese philosophical theory; and several more recent examples from Asia at the school level comes from Indonesia, among several studies are the examples of research using TOLT such Muzaky & Sunarno (2020) on physics, Hidayati et al. (2021) on mathematics, Shafina et al. (2020) on logical thinking and creative problem solving etc.

The Test of Logical Thinking (TOLT) is traditionally a paper-and pencil test of formal reasoning ability, it evaluates five reasoning abilities -- proportional reasoning, probabilistic reasoning, controlling variable, correlational reasoning and combinatorial reasoning. Test of Logical Thinking (TOLT) is also available online in many forms for many subject matters, whereby a series of problems is presented, each problem will lead to a question, and the key to understanding logic is the part where the asks the respondent to choose an answer and provide a reason for selecting that answer.

METHODOLOGY

In order to determine the most appropriate data collection method and designing the most reliable and valid data collection instrument, the standard test of Logical Thinking (TOLT) was used as the basis. Various samples of TOLT were collected, from which questions in the TOLT were examined carefully, and analyzed for adaptation to the Covid-19 tourism context. After collecting a number of TOLT samples, the researchers examined and compared a wide sample TOLT questions that were used for testing the logical aptitude of students in different education subjects and disciplines, e.g. physics. It was found that each TOLT question comprised of 3 main parts that is logically and inseparably linked to each other:

1. Problem proposition: presentation of a problem to the student
2. Answer: The problem part then leads to answer choices for the student to choose from.
3. Reason: finally, the student has to provide a reason for selecting the answer, i.e. logic part lies in the reason provided for choosing the answer (part 2) to the problem (part 1).

Consequently, these 3 parts outlined above were adapted to the Covid tourism context, resulting in interview questions which were developed in the style of the Test of Logical Thinking (TOLT) as follows:

Interview Questions

1. Now that Covid-19 is here, would you (or your family/friend) still travel or go on trips? Why?
2. When traveling during the pandemic, what can you do to protect yourself and others from Covid-19?
3. What other activities can substitute for the trip/travel? How?

After the adapted TOLT for tourism during Covid-19 was pre-tested and slight wording adjustment was made, the test was sent to a variety of respondents of different age groups in various Asian countries, such as Thailand, Taiwan, Myanmar, Nepal, China and India. Snowball technique was used in that the respondents also helped to pass the TOLT on to their acquaintance, friends and fellow students in Asia and other parts of the world, e.g. Thai students of the first author who enrolled in the international multi-national business plan project known as X-Culture were assigned to send the TOLT to their international team members. The TOLT link was also posted on Facebook tourism groups in the hope of getting tourism enthusiasts to respond.

The sample size comprised of:
50 Thai student respondents (3rd Year undergraduates) and equivalent 50 foreign students through X-Culture project (www.X-culture.org)
22 respondents from Myanmar (Acknowledgements and thanks to Dr. Soe Myint Than, Principal, BrainBox Acumen School of Management, Mandalay, Myanmar www.brainboxacumen.edu.mm)
20 Nepal tourists (Acknowledgements and thanks to Ms. Rashmi Lama, Managing Director, Nepal Yatra Tours and Travels Pvt. Ltd., Kathmandu, Nepal)

10 Indian professional respondents (professionals who are alumni of the Indian Institute of Technology and BIMTECH)
10 Taiwanese friends, former colleagues and their students (middle aged)
5 tourism enthusiasts from Facebook tourism groups

RESULTS

Content analysis of the qualitative data obtained through the TOLT as a guided interview (spoken and written, depending on the situation at hand) was done first by sorting tourists (those who traveled) from non-tourists (those who did not travel). From those who traveled, this study examined their answers for logical thinking, to find out the reason why they made the decision to actually traveled during the Covid-19 pandemic, despite safety measures, lockdowns and travel restrictions.

The reasoned answers of Asian tourists that are interesting and made sense were highlighted, with the vast majority making domestic trips. Non-Asians also responded in a similar way and chose to take domestic trips, e.g. "I'm okay traveling in my country but probably not outside the states. I just know travel is really hard and strict covid guidelines are in place right now. For me, go to Kansas City and find something fun to do there. Kansas City is not very far for me" (Missouri, USA, via X-Culture)

Stress caused by Covid-19 restrictions

The logic and emotions behind their decision to take action to travel were sorted. It was found that travel occurred as a result of stress caused by Covid-19 safety measures and restrictions to normal daily life, and boredom for the lockdown and work from home, from selected interview responses below:

"Still travel within the country. Too bored to stay at home most of the time ... hiking, camping in Taiwan" (Taiwan)
"Yes. Because Traveling provide inner peace" (Nepal – Banker)
"Still going on to have fan or relax away from stress caused by work or staying home for so long." (Myanmar)
"Yes, I still travel around but near the Bangkok and just a little trip 2-3 days because to refresh ourselves from stress and anxiety about COVID situation" (Thailand)
"Me and my family did not go on trips outside the province but we still go someplace to relieve ourselves" (Thailand)
"Yes, I would still travel because I want to relax to keep my body fresh and energized to work" (Thailand)

Findings of this study found that most travel that took place during Covid-19 pandemic was domestic, and the most frequently cited logic for taking the action to travel was precisely because of Covid-19, which caused stress that had to be reduced through making a trip. This finding support the research by Jung et al., (2014) and Cohen (2016) which proposed that logical thinking is influenced by emotions.

It was also found that for some, their logic for traveling resulted from linking social distancing to safety from Covid-19. For example, remote locations that have few people were considered safe.

"I would still travel some, however, I would be much more careful about it. For example, I may decide to drive somewhere and go to a remote location, where I am not around as many people, instead of flying and going to a crowded location." (Thailand)

"Well only went to Kinmen last summer if that counts....it's difficult to coordinate travel schedule with friends and find travel mates who can accommodate the schedule" (Taiwan)

Also, family and friends were also considered relatively Covid safe, and family is a priority which provides a valid logical reason to travel despite Covid-19.

"We have just traveled overseas for family reasons" (India)

"I feel comfortable being around family and friends that I am already around, however, I would not want to expose myself to a large amount of people that I have not already been around" (Thailand)

"I still travel and have some trips with my family. Because we want to relax ourself" (Thailand)

This is also the same case with non-Asians:

"substitute some time with family. Maybe have a family gathering." (Missouri, USA, via X-Culture)

"I usually go to my grandparents 'house to have some activities with my cousin like watching movies, have some barbeque parties." (California, USA, via X-Culture)

Alternatives to travel

While there are those who insisted that "nothing can replace traveling" (Greek respondent), *"Nothing can replace travelling.... You may start a hobby or buy a pet but cannot be compared*" (USA), there were also those who chose not to travel, and found travel substitutes to relieve Covid-19 stress through activities such as going out to shop, learning new things, making the most of social media and technology and selling online, cleaned their house, bought or adopted pets, or engage in spiritual activities such as meditation.

Shopping:

"Go shopping at department store for few hours but with protection! And always wear mask and keep the distancing from other people." (Thailand, student)

"Most of the time I'm at home, not going out, except on a weekend when I go to the mall or eat with my family outside." (Thailand, student)

Learning new things:

"I did sign up a swing dance class and two ballet classes" (Taiwan)

Stay home and making the most of technology and social media and selling online:

"Video conference, improving our technical interfacing with business associates. Constantly try to learn how to improve our technological level" (India)

"Other activities that can substitute for the trip/travel is to do activities at home, play games at home, or exercise. There are many other things that a person could do as well. I would suggest scheduling time to do something that they enjoy!" (Thailand)

"stay at home and take care of myself which is turn to exercise, read general books to increase my knowledge, and watching movies to relax in all activities that I have done" (Thailand)

"...playing tik-tok and make couple of the video to make profit" (Singapore)

Pets:
"cleaning the house, playing with the dogs, and sitting and studying online" (Thailand)

Non-Asians also looked to pets:
"spend time playing social media or playing with my cat" (USA) "to watch movie and find play with my dogs" (USA)

Spiritual activities and taking care of oneself more:
"The activities that I'm doing while COVID-19 situation is doing the meditate and praying with my family. I wake up every morning to give alms to the monks. Because I feel good when I make merit or when I do good things." (Thailand student)
"Change the clothes every day. And the important thing is to sleep enough and eat good food like healthy food, and vitamins to reboot our body!" (Thailand)

DISCUSSION

After examining the logical thinking considerations made by Asians who made the decision to travel during Covid-19 pandemic, it was found that for those who traveled, they did so out of emotional reasons, mainly the stress and boredom caused by Covid-19 measures and restrictions. Others who traveled deemed family and friends as priorities in life, which made them an exception to Covid-19 restrictions, and hence it made sense to travel if it was for family matters. Others who did not travel but chose to stay home found positive and life- improving alternatives to traveling, such as taking classes, engaging in online business, spending more time developing oneself spiritually, and relieving stress by having pets.

Overall, Asians appear to be afraid of Covid-19, compared to other parts of the world e.g. USA. However, it appears that Asians also "logically" make exceptions/excuses that override logic. In addition to the linkage between emotions and logical thinking by Jung et al., (2014) and Cohen (2016), there are also cultural explanation for Asian logic in taking the calculated risk to travel during Covid-19, how culture shapes our behavior (Cheng, 2016).

Asians also sought relief from religion and spiritual techniques, including going to churches, mosques, temples for example, which unfortunately led to super spreader cases in India and Korea from Islam mosques and churches. Nevertheless, this is not only for Asians, but also in the USA and other countries (Lisinski, 2020).

In conclusion, Asian respondents overall appear to be afraid of Covid-19, but YET

- They still travel domestically quite regularly.
- Shopping is seen as a necessity and relaxation.
- Their fear does not translate to being strict about safety and staying home.
- They still get together with family and friends to relax instead of traveling, thinking that these people are safe, and relax on safety measures when with friends and family, and what should be of concern is that their fear does not translate to being strict about wearing masks and social distancing with family and friends. It is acceptable to make exceptions for important events, such as Chinese New Year preparations and celebrations (Chua, 2021).

RECOMMENDATIONS

Domestic tourism has not been hurt so much in comparison with international tourism. However, it has made it even more plain that the problem with domestic tourism in the region is that it is not monetized and when tourists do spend money it does not remain in the area where it changes hands.

Emotions felt under Covid-19 duress, and the need for stress relief from Covid-19 safety measures and restrictions were motivations driving travel needs. Therefore tourism businesses and tourism related businesses may look to services to relieve stress, which may be offered as part of the domestic travel package, instead of selling overseas trips. Tour companies might design packages for family and friends, as this study found that important family rituals such as Chinese New Year celebrations were logically seen as exceptions to travel restrictions, even though the majority of travel was domestic. Alternatives to travel such as positive and life-improving activities could also be considered by former tourism businesses, in order to survive through the pandemic, e.g. offering classes, switching to online business, offering spiritual activities.

Considering the importance that the respondents overwhelmingly give to maintaining health during and after Covid-19, Thailand has great opportunity to be leader in health tourism. Health is the new wealth. Thailand's public health system's strength will greatly benefit. This can allow to expand the concept of work from home to work from Thailand using credible public health systems to attract investors. Credibility and trust in public health is critical. In the past, tourists were more concerned about security issues such as crime and political demonstrations during travels. Right now public health is the major deciding factor.

Tourism holds its breath on vaccines. The future might be opaque to forecast, particularly regarding effectiveness of each vaccine and the time needed to build up the herd community. Good news is that procurement and distribution of vaccines have commenced on war footing in Thailand and globally. It has brought positive thinking among international tourists and to the tourism-related industries, especially in countries that depend heavily on the tourism sector.

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FINNISH EXPERIENCE PROVIDERS GOING CIRCULAR, OR ARE THEY?

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ABSTRACT

We are moving from linear to circular economy. It requires a complete change in the way we view resources, develop business models as well as how we consume and produce services and products. Finland was the first country in the world to develop a Road Map for Circular Economy. When developing Finland as a sustainable tourism destination, the entire industry must go circular. So far, there has been some research about Circular Economy in hospitality and transport, but very little attention has been given to the experience and activity providers in destinations.

Thus, the focus of the study is the experience providers. The objective is to find out how they understand and implement the Circular Economy in their business and operations, as well as how they see its opportunities and challenges. The method of the study is qualitative, and the data collection was done through semi-structured interviews with experience providers in Finland, conducted in May-October 2020. The interview topics were based on the synthesis of the ReSOLVE Circular Economy action framework by Ellen MacArthur Foundation: Regenerate, Share, Optimise, Loop, Virtualise and Exchange. The results indicated that all interviewed companies include ReSOLVE elements in their operations, mostly relating to conserving natural resources, recycling and avoiding waste, switching to renewable energy and new technology as well as taking care of buildings and equipment. Although the companies are already involved in Circular Economy practices, they do not embrace holistic circular thinking yet. They view their actions from a responsible tourism point of view. The knowledge of the Circular Economy is still very limited and the circular business models are not yet familiar. Lifecycle thinking is not the main priority when making purchases. All companies interviewed see circular activities as an integral part of their future responsibility work.

Key words: Circular Economy, tourism experience providers

INTRODUCTION

For the time being, less than 9 % of the world is circular (Circle Economy 2020). It means that over 90 % of the resources we consume go to waste once their lifetime comes to an end. However, it also means that there is a lot of potential for the further growth of the Circular Economy. Also, only by going circular, the global economy can avoid dangerous climate change and achieve the goals of the Paris Agreement.

Finland was the first country in the world to come up with a Road Map to Circular Economy (Sitra 2016). It focuses on heavy industry, construction, transport and logistics, but sets the pace for all other industries as well. In Finland, over third of the population is familiar with the term Circular Economy, the highest rate of all Nordic countries, and the population is also more positive towards the idea of reducing their consumption than the other Nordic populations (SB Insight 2019).

There are megatrends that are pushing us towards the transition to the Circular Economy, e.g. climate change, population growth, globalisation, new consumer cultures and technological development (Manniche, Larsen, Broegaard and Holland 2017). Circular Economy is seen as inevitable, in fact as the only way the Earth can support its soon 8 billion inhabitants, at a time when the resources are more expensive, scarce, and unequally distributed (Larsson 2018; IISD

2019). Most post-industrial economies have consumption levels exceeding several planets (Circle Economy 2020). As the tourism industry faces concerns over its big environmental footprint, sustainability and Circular Economy initiatives are much called for. Tourists are more environmentally conscious, and they are increasingly demanding more responsible alternatives. For many companies, Circular Economy initiatives are part of their CSR (Corporate Social Responsibility) activities. For many, Circular Economy offers opportunities for cost savings, reputational improvements and competitive advantage (European Commission 2017; Vargas-Sánchez 2018). So far, Circular Economy efforts have concentrated on waste, water and energy management. More emphasis needs to be put on purchasing and people management as well as education.

There is rather limited academic research and just a few business cases related to the Circular Economy in tourism and hospitality. The industries are not that resource-intensive, especially when compared with heavy industry which is the focus of the Finnish Road Map of Circular Economy (Sitra 2016; Herlevi 2020). However, the tourism sector plays a potentially significant part in making the concept of the Circular Economy better known and spreading awareness of its benefits. Also, tourism includes some sectors where material flows and purchases pay a big role, e.g. experience providers and the restaurant sector. There is already some research into restaurants and the issue of food waste. However, restaurants form only a part of the food and beverage supply in the travel and tourism industry. Like Gretzel et al (2019) emphasise, the diversity of travel and tourism, from home stays to camping, demands specific Circular Economy solutions.

OBJECTIVE

The objective in our research is to find out how the experience and activity providers in Finland understand and implement the Circular Economy in their business and operations, as well as how they see its opportunities and challenges. The experience providers offer unchartered territory on the circular front and are thus an interesting area to have a look at.

LITERATURE REVIEW

Our current economic system, with its ever-increasing use of natural resources and overconsumption, is unsustainable. The challenges of our times, such as climate change, food production, plastic waste, transport and emissions, are always mentioned in any current discussion relating to sustainability of tourism destinations and businesses. At a time when the use of resources is happening at almost twice the rate of population growth (OECD 2019), we must think of solutions to the problems. We can reach climate targets only if we change the way we produce and consume products and services (Ellen MacArthur Foundation 2019). Products need to be designed so that they can be used for longer, resold, repaired, recycled and upcycled into new products. In a Circular Economy, there is no waste, all energy is renewable, prices reflect the full costs of production and the economy is focused on collaboration and links between different actors and stakeholders (SB Insight 2019). Transitioning to a Circular Economy means that we will be using and adding value to materials as long as possible, using less energy and resources, improving economic and environmental outcomes along the way.

Our current economic system, known as linear economy and described as take-make-consume-dispose, relies on cheap and easily accessible resources (Boluk, Cavaliere & Higgins-Desbiolles 2019; European Commission 2017; Manniche, Larsen, Broegaard and Holland 2017; Vargas-Sánchez 2018). In the future, resources will not be so readily available, and their prices will go up. The current sustainable tourism examples are more cradle-to-grave, whereas the Circular Economy examples should be cradle-to-cradle (Vargas-Sánchez 2018). In the future, waste from one company will become valuable raw material for another business, resources will be valued instead of wasted, their value even increasing along the way in upcycling, signifying cradle-to-cradle design (Rizos, Tuokko & Behrens 2017). Circular Economy has opened new business opportunities and markets as well as created new business models (EU 2019; EC 2019; Jackowski 2019; Rizos, Tuokko & Behrens 2017; Vargas-Sánchez 2018; Vargas-Sánchez 2019). Urban mining, i.e. using materials that already exist in cities in the form of electronic and construction waste that can be processed into raw materials, is a Circular Economy related concept that could become a huge business opportunity for cities around the world (Xavier et al 2019).

Originally, Circular Economy was just about the 3R principles of Reduction, Reuse and Recycle. Later it expanded to the 6Rs of Reuse, Recycle, Redesign, Remanufacture, Reduce and Recover (Vargas-Sánchez 2018; Manniche, Larsen, Broegaard and Holland 2017). The “business action framework” Circular Economy model by Ellen MacArthur Foundation calls for ReSOLVE: Regenerate (shift to renewable energy and materials), Share (share assets, e.g. rooms, cars, appliances), Optimise (increase efficiency, eliminate waste), Loop (remanufacture products, recycle materials), Virtualise (travel, books etc.) and Exchange (replace old non-renewable with advanced materials, apply new technologies etc.) (Ellen MacArthur Foundation & McKinsey Center for Business and Environment 2015). The model is a tool that can help businesses transition to a Circular Economy by increasing the utilisation of physical assets, prolonging their life and shifting to renewable resources. Each action in the model is linked to each other and will accelerate the performance of other actions (Ellen MacArthur Foundation 2015). This model could also be adopted in the tourism business, as it is not as manufacturing centered as many of the other Circular Economy models.

The Circular Economy relates to all United Nations Sustainable Development Goals (SB Insight 2019), but particularly to UNSDG #12 “Responsible Consumption and Production”. The tourism industry can play a major role in achieving the SDGs as well as encouraging the transformation of the economic system through promoting Circular Economy practices to its customers and suppliers.

Circular Economy requires a complete change in the way we view resources, develop business models as well as how we consume and produce services and products (Rizos, Tuokko & Behrens 2017; Ellen MacArthur Foundation 2019; Vargas-Sánchez 2019). In Circular Economy, the concept of waste is minimised, and resources are maintained in the system with as much value and as long as possible, closing material loops and making the economy less resource dependent (Vargas-Sánchez 2018). Circular Economy business models shift from product ownership to product usage, leasing, renting, sharing and other collaborative consumption patterns. (Manniche, Larsen, Broegaard and Holland 2017; Rizos, Tuokko & Behrens 2017; Vargas-Sánchez 2018; Vargas-Sánchez 2019).

The EU has also been an active player on the Circular Economy front. The first EU Circular Economy Action Plan (2015) aimed to increase job creation, boost economic growth and investments as well as to develop a carbon neutral, resource-efficient and competitive economy. The new EU Circular Economy Action Plan (2020) goes even further and includes initiatives for the entire life cycle of products, including product design, promoting circular economy processes, fostering sustainable consumption, and aiming to ensure that the resources used are kept in the EU economy for as long as possible. Circular Economy could potentially be a "4.5 trillion-dollar business opportunity" (van Houten & Ishii 2020; WBCSD 2017).

Transition to Circular Economy means that there needs to be multi-stakeholder cooperation, collaboration and synergies across industries (Vargas-Sánchez 2018), there has to be "circular infrastructure", i.e. renewable energy sources in the public energy grid, access to circular water treatment systems, access to suppliers and users that base their business models on sharing platforms, access to suppliers that are able to deliver remanufactured, reused and refurbished goods or downstream businesses that are willing to buy their used products (Manniche, Larsen, Broegaard and Holland 2017).

So far, many tourism players have focused on sustainability activities such as reducing negative impacts, but that is not enough in a circular system. There needs to be more recycling, enhancing the value of resources to have a positive environmental effect, upcycling, reusing, restoration and using renewable energy sources (Rizos, Tuokko & Behrens 2017; Ellen MacArthur Foundation 2013; Manniche, Larsen, Broegaard and Holland 2017). Circular Economy is an effective way to solve the contradiction between economic development and environmental protection (Vargas-Sánchez 2018). It allows destinations and companies to grow while reducing emissions and resource usage, turning to renewable energy systems and reduced food miles through local purchasing and urban farming, i.e. achieving a profitable low carbon economy. Transformation to a Circular Economy requires cooperation with other companies and industries as well as forming long-term relationships with the supply chain (Vargas-Sánchez 2018; Manniche, Larsen, Broegaard and Holland 2017).

METHODOLOGY

To find out the latest academic articles and industry examples as well as to inspire discussion, a literature review was carried out. Sources included recent articles in academic tourism journals as well as the latest studies by international organisations (e.g., EU, Ellen MacArthur Foundation & McKinsey Center for Business and Environment, Sitra). Just like researchers before us (e.g. Vargas-Sánchez 2018), we noticed that there is a lack of Circular Economy articles and case studies in the tourism sector. The notable efforts towards that are the literature research by Vargas-Sánchez (2018, 2019) and Julião, Gaspar, Tjahjono & Rocha (2019), and case studies of destinations in the South Baltic Region by Manniche, Larsen, Broegaard and Holland (2017). There is a clear lack of Circular Economy tourism initiatives. Most of Circular Economy studies are from the manufacturing and construction industries (IISD 2019; Vargas-Sánchez 2018; Julião, Gaspar, Tjahjono & Rocha 2019).

The authors conducted an interview with Circular Economy expert in Sitra, Mr Kari Herlevi (2020) along with six qualitative interviews with experience providers in Finland. The expert interview with Mr Herlevi related to the overall Circular Economy situation in Finland and the contribution of the travel and tourism sector in it. The experience provider interviews consisted of topics derived from the literature review. The main topics were purchases (equipment, ownership, lifecycle), partners (cooperation partners and selection criteria) and communications (incl. responsible marketing communication).

Of the total six companies interviewed, three (A, B, C) focus on outdoor activities, specialising in different customer segments (table 1). The first company targets company groups, mainly organising events for them. The second (B) used to focus on company groups and school camps, but due to the covid-19 pandemic, now targets FITs as well. Both (A, B) offer accommodation, too. The third company (C) is a rather new start-up with a business idea of taking small groups to nature. Another company (D) combines the accommodation and meetings industry by offering full-service accommodation packages in cottages, including food and activities. Two other companies (E, F) are attractions, one of them (E) a theme park for families, also offering events. The sixth one (F) is an attraction focusing on meetings and events for business groups, including accommodation and activities.

Table 1. Interviewed companies and their line of business

Companies	**Nature activities**	**MICE**	**Food**	**Accommodatio n**	**Thematic attraction**
A	X		X	X	
B	X	X	X	X	
C	X		X		
D		X	X	X	
E	X	X	X		X
F	X		X	X	X

The six companies were selected for the study because they were known to be among the most responsible ones in their field. Despite being experience providers, all the companies also use materials to produce their activities, thus being eligible to join the Circular Economy. Many of them also already had or were in the process of getting an audited certificate and the Sustainable Travel Finland (STF) label. The idea was to collect viewpoints from different types and sizes of companies within the activity sector, also geographically located int different parts of the country.

SUSTAINABLE TRAVEL FINLAND

STF is a sustainable development programme for companies and destinations, provided by Visit Finland, the national tourism organization. Companies and destinations that undergo the entire programme are recognised with the STF label and will get visibility on Visit Finland marketing channels. To ensure sustainability in practice, companies and destinations are set sustainability criteria to follow, they need to participate in the sustainability trainings and achieve a certificate, which is regularly audited by a third party, and which is accepted under the STF label. It means that the STF label will be renewed only if the company shows continuous development, i.e. passes the regular audits. (Sustainable Travel Finland 2020)

RESULTS

There was some awareness of the issues relating to the Circular Economy among the companies interviewed. The most common themes and practices relating to the Circular Economy had to do with reducing waste and recycling (biowaste, textiles), reuse (reuse of wood), restore (renovating buildings and furniture), renewable energy initiatives (wind, solar, geothermal), replacing single use plastic items with more sustainable ones (wooden forks and knives). Purchasing guidelines and more strategic circular actions come with the process of getting ecolabels or the Sustainable Travel Finland label when work on sustainability issues becomes more focused.

The below table 2 combines the ReSOLVE framework and the examples of the most common Circular Economy actions taken by the companies interviewed for this study.

Table 2. The ReSOLVE framework and the Circular Economy actions taken by the companies

Circular Economy principles in the ReSOLVE framework	**Recommended Circular Economy actions**	**What Circular Economy actions the interviewed experience providers are already doing**
REGENERATE	Shift to renewable energy and materials, reclaiming, retaining and restoring the health of ecosystems	Conserving nature and natural resources; solar, wind and geothermal energy initiatives; electric cars to diminish the carbon footprint; environmentally friendly construction materials
SHARE	Sharing assets; prolonging life through maintaining, reusing, redesign, upgrading	Maintaining buildings and equipment; renting equipment; secondhand purchases: buying and selling at flea markets and auctions
OPTIMISE	Removing waste in production and supply chain, increasing performance and upcycling, leveraging big data and automation	Avoiding (food) waste; sorting (bio)waste; local purchases and production
LOOP	Keeping materials in closed loops; remanufacturing and recycling products, recovery and cradle-to-cradle design	Recycling
VIRTUALISE	Digitalisation, online shopping and booking, virtual channels, products and services	Responsible marketing communication on the website; online booking options
EXCHANGE	Replacing nonrenewable materials with advanced ones, applying new technologies	Electric cars and electric engines for boats; energy-efficient showerheads

	and services, new ways of doing things, innovations	

None of the companies covered all areas of the ReSOLVE framework. Rather, they were active in two or three areas. That is not seen as a problem for being involved in Circular Economy, though. According to studies by Ellen MacArthur Foundation and McKinsey Center for Business and Environment (2015), many companies have become successful by concentrating on one area of the ReSOLVE model. It can be stated that a holistic view of what the Circular Economy could offer is still missing.

Below is a more detailed description of the concrete Circular Economy actions the companies are doing.

Purchases and partners

When purchasing new equipment, quality, purposefulness and durability seem to be the main criteria. These criteria may make the purchases more expensive, but they are seen as a long-term investment and worth the money. Finding eco-friendly clothing was set as an objective in one company, but they could not find any option which would have been proper for professional use. Recycled items are bought as well, but it concerns things like tableware or furniture, which make the decor unique – of course these need to be safe as well, which means repairing things before starting to use them.

Despite durability, the lifecycle of the purchase is not regarded as a criterion. It is very common to donate or sell things after they are not needed any more, but the possibility to reuse the items as such or as raw materials for other products has not been considered when planning purchases.
Waste is at the core of the companies processes in many ways. Firstly, minimising waste, especially reducing food waste, is in the interest of all. Optimising purchase and advising customers are the key methods. Secondly, waste sorting is essential. In general, it is well organised in Finland and the companies carry out their responsibility. Thirdly, plastic collection is a problem to some degree, especially in the Finnish countryside where it is not always organised. A company must take the initiative and transport plastic waste to the waste treatment plant requiring up to hundreds of kilometers of driving.

Sharing is an essential part of the operations of the experience providers, including equipment rental and purchasing services from partners. The reasons why companies rent equipment from partners are economic rather than based on circular thinking. For example, if more canoes are occasionally needed for a bigger customer group, it makes more economic sense to rent them than to buy them. Building a network with specialised companies is a way to meet the versatile expectations of customers. It would not be profitable for one company to do it all alone.

Local production, especially local food, was emphasised by all interviewees. Favouring locals is regarded as a part of social responsibility: Recruiting local young people as seasonal workers and having local people work on the construction sites as well as promoting local partners' products for customers is a natural way of doing business for the companies interviewed.

The pressure to be able to prove responsibility is growing. The call to destination-based cooperation to create a sustainable brand image and consistent quality may derive from the national Sustainable Travel Finland (STF) development work. STF training sessions bring the small companies of a destination together.

Energy

Due to the Nordic climate, heating is a major cost for all companies operating in Finland. Renewable energy is preferred by all the companies interviewed. They have invested in geothermal, wind and solar energy. Incentives from the government are expected as it is still rather expensive to invest in renewable energy production, although prices have gone down in recent years. Another big energy-related issue is cars, a must in a country with long distances. Fuel-efficient and electric company cars are preferred to reduce emissions and achieve carbon neutrality.

New energy solutions are critical to combat climate change. Climate change is a big concern for all the companies, and they have high expectations for themselves to perform better. It is worth noting that several of the companies interviewed have invested in renewable solutions already over a decade ago and they can be regarded as forerunners.

Communication

The companies do not communicate about their responsibility and circular economy efforts that much in public. The message in the interviews was clear: “We should communicate on the home page and in social media much more!” Bragging about their achievements goes against the natural characteristics of Finns.

Even if the interviewees said that they should communicate more about their responsibility actions, they already guide and educate their customers in many ways. There are written instructions for the customers at the cottages, the nature guides also give clear oral instructions and show customers how to behave in nature. A company representative also mentioned that recycling a soft drink can is also an integral part of the activity. Bottle recycling is a normal way of life in Finland. As a ‘live like a local’ activity, a guide takes customers to the local supermarket to return the cans. Customers keep getting fascinated about learning how to return cans and they buy something nice with the small amount of money the receive in return.

DISCUSSION AND RECOMMENDATION

The most important result of the interviews is that Circular Economy is still not grasped as an entire concept by the experience providers. They do many individual things which are included in the Circular Economy but relate them to being responsible. The concept of Circular Economy is more linked to heavy industry with big material flows.

For a more systemic view of circular thinking among experience providers, there would need to be more successful tourism related company examples for them to follow and take note of. Now there are practically none in the field of tourism. It may be difficult to relate to heavy industry examples. Cross-pollination could also be fruitful, so successful circular actions from other industries can also be inspirational. In our interview with the Circular Economy expert in Sitra, Mr Kari Herlevi (2020) stated that the Netherlands is a country whose circular activities are worth benchmarking.

Recycling and renewable energy are the aspects of the Circular Economy that are most recognised by the companies interviewed for the study. Lifecycle thinking and keeping resources in the loop are not yet leading principles when making purchasing decisions. Partnerships are crucial from several perspectives. It is not only sharing equipment and knowledge, but a more holistic view of the whole supply chain to ensure product life cycle is needed.

Companies can get a competitive advantage of being on the circular path. What is still not being implemented are the circular business models that will disrupt the tourism industry. There is a lot to be done about partnerships across the circular supply chain. We would not wonder if one of these responsible forerunners would embrace them first.

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SUSTAINABLE TOURISM THROUGH RELIGION: THE CASE OF TAINAN (SOUTHERN TAIWAN)

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ABSTRACT

Many industries have been affected by the covid-19 and put on hold, especially in tourism. According to the UNWTO, after covid-19, the number of international tourists has decreased by a third from the same period last year. This is a threat, but it may also be an opportunity for the tourism industry. This opportunity could give the tourism industry some time to reorganise and start afresh. They must be prepared to continue to bring foreigners a local, authentic and unique travel experience. This research focuses on religious tourism as a source of sustainability because religion in Taiwan is part of everyday life, and therefore it does not require additional investment or human resource training for any Taiwanese to automatically take on the role of tourism ambassador for Taiwan. In particular, the ancient capital of Tainan is a highlight destination of Taiwan when it comes to religion tourism, and therefore it is most appropriate that this research collected in-depth qualitative data from Tainan.

Our research provides insights from foreign tourist's perspective, and suggestions for governments or travel agencies to promote and develop foreign markets. Since the number of foreign tourists visiting Taiwan has increased in recent years, our research uncovers their motivations when travelling in the southern city of Tainan. In addition, we provide practical marketing plans to the city government and travel agencies as a preliminary investigation to develop the foreign market. We interviewed foreign tourists who express their satisfaction with the experience of travelling in Tainan and were willing to visit again. There are enough English translations for public transportation and road sign in Tainan to make it easier for foreign tourists to travel. However, in terms of cultural heritage and traditional religious customs, foreign tourists stated that they did not receive much information. Most of the time, they only enjoyed the appearance of the building and are immersed in the atmosphere of the ancient capital. Therefore, based on the results of interviews, this study suggests two feasible strategies. First, the city should provide small groups with specialised tours of religious and cultural customs. Second, it should use the internet to provide QR codes in front of various cultural attractions and temples, so that foreign tourists can obtain more cultural knowledge easily.

Keywords: Religious tourism, Cultural tourism, Festivity, City marketing.

INTRODUCTION

The Covid-19 global pandemic has affected the tourism industry most of all, leading to many businesses going out of business, such as airline, hotels, tourist attractions and tourism related small-medium businesses. Therefore, in the scenario where main tourist services, destinations, and products are no longer in existence, how can recovery become sustainable? The concept of sustainability is more than economics, society and the environment. It is also about resilience and making the best of existing resources that could be capitalised upon and developed into a strength.

Statistically, Taiwan is notable for coming through Covid-19 with the lowest numbers of patients and as such, is one of the world's Covid-free destinations. This study evaluates tourism for Taiwan from the perspective of culture, and especially religion tourism. This is because religious tourism has the potential to be a source of sustainability, as religion in Taiwan is part of everyday life for the regular Taiwanese young and old, and therefore additional human resource training or additional infrastructural investments in religious sites is not needed. It is almost natural for any Taiwanese to impart existing knowledge and partake in religious activities, thus automatically take on the role of a guide, a tourist, or even tourism ambassador.

OBJECTIVES

While this research promotes religion tourism, it is important to note that a non-religious person, or a person of a different faith, are all able to appreciate a different culture and the beautiful and astounding architecture and rituals of any religion. One does not have to be religious to enjoy and learn from different philosophies and be in awe of the inspiration from human devotion and hope that is manifested and experienced through all the senses, e.g. sight and feel of the surrounding environment, touch, taste and smell of the ritual activities, objects, ornaments, and food, hearing the music, chants and prayer songs, etc.

The paper is organised in order to bring readers towards an understanding how religion tourism is a source of sustainability during and after Covid-19 time of uncertainty. This logical sequence starts with cultural tourism, destination branding, marketing religion in Tainan, followed by methodology, findings and conclusion.

LITERATURE REVIEW

Cultural tourism

Tourism happens in urban, seashore, mountain, rural or developing-world areas. The latter has been classified “exotic”. Destinations can be categorised as capitals, historical cities, industrial cities, cultural cities, recreational areas, seashore resorts, specialised centres (such as spas), rural areas, protected areas, underwater areas, or even space. Of interest in our research is Tainan, which could be classified in different categories - arguably cultural, historical, and mainly urban while some parts are rural. Cultural tourism is defined as a type of trip aiming recognise products of heritage, including natural areas, monumental or architectural structures, artistic collections, traditions and languages. Cities carry traces of the past as places where “civilisation” emerged. In the course of human domination over nature, the cities that cradled civilisation are also foundations for the future.

Cultural destinations such as Tainan display historical buildings, street sculptures or artefacts, parks, modern artistic buildings and so on. Both tourists and local people benefit from these values

Expenditures made by visitors are not limited to eating and drinking, accommodation and shopping, and the products offered at cultural destinations should be diversified. For example, artistic activities should be promoted. In order to compete with global destinations such as Paris, London and New York, Tainan should increase the quality of service. In many famous destinations (Montmartre and Rive Gauche in Paris, Soho in New York) interest emerges when “people find curious and exciting sights just around the corner” (Başarangil, 2020). Such destinations benefit from films and famous people. For example, *The Da Vinci Code* has increased an orientation to cultural cities such as London and Paris, while another Tom Hanks film, *Angels and Demons*, has increased the interest in visiting the Vatican.

The so-called “intangible cultural heritage”, which includes religious practices and festivals, is increasingly recognised and given a place in international conventions (UNESCO, 2003-2005), most of which are used as tourism resources (Cànoves *et al.*, 2012). The World Tourism

Organization defines *cultural tourism* as travel whose main purpose is to visit attractions and activities of cultural and historical (Goss, 2016). It aims the purpose to gain the experience of religious culture, experience the mystery and novelty of festival activities and satisfied the curiosity (Timothy and Olsen, 2006). During the trip, visitors travel sacred sites in search for a cultural experience, watching the rituals of priests and pilgrims or experiencing the atmosphere of the sacred place (Shackley, 2001). More and more sacred sites are being converted into multi-functional places where a living can be made through a wide range of leisure activities related to nature and culture. Nowadays, heritage and tourism are complementary, and mutual partners who need each other (Prats, 2003; Korstanje, 2011). The Italian heritage, for example, is a blend of religion, culture, and tourism. It has considerable appeal in terms of its history (Formica and Uysal, 1996). Italy boasts a large number of churches, attracting people from all over the world. Traveling in Italy is not just for relaxation and leisure but also enables people to gain education, knowledge, and fulfilment for the soul. Look, if you go to the Vatican you can *feel* it (we recommend you watch *The New Pope* series with John Malkovich).

Next, religious tourism is the oldest form of tourism. Pilgrimages have always been an important motivation for tourism (Vukonic and Rinschede, 1992). It is also known as faith tourism, a form of tourism where pilgrims, missionaries, and other believers travel for spiritual reasons (Jongmeewasin, 2016). Religion brings hope to people and enriches their spiritual life. Spiritual attraction is one of the most important reasons for non-religious purposes tourists visit religious sites. Compared with pilgrims, tourists might be motivated by their cultural knowledge which they understand about some part of the cultural characteristics, history, values, and behaviours of another ethnic or cultural group rather than just faith (Bogan, Cercleux and Constantin 2019). The democratisation of travel has led to a modern revival of pilgrimage, where formerly difficult to access sacred sites have become more accessible, allowing millions of people of all ages and socio-economic backgrounds to visit places that reflect their faith and cultural and spiritual values. Religious motivations underlie some of the world's largest tourist gatherings, such as the Muslim Hajj (2 million) and the Hindu Khumba Mela (20–75 million), let alone the millions of people who visit religious sites every year. In other areas of the religious tourism niche market, missionary travel, faith-based volunteer tourism, retreats, and religious conventions and special events, are now making a stronger economic impact than in the past. Increasingly, governments and tourism officials around the world are incorporating religion, including religious sites and pilgrimage trails, into their tourism development plans to diversify their tourism supply and offerings in an ever-increasing competitive tourism marketplace. This growing interest in religious tourism is due in part because pilgrimage has long been an important tradition in most cultures and regions of the world. The popularity and importance of pilgrimage to sites of religious or spiritual significance has led to the development of a pilgrimage infrastructure and economy oriented around meeting the basic physical and religious needs of pilgrims. While much of this infra-structure developed around pilgrimage cities and other important religious sites, such as Rome, Lourdes, Jerusalem, Santiago de Compostela, Mecca, Amritsar, Varanasi, Bodhgaya, Ulaanbaatar, and Bhaktapur, to name a few, this same pilgrimage infrastructure was developed along major pilgrimage trails and routes leading to these sacred locations, such as the Kumano Kodo Trail in Japan, the Camino de Santiago, the Via Francigena in Italy, and the Pilgrim's Way in North Wales. Churches, cathedrals, religious routes and trails, and religious festivals and ceremonies are readily accessible cultural capital (Olsen, Trono and Fidgeon 2018).

Destination branding

Looking at religion tourism from the business perspective, branding allows researchers to take a broader view beyond the motivation of faith and belief in religion. Religious places of workshop can be analyzed as tourist destinations that become well known and motivate visitors through branding strategies. Temples compete for local and international worshippers and donations.

The branding of destinations applies branding strategy to city development, adding economic, social and cultural values to the city. It is a comprehensive process that creates powerful relationships between three concepts: identity, image and brand. A city that aims to become a good brand should start by identifying its image. Then it should work on shaping an identity, taking into account its existing resources. The process should involve local people and local managers will contribute if they see a potential for increased tourist affluence. As places cannot really change their names, they must express their differences with nicknames or slogans. Those should embody the city's identity strikingly. For example, New York city is 'The Big Apple', Las Vegas is 'Sin City', Frankfurt is 'Finance Metropolis'; St Moritz has adopted nicknames such as 'Top of the World', while St Petersburg is 'Venice of the North' (Başarangil, 2020).

Tourists have various expectations from their destination. An important issue for destination marketing is the process of branding, which includes positioning. The objective is for a place to become a brand, which is

the totality of the thoughts, feelings, associations and expectations that come to mind when a prospect or consumer is exposed to an entity's name, logo, products, services, events, or any design or symbol representing them (Van Ham, 2008).

City marketing has become a necessary approach for a city to develop the tourism industry (謝書賢, 2004). By marketing festivals, the city could build city images and impressions (張明芬, 2012). The attraction is the best-selling point in marketing. For example, the Maldives Islands are known as a relaxing and romantic resort; Cambodia has the largest historical site of Angkor Wat in Southeast Asia; the historical monuments of India, the Taj Mahal, etc. Each place is unique and special to attract enormous visitors (Kotler, 1993; 張明芬, 2012).

Marketing the city through religion can attract more tourists in search of culture, history and beautiful sights. Nowadays, for traveler especially made for cultural purpose, religion is one of the leading factors. For example, Benares in Brahman, Mecca and Madinah in Islam (Kurar, Kavacik and İnal, 2020). Several examples will help us understand what city marketing and cultural tours can be in practice. Chiang Mai in Thailand was once the capital of the Lanna Kingdom and ruled northern Thailand. Chiang Mai has hundreds of Buddhist temples, reflecting religious traditions of Buddhists and Hindus. The second fascinating example is China, another country committed to developing this type of cultural tourism. The government managed to improve the historical value of the Wudang Mountains, so that people could fully understand the profound heritage and religious status of this heritage (內政部, 2013). The Wudang Mountains have become a place for people around the world who love self-cultivation. Every year, many foreigners go there to learn kung-fu. In the past, Wudang Mountain only arranged a day tour. The tourists were hiked the mountain, enjoyed the scenery, took pictures, and called it a day. Nowadays… Trust us, China has *reinvented the way tourists experience the site*. They sponsor kung-fu masters, introduce visitors to Taoist culture and so forth. Moreover, the organisation of Wudang Mountain announced its cooperation with the Paris Oriental Culture Center to organize a French team to Wudang mountain to carry out martial arts tourism activities (Wudang Mountain Tourism Official Organization, 2016). Since they began to provide the cultural experience tour, it has increased by 16.75% compared with the same period in 2017 and have received 8.881 million Chinese and foreign tourists. Among foreign tourists, many people are martial arts fans (環球網報導, 2018).

Another interesting example in South Korea is, the government expects visitors to increase cultural knowledge of South Korea, they developed the Temple Stay Program. Temple Stay Program is a new and prominent Korean tourist itinerary in which visitors are invited to the major of Buddhist monasteries throughout the country to stay for a couple of days and experience the traditional monastic daily life (Kaplan, 2010). Temple Stay Program not only offers activities such as taking part in religious ceremonies, chanting, meditation and tea ceremony but also gives them the opportunity to experience the South Korean cultural activities, such as the traditional rice cakes, make natural soap in the traditional methods (OECD, 2009). The Temple Stay Program is made up of the attractions of Korean culture, temples, and beautiful scenery, providing meaningful activities for both Buddhist and non-Buddhist visitors. Form the survey in OECD provided, it indicated that only 6.1 percent of tourists were Buddhists who participated in the program, the rest of 93.9 percent were non-Buddhists or other religions interested that participated in cultural exploration (OECD, 2009). In conclusion, the purpose of the Temple Stay Program in South Korean is to protect Buddhist culture and promote country culture. Monks emphasise their role in teaching and consider spreading the dharma. This could create a connection between monasteries, Buddhists, and tourists. Moreover, the Temple Stay Program creates a different, innovative, brand culture. This is a successful and valuable case for a country that creatively develops religious tourism (Maneenetr and Tran, 2014).

In Taiwan, religion is the centre of people's life and belief (簡惠貞, 2001). It plays an important role in Taiwan's traditional social life, including public sacrifice, social education, and religious functions (簡惠貞, 2001). Taiwanese government launched a project ‘Welcome to the world’ in 2013. The purpose was to make the best use of diverse religious and cultural assets, integrate religious knowledge and tourism information. In this project, the government conducted several marketing plans to promote the culture and religion, such as "One hundred religious sceneries in Taiwan, Temple Stay in Taiwan, Taiwan religious and cultural assets" (內政部, 2013). The government conducted this project in several directions such as imitating South Korea’s temple stay program, visitors can be a shower with culture by staying in *Fo Guang Shan* Monastery for one night. In addition, the government has produced sightseeing posters about the beauty of Taiwan's religious culture and placed it in the airport lobby in order to access foreign passengers. Apart from that, complete information is provided on the national website and also produced a video of "Taiwan religion" and "Cultural Map" for domestic and international versions. Using culture and festival of the religion as a marketing tool in Taiwan, then we should target in Tainan due to the longest developed and fruitful history.

Marketing religion in Tainan

For hundreds of years, Tainan has been conquered by different countries such as the Netherlands and the Japanese government. It also has experienced different dynasties such as the Ming and Zheng dynasties. *‘Taiwan Touches Your Heart!’* has always been the slogan used by the Tourism bureau when they market Taiwan. Its purpose is to promote Taiwan all over the world. Compared with last year, the number of tourists visiting Taiwan increased by 3.05% in 2018. A survey conducted by the Tourism bureau indicated that most foreign tourists traveling to Taiwan arrange their activities, such as shopping, followed by night market experience, temple visits, participate in exhibitions, and lake tours. From these data, we could see that the temple visit ranked third, which is one of the reasons why foreign tourists are interested in Taiwan, and it also has great potential for development (交通部觀光局, 2019). In addition, statistics also show that southern Taiwan is the second largest tourist destination for foreigners. When travel to Taiwan, 87% of foreigners will travel to the northern region, while 31% will travel to the south (交通部觀光局, 2019). Based on the above data, this study hopes to find out whether it is feasible to promote southern Taiwan to foreign visitors by using cultural heritage, religion, and religious festivals.

Tainan has always been known as Taiwan's "ancient cultural capital.’ The ancient city with cultural architecture. Tainan is the earliest developed city in Taiwan. Almost every street or cultural building contains historical stories, hence, Tainan is full of local and foreign tourists, traveling in Tainan, walking through the winding paths, just like stepping into a history book. Ancient buildings with historical stories, for example, the former Tainan Public Hall and the Taiwan Black Foot Medical Memorial, are unique landscapes and living materials of history in Tainan. In addition, the old street in Tainan is the epitome of the ancient era. In the old town, religious festivals and temples can be seen everywhere. Plenty of tradition customs and interesting ancient legends are one of the reasons why Tainan has become a cultural capital.
There are many historical stories and traditional cultural customs in Tainan that are worth sharing.

Tainan is an ancient capital with fascinating architecture, street food, and religious beliefs. Behind every historical buildings and temples are its folk stories. Traveling in Tainan makes visitors feel like they have stepped into ancient times. Along the winding path, not only just historical architecture is fascinating, but the ancient houses and legendary people also immerse people in the atmosphere. Back to the early days, after being ruled by the Dutch, Japanese and Chinese, Tainan also experienced several dynasties, it combines with culture, history, and food. It is a cultural city that integrates tradition and modernity. It can be said that this historic city is rich in ancient buildings and has great potential for cultural tourism. Due to its rich historical heritage, it has extraordinary cultural history and artistic value. Walking into the path, visitors can sense the historical atmosphere. Therefore, Tainan was once reported as a must-visit city for Taiwan by international travel guides. In addition, most of the architecture in Tainan is located in the city center, which shows that in this city, historical architecture and modern development can go
hand in hand. Visitors can enjoy the intertwining of ancient culture and modern city while roaming in Tainan (丁學勤 & 邱怡欣, 2016). Walking into the ancient capital is like stepping into a living museum (台南旅遊網,2018).

Tainan’s government also designed a map provide the location of tourist attractions. This is a map drawn by interesting illustrations and combines all the attractions of Tainan, including temples, buildings and department stores, to provide more convenience for tourists to travel to Tainan. There are endless stories behind historical architecture and temples. The more places we walk in, the better we understand our history. Such as Xiao’s Memorial Stone, which is the only remaining memorial stone and historical heritage in Tainan. The memorial stone comes from ancient times. When a woman's husband died before she was 30, after that, if she remained single until she was 50. Then society will use her surname to build a memorial stone for her. This means that the woman is loyal to her husband. By viewing the memorial stone system, we can understand its patriarchy. In the past, men could marry two or more wives at the same time, but even if the husband died, a girl could only have one husband. Even though her husband passed away, society will still judge the woman if she has another marriage (台南市刊, 2020). One of the most world-famous festivals in Tainan is *Yanshui* Beehive Fireworks Festival. Participate in the festival will experience fireworks exploding in all directions. Participants are required to wear full-face helmets, thick coats, scarves, gloves, and be fully prepared. Walking into the smoke, feeling the fireworks bomb in front of their eyes, or on their body, people believe that bad luck will disappear, just like the fireworks were blown away. The festival begins with a folk tale. It is said that in ancient times, there was a serious plague occurred in *Yanshui*, many people and animals died from the plague. However, the residents asked God Emperor Guansheng for help, the god instructed to hold a pilgrimage activity. On that day, every resident must to prepare a lot of firecrackers to encourage the elimination of evil and the plague. Finally, the plague disappeared. Since then, the annual ceremony held to appreciate God Emperor Guansheng and get rid of the bad luck (林正忠 2003). Nowadays, it has become a traditional festival and has also attracted foreign tourists. In recent years, it has reported several times in international magazines, attracting more international tourists to come to *Yanshui* experiencing the tension and excitement of beehive fireworks (封清平, 2018). In Australia 's magazine, Get Lost, has selected it as one of the "Top 10 Global Celebrations" juxtaposed with Brazil Carnival and Venice Mask Carnival in Italy (封清平, 2018).

In order to market culture and tourism internationally, the Tainan government held a competition for temples in 2019. Participants required to use English to perform the history of religion. A total of 10 temples came to the festival. Each temple played in teams, wearing one of the costumes representing its temple (such as the costumes of matchmaker god). The goal is to make the culture of the temple more international and establish the English environment in order to be more friendly to foreigners. In the future, apart from training and enhance the English skills of employees, temple staff also cooperate with communities and schools to cultivate more English interpretation talents to guide and introduce Tainan's customs (ETtoday 新聞, 2019).

In conclusion, the historical architecture, culture, traditional customs, religion and religious festivals of Tainan are rich and fruitful. Tainan has endless stories to offer when it comes to cultural and history. Based on the above information, it maps out that we could link Tainan, culture religion and foreigners to market the city and attract more foreign tourists.

METHODOLOGY

The previous sections discussing the strengths and potential of religion tourism throughout history and across different cultures have by now successfully convinced readers of the natural potential of religion tourism as an important source of sustainable tourism that would prevail through the global pandemic of Covid-19 situation. In fact, the pandemic itself makes people turn to faith for hope and strength, and engage in religious activities more than under normal conditions.

The purpose of the research design is to select corresponding research approach according to different research. We wish to examine the importance of religious and cultural heritage in promoting tourism and how to use it as a tool to further promote tourism. In order to form a viable marketing plan, it is important to understand how the target feels at the current stage. Researchers believe that grasp how they feel would be more practical to plan a marketing plan for foreign tourists. As a result, qualitative research was chosen. Qualitative research refers to written data, oral testimony, and interviews to determine what people think and how they do certain things (Bader, 2012). It allows the researchers to interview the target face to face. During the interview, interviewer could look at things in their angle, it would be better for the interviewer to be more understanding of the foreign perspective and give a better suggestion. Through qualitative research, researchers can be flexible and can further discuss with the interviewee based on the respondent's response.

A semi-structured interview (semi-standardised interview) was chosen. This method allows us to have an unexpected response and collect open data, which maintains the flexibility of the conversation (施佩吟, 2012). Choosing a semi-structured interview allowed us to obtain detailed information. The results of this study are expected to provide clearer information on foreign perspective, for example:

How do foreign visitors feel when they traveling in Tainan?
Would religious activities and cultural heritage could attract foreigners to travel?
How could Tainan improve and be more friendly to foreign tourists?

We listed a series of questions related to the topic before meeting with the interviewees. Before the interview, an email was sent to interviewees, inviting them to participate in the interview. Furthermore, interviewees were guaranteed that the information would be used for study purpose only. During the interview, following the listing questions that we designed and ask the following-up questions depend on the respondent’s response. Data was collected not only from foreigners who live in Taiwan. As long as they have experience in traveling to Tainan, there is no restriction on whether the respondent has lived in Tainan. From the conversation, it can be seen whether religious and cultural heritage can play a powerful role when they visit the city, and how they feel when traveling through winding paths. In addition, from the interviewee’s point of view, how could Tainan make the next move in order to make the environment more friendly to foreign tourists.

In this study, five foreign tourists were interviewed. All of them are students who stayed in Taiwan for a while. Choosing international students not only because they travel a lot when they study abroad but also they might understanding a bit about Taiwanese behaviour and the way that Taiwanese do since international students stayed in Taiwan for a while and that could help them to come up with a better and more suitable suggestion for local people.

RESULTS

Interviews were conducted from June 12, 2020 to June 24, 2020, a total of 12 days. A total of 5 participants participated in the interview. The enthusiasm of these respondents provided sincere, information, opinion and feelings that have high validity and reliability in and of itself, and the responses are in the same direction after conducting content analysis, suggesting that additional data would not add new information that would be out of this line of findings. Their experience of traveling in Tainan was just like stepping into a vivid history book. Especially Tainan government designed and published a map with historical tourist attraction in it. Each one has its own story behind it. When they shared their travel experience, they gave compliments of ancient atmosphere and tradition street food.

However, although each historical building is very unique and engrossing, after the interview, from the interviewee's reflection, the beauty did not give a strong impression, nor will they remain in their memories. As Leo said:

'I don't think it will cause too many problems for foreigners to travel along. Many roads and signs have English translations.'

Speaking of Tainan, Leo seems like it is easy to travel to Tainan since he can speak fluent Chinese. From another interviewee, Elton also consists with this result

'there has well English translation'.

Each respondent gives compliments to the infrastructure of Tainan, seems like it could travel easily even though they don't speak Chinese. However, the other interviewee, Terrence stated

'When I visited a temple in Tainan, they didn't have any English translation, I don't really understand the meaning of everything, and I don't even remember the name of it. I just watch and sightseeing. My boyfriend translated it for me, but this did not leave an impressive impression. In some aspects, the food and people are nice. However, in some particular place, they don't really provide or make the effort to put the English translation in order to make foreigners understand.'

From the conversation, it pointed out two factors. First, is the infrastructure in Tainan provide enough translations. Each road sign and transportation present in both Chinese and English. Secondly, although it won't be difficult for foreigners to travel in Tainan, visitors can easily travel in each tourist attractions. However, some tourist attraction doesn't provide English translation to explain the cultural history and traditional customs. As Leo said,

'I've stay in Taiwan for more than five years; I still can't really figure out the cultural custom. For example, why the face of the gods in every temple are all black.'

Another respondent, Trang also have the same feeling,

'I like Tainan, I have been there four times, but I didn't know that Tainan was the earlier city that has been developed. Sometimes we can only enjoy the appearance and the outside of building, but we couldn't really understand why they chose this kind of style and what's the meaning of everything.'

Each interviewee concludes the same result, which is the translations in cultural history and traditional customs aspect is not enough in current stage. As an ancient town, Tainan has well translations on transportation and road sign that offer foreigners travel easily. However, from respondents' views reflected insufficient translation on religious customs and cultural stories aspect, which prevented them from gaining cultural knowledge. Cultural stories and traditional customs could be an important asset in the tourism industry. It seems like Tainan haven't maximize the use of it. From the conversation, interviewees are excited to learn more about the tradition customs and the history. Leo said, *'I participated in Yanshui Beehive Fireworks Festival once and watched the hand puppet show, I know some Yanshui Beehive Fireworks Festival customs, I think it is a tool that can attract foreign tourists to come to visit. It is a traditional Taiwanese culture and it is worth recommending. I went there to record a video to put it on my YouTube channel in order to make more foreigners aware of this festival. I believe that this kind of festival can really attract some foreign tourists to traditional customs and religion.'*

Leo believes what tradition festival could be the best-selling point for introducing foreign tourists to the beauty of Taiwan. Terrence said,

'I didn't know any festival in Tainan, I'm willing to attend any festival, but I don't know any of it. They can send the information to school.'

From the conversation, even if they are passionate about cultural customs, they do not know where to get information. Additionally, another respondent, Terrence also has strong interested in religious festival, speaking of festival,

'I think I will definitely join it. I think that is very interested. For me, I'm interested to know the thing that I didn't know about, especially when we decided to go to a new place, we always want to know about the history. In addition, about the festival, in Vietnam, we also have a similar festival as Yanshui Beehive Fireworks Festival, the festival that people will use the water guns. Each year, lots of Vietnamese and foreigners will book the fly ticket to participate in, so I think this kind of festival will definitely attract more people. This has potential for foreigner to join in. because most of the time, we just go to a place and sightseeing, but this festival could actually let foreigners participate in it.'

In terms of religious customs, festivals, and cultural heritage, the willingness of foreigners is high. Every interviewee reflected that they can sense the ancient atmosphere while traveling in Tainan, however, some of the tourists travel with friends who understand the Chinese could provide translation or explanation of the meaning. Others would need a tourist guide or participate in the museum where provides a recorder with the translations in it. Leo knows what he is talking about:

'I have never seen or noticed a tour guide who specialises in religion or culture tour. To be honest, less foreigners will use this tour guide service, they like to travel individually, however, in this part, if travel agency or government have any good marketing plan in cultural and religion tour, it would attract a lot of people interested in. The price of the tour is also a consideration for foreigners. With tour guide to translate cultural custom would be helpful, even I've stay in Taiwan for more than five years, still can't really figure out the cultural custom. Maybe I don't have that much interested in this aspect, but if there is someone provide to introduce me the cultural history and explain the religion festival custom to me in a funny way, I would definitely like to participate in. I would love to know why the face of the gods in the temple are all black. A lot of time, foreign tourists are more afraid to go in the temple if they don't understand how to worship, they just walk in to visit the building and take photos.'

When it comes to traveling in Taiwan, Leo has plenty of ideas, since he also shares Taiwan's stories through personal channels online. He believe that a tour specialised in cultural custom and religious festival could attract more foreign visitors. Terrence mentioned that

'some of the visitors like to travel alone, like an adventure'.

Another interviewee, Elton concurred:
'some visitors like to travel individually, in addition, we like people to concentrate on us. Therefore, if they provide group tour in a big group, some tourists may not be interested.'

It can be concluded from the above dialogue that group tourism can solve the problem of insufficient translation at the current stage, but it is not suitable for every visitor. Terrence suggested

'Maybe they could put a QR Code outside the tourist attraction. We scan it then we can have the translations immediately.'

From the foreign tourist's perspective, if Tainan wants to attract the foreign market, the current approach doesn't meet what our target wants. Currently, the travellers travel to Tainan just sightseeing and took pictures, it doesn't stay a strong impression for them. By using the QR code service and tour guide specialises in religion or culture tour might be more suitable for them.

DISCUSSION

In this study, cross-cultural qualitative research conducted totally interview five interviewees. This includes a student from Poland, one from Israel and others from Vietnam. This provided diversity in terms of religious beliefs and global geographic coverage. During the conversation, speaking of traveling in Taiwan, they all look satisfied with the hospitality from Taiwanese. One of the interviewees said:

'I would give 10 points out of 10 if I can score for Taiwanese'.

Speaking of Tainan, from the result of the interview, the interviewer could conclude that it gives an ancient atmosphere when people travel in the winding path. Each road and transportation have enough translation. However, from the perspective of foreign visitors, even though it gives a good impression of traveling in Tainan, in terms of culture, they still lacking the translations. Terrence mentioned

'when I was traveling in Tainan, we could only enjoy the appearance of the outside of the building, but we couldn't really understand why they chose this kind of style and what's the meaning of everything.'

It would be difficult for foreign travellers to try to understand the history and cultural customs unless the city government or travel agencies could provide this kind of service. For example, the city government could offer several internships for the college students, the job allows students to be as a tour guide to take foreign visitors to travel in Tainan and be a storyteller, let foreign visitors gain more cultural knowledge. Otherwise, foreign visitors only enjoy the ancient atmosphere and give some part of knowledge when they travel to the museum in Tainan where provide well English translations.

This study also further examined about whether the religion and cultural could be as a driver for foreign get interested and be the motivation when they travel a place. The result shows that every interviewee has high willingness to get further explore of cultural and religion. One of the interviewees, Terrence said:

'For me, I'm interested to know the thing that I didn't know about, especially when we decided to go to a new place, we always want to know about the history.'

The interviewers obtained information about their travel experience in Tainan and whether religious customs could be one of the reasons that attract them to travel. After the interview result, the religious festival and cultural story in Tainan could be as a marketing tool to attract foreign tourists. However, from their experience, foreign visitors couldn't fully understand the meaning of the historical building and cultural customs. At current stage, visitors just enjoyed the appearance of the building and search it online by themselves. If Tainan try to promote the city to foreign market, this study gets two further suggestions for the city from the perspective of the foreign travellers.

Most interviewees suggest that city could provide a tour guide specialises in religion or culture tour. Even though foreign tourists like to travel individually. In this case, if they could provide a tourist guide perform in a funny and interesting way to introduce each of the historical stories and customs, it would attract foreign visitors to participate in.

Secondly, interviewees also provide QR code system. As one of the respondents puts it:

'They could put a QR code outside the tourist attraction. Visitors could scan it in order to access the translations online. It could also be like a finding treasure game for some foreign visitors who like travel alone.'

During the conversations, it could find out that some of the foreign visitors doesn't into group tour:

'We like people to concentrate on us. Therefore, if they provide group tour in a big group, some tourists may not be interested.'

Hence, it could conclude two solutions, first, is travel agencies provide cultural tour in small group. Secondly, city government could provide QR code on each meaningful architecture and temple. The city government have done a lot of work in order to increase foreign tourists. However, after face to face interview, foreign tourists mostly consider culture aspect as an important element when they travel to a place. The results of the interview showed that the city government did not seem to meet their expectations in terms of culture. This study aims to point out the main insights from the perspective of foreign tourists. However, it is recommended to conduct further research to conduct quality studies and interview city employees to understand their considerations and difficulties.

Furthermore, this study conducted a preliminary investigation. After analysis the interview results, providing a tour guide is one of the solutions of this study. However, three out of five respondents mentioned that the budget is an important consideration for foreigners to decide to participate. Therefore, it could conduct a further survey in quantitative research. Further research could come up with different tours in different budge, in order to further examine the willingness of foreign visitors.

RECOMMENDATIONS

In this study, the research result showed that culture aspect is an important element when foreign tourists travel to a place or be as a motivation when they travel. However, in order to get more practical suggestion for city government and travel agencies to be as a marketing plan, the study further provide the tour itinerary that could attract foreign tourist to participate in a cultural exploration tour and learn the cultural knowledge. In order to design a tour that specialises in culture and religion for foreign tourists, city government provide a free walking tour in English for foreign tourists. The maximum number of participants in one tour group is 15. Each tour will take about 2 hours to walk through the city, the service includes two walking routes:

(1) *The Classic Tour*: It will walk with you around several historic sites such as Confucius Temple, National Museum of Taiwan Literature and Hayashi Department Store and to show visitors the past of Tainan.

(2) *Local Life Tour*: It will take visitors to bustling streets and markets where you can see the vibrant daily life of Tainan today.

Both the suggested tours are suitable for all age groups, and hence adding to the sustainability factor. Each service provides with a tour guide introduce in English, the tour guide are volunteer and local passionate residents. According to the interview result, researcher believes that this type of service could attract a large number of foreign tourists. However, religion and religious festival are part of the culture assets. The group tour service does not include the festival itinerary. Even though the tour could walk the foreign tourists to historical temples, the festival and religious pilgrimage are an event that could actually let foreign tourists to participate in it and experience the lively atmosphere. For the further improvement, currently, even the city government has done a lot of work in order to increase foreign tourists, they still haven't met their expectation. City government provides a free walking tour introduce the cultural and historical sites in English, but foreign tourists do not aware of this service. 'I've stayed in Taiwan for more than five years, I never seen or notice that there is a group tour specialise in culture and religion' and 'I did not know the festival, but I would definitely join it' seems like our target haven't aware of this service. Hence, in order to provide practical marketing plan, this study provide a 4p marketing plan for city government and travel agencies.

The traditional festival and religious events are one of the motivations when foreign tourists travel to a place. Since city government have provide the historical and cultural tour, this study believe that city government could use religious celebrations as one of a tour to attract foreign tourists. Each February, a lot of people participate in *Yanshui* festival in order to experience the tension and people believed that join the *Yanshui* festival could feel blessed. From the literature review and the interview result show that this event has great potential, hence, researcher believe that city government could take this into the marketing plan when they want to attract foreign tourists.

According to the website of Tainan city government, they recruit the local volunteer who are passionate to introduce the stories of Tainan. In this project, it could still recruit from the volunteer. However, the volunteer recruitment could not only from the local resident but also from college students. It could offer the opportunity for college student to practice the English with foreign tourists. In this case, the service could still maintain free service, since the budget issue is one of the considerations when foreign tourists want to join the group tour. According to the interview result, most of the foreign tourists encounter a problem is they do not know where to get the information. From the respondents' response, the information could be place in school website, it would be easier for foreign tourists gather the information. City government or travel agencies could hire international students as an intern to promote the service. Since international student study in Taiwan, they have the resources to access more foreign tourists. It could be more practical for city government if they want to promote Tainan for foreign tourists.

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EXPLORING BARRIERS IN E-LEARNING: A CASE STUDY OF TOURISM EDUCATION IN VIETNAM

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ABSTRACT

E-learning is a modern form of education, especially useful in the 19 COVID pandemic context. However, the practice shows that the application of e-learning is not always successful. There are also some barriers from individual learners. This study surveyed 587 learners who have had experience with e-learning to determine Vietnamese learners' perceptions of the barrier factors for e-learning. Exploratory factor analysis has identified three barrier factors that are (1) Psychological barrier, (2) Economic - Technology barrier, and (3) Social barrier. The independent variables affecting learners' assessment of the constraints to learning e-learning include gender, place, job, married status, occupation, income, and learner's experience e-learning. These findings provide useful managerial implications for the development of e-learning programs in the tourism and hospitality sector.

Keywords: e-learning, psychological barrier, learner, economic - technology barrier, social barrier

INTRODUCTION

E-learning is considered an advanced educational model and more and more development; however, it still has disadvantages (Sun et al., 2008). Many educational organizations accelerate e-learning to its benefits but suffer considerable barriers to adoption, leading to e-learning implementation (Mungania, 2003). Therefore, researchers have tried to identify the barrier factors for the performance of e-learning to limit the risks and reap the benefits from e-learning. Barriers are disadvantages that prevent users from using the service (Julander & Söderlund, 2003). According to Mungania (2004), the e-learning barrier is the obstacles encountered in the online learning process (beginning, during, and completed the online course) that can negatively impact the learner's learning experience. This term is synonymous with obstacles, challenges, constraints, or hindrances. We conducted this study aim to identify the barrier factors when learners try to learn online. Besides, we test differences in perceptions of barriers of different learners to increase their instructional design ability and how to instruct and advise learners in the tourism e-learning program in Vietnam.

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. In Vietnam, e-learning is considered as one of the online learning methods using an Internet connection for learning. Currently, there are nearly 20 higher education institutions in Vietnam offering e-learning programs at many different levels, including completely online courses, a combination of traditional and online learning, and e-learning for individual modules. However, the application of online teaching at universities is not the main activity (Ngo Thi Lan Anh & Hoang Minh Duc, 2020). In this study, we approach the term e-learning programs that are completely online courses related to tourism. This means that learners only need to be connected to the Internet and participate in these programs, degrees or certificates can be awarded online. This study aims to explore the needs of learners before developing e-learning programs to ensure the development of sustainable courses in the future and meet the goals of sustainable education.

OBJECTIVES

E-learning is a modern approach that can improve the quality of tourism higher education. However, student participation in e-learning programs in Vietnam is still quite limited (Pham & Ho, 2020). This study focuses on exploring the structure underneath the individual barriers of learners to participate in e-learning in tourism education in Vietnam, and exploring the differences among different groups of learners for the barrier components. Some management implications will suggest helping learners overcome these barriers in the future.

LITERATURE REVIEW

E-learning in Hospitality and Tourism

E-learning is a modern training method based on information and communication technology (ICT). Today, with the explosion and development of the Internet and information technology, over 1000 organizations in over 50 countries choose e-learning because of the flexibility and usability of time and place of this form. Sharma & Kitchens (2004). This new learning style helps solve many of the difficult problems that exist in traditional education methods. According to Siritongthaworn et al. (2006, 139) e-learning is "an innovative approach to education through electronic means that enhances learners' knowledge, skills or other activities". On the instructor's side, Selim (2007) states that e-learning is the use of ICTs and computers to provide instruction, information, and learning content to learners. In short, eLearning can be understood as a term applied to the education and training of curricula designed through ICT to support the learning objectives of individuals or organizations (Maldano & Associates, 2010). E-learning has many benefits for stakeholders including developing collaborative spirit and motivation to learn; increased student interest and student participation in the learning process; improving teaching effectiveness and personal achievement; economics in reducing the cost of learning and reducing teaching time (Pranicevic & Seric 2014). However, there are significant challenges when implementing ICT-based learning. The use of ICT can have a great impact on student achievement, satisfaction, and academic achievement. And to start applying this form of learning requires educational institutions to make significant investments in ICT including hardware, software development costs, learning materials development, equipment maintenance, and programs. training (Childs et al., 2005; Welsh et al., 2003).

The development of ICT has transformed the tourism industry and the hotel industry. Visitors can find information about trips, reservations, shopping and sharing experiences through ICT (Cantoni et al., 2009). In addition, the increasing use of digitization in the hospitality and hospitality industry requires a number of specific skills and skills that are not always taught in higher education institutions (Pesonen & associates, 2017). The advantages of e-learning for tourism and hospitality education have been acknowledged in the recent years (Christou & Sigala, 2000; Kasavana, 1999). Sigala (2002) indicated that the Internet in general, and e-learning in particular, offers great flexibility to match specific conditions of work within the tourism and hospitality sector. Moreover, Cho and Schmelzer (2000) stated that e-learning prepares students of tourism and hospitality programmes to think critically, solve problems and make straight decisions while being technologically competent Several attempts have been made to understand and represent the use of eLearning in hospitality and tourism. Braun and Hollick (2006) discussed how flexibly delivered online skills and knowledge sharing could help capacity building in the tourism industry. Haven and Botterill (2003) reviewed the existing and potential exploitation of virtual learning environments within the hospitality, leisure, sport, and tourism. Sigala (2001) reviewed and evaluated the evolution of practices in internet pedagogy in order to identify effective eLearning models for tourism and hospitality education. Cho & Associates (2002) argue that eLearning allows learners to control how and when they learn, particularly useful in the hospitality industry, as the characteristics of the industry are labor intensives and success depends on good workers and the quality of service is consistent and this requires a high cost of training. Therefore, the authors proposed a teaching model combining IT and Internet use for hotel management courses. Sigala & Baum (2003) argue that online learning provides flexible training opportunities for workers seeking employment in the field of tourism and those working in the field. Learners can study during leisure without time constraints while learning outcomes are also recognized in tourism businesses. Kendall & Harrington (2003) conducted experiments to test the effectiveness of computer-simulated learning programs in hotel management training. The results of the empirical research show that the use of computer-simulated cases in professional hotel management courses yields significant benefits for learners. Cobanoglu (2006) found that the use of hotel management student blogs could support better learning in new ways of receiving information and expressing emotions and thoughts in the community. The ideas expressed and the feedback from the community will help the hotel industry to understand the valuable information such as the perception of visitors to the hotel, the negative comments of visitors.

It is evident that online education to a certain extent will help to eradicate huge staff turnover in the hospitality industry, since students have flexible study time they get more time in the industry and for the leisure, some of the renowned universities for hospitality education have already started online programs for people who wish to pursue a career in hospitality, Institutes like AHLA, AHLEI, Cornell University, Le cordon blur are few examples. Apparently, it has been noticed that online study is more effective than the traditional method of classroom teaching it expands opportunities, it improves quality of learning, increases delivery of learning and above all, it improves the efficiency of teaching. Though the physical presence of the students is not there, a virtual classroom created online to simulate the participants as if they are in a classroom. The virtual classroom gives more option than the traditional classroom enabling the participants to interact with the participants around the world through discussion chat & professional development forums, for instance American Hospitality academy online programs give the opportunity to the participant to log in to e-cafe a global hospitality community to share participant's thoughts, opinion, research question or industry scenarios. Though the mode of study is flexible the online educator or facilitator gives a stipulated time period for the student to complete the task to award him a grade. The good thing about the online classroom is that it does not have geographical boundaries.

Individual learner's perspective in barriers e-learning

A review of studies shows that the barrier factors for e-learning success are diverse and can be classified as pedagogical barriers, issues related to lecturers and organizations, issues related to culture, barriers related to individual learners, barriers to technology, etc. (Mungania, 2003). Wong (2007) has classified the limitations of e-learning, including constraints on technology, constraints related to individual learners, and others.

For individual learners, the use of new technologies can be a disadvantage or barrier in e-learning. Lack of information, communication, and technology skills can be barriers to e-learning as learners may feel frustrated by this unique learning environment (Wong, 2007). One of the advantages of e-learning is that it provides time flexibility, which can be detrimental to the learner since intrinsic motivation and self-consciousness are required to the maximum. So, learners can be challenging to achieve to complete schoolwork or perform exercises in the deadline (Wong, 2007). In an e-learning environment, learners often have to communicate in a text-based environment, so poor learner writing can be a disadvantage in e-learning since learners cannot communicate efficiently; it can make many misunderstandings (Wong, 2007). A study of Cronje (2006) found that some of the barriers affecting the implementation of e-learning in relation to learners who were the lack of financial support from family and cooperation between classmates and teachers. Besides, he thinks that culture is also a barrier to using e-learning. Thus, learners from different cultures with different specific approaches and learning styles can influence the successful use of e-learning (Cronje, 2006). Berge's study (2013) comprehensive review of the literature regarding barriers to distance education summarizes the main challenges learners face when engaging in distance learning, including technical, psychological, social, culture and context-related barriers. Rabiee et al. (2013) concluded that socio-cultural, structural, educational, economic, and legal factors are the most prominent constraint factors when using web technology for learning. Quantitative analysis shows that socio-cultural factors are the most significant barrier to the use of e-learning. The analysis results of 153 graduate students in the postgraduate program in Agriculture at Islamic University of Azad identified five elements of e-learning barriers including infrastructure constraints, obstacles related to people's attitudes, technical expertise, human (social) barriers, skills and qualifications barriers (Shirkhani et al., 2016).

In summary, the literature review shows that factors related to individual learners affect the success of e-learning. They include technological or technical barriers (Mungania, 2003; Wong, 2007; Berge, 2013; Shirkhani et al., 2016), social barriers (Berge, 2013; Rabiee et al., 2013; Shirkhani et al., 2016), psychological barrier (Berge, 2013; Shirkhani et al., 2016), economic barrier (Cronje, 2006). The technology barrier is one of the major barriers to using e-learning (Wong, 2007). These barriers come not only from the organization but also from the learners. For learners, basic hardware requirements for e-learning are required, such as desktop or laptop and printer (Wong, 2007). Therefore, one of the significant technological limitations of using e-learning is computer hardware (Wong, 2007). Social barriers are related to social communication concerns and the quality of e-learning (Berge, 2013). The shift from traditional classes in live locations to online ones caused a lot of loss for them. The difference in social interaction that occurs online and directly becomes a concern and a barrier for learners to e-learning. According to Berger (2013), learners may have difficulty communicating in online classes, feeling a lack of connection and emotion. The psychological barrier refers to students feeling confused, anxious, or frustrated and want to receive faster feedback from instructors about content, assignments, tasks of an online class (Berge, 2013). Lack of motivation to use e-learning and lack of confidence in one's capacity and skills in technology are factors that inhibit learners' psychology when deciding to use e-learning (Muilenburg & Berge, 2005). On the learner side, the economic barrier, lack of financial support from the family is a barrier to the use of e-learning (Cronje, 2006). According to Ali & Magalhaes (2008), technology is the core of e-learning and is very expensive, quickly becoming outdated. The cost of purchasing equipment and tools for e-learning is very high, so the economy is considered one of the significant barriers to e-learning.

The study also looked for indicators of learners' background characteristics and demographics that could influence their online learning performance. The study review found significant differences in learning, attitudes, motivation, or experience based on sex (Chen, 1986; Teo & Lim, 2000; Young, 2000), age (Rekkedal, 1983), academic level and job (Rekkedal, 1983; Sheets, 1992; Muilenburg & Berge, 2001). Some of the variables that we want to explore further include income and place.

METHODOLOGY

The study develops a structured questionnaire to collect opinions of different learners about the barriers to e-learning. The measurements of this study are designed based on relevant studies, all evaluation criteria are measured by 5-level Likert scale from 1-strongly disagree to 5-strongly agree. The indicators for assessing technological barriers are inherited from the study of Shirkhani et al. (2016) and Wong (2007). The social and psychological barrier is measured by the criteria used in Berge (2013). Measurement of the economic obstacles inherited and revised from Ali & Magalhaes (2008).

The pilot study included 18 barrier items sent out to different learners via email and direction. The target learners who have had an e-learning experience are likely to participate in e-learning programs in the tourism sector. They include high school students, non-tourism students, college students, and employees in tourism businesses. The list of learners are randomly selected from high schools, universities, colleges, and tourism businesses (restaurants, hotels, tours, resorts); in 6 provinces of the Central Coast region of Vietnam, there is growth in tourism (Thanh Hoa, Quang Binh, Thua Thien Hue, Da Nang, Quang Nam, Nha Trang). Data were collected between November 2019 and January 2020. The study used exploratory factor analysis to define barrier factors for e-learning in tourism education in Vietnam. Therefore, to ensure factor analysis techniques, the minimum sample is calculated based on the observed/variable ratio with a typical 5:1 (Costello & Osborne, 2005). However, some studies believe that the larger the sample size, the better the factor analysis, can help researchers understand the whole and achieve research goals. Therefore, we proposal used an observation / variable ratio of 20: 1 suggested by Hair et al. (1979). With 18 barrier items, the minimum sample is 360. After distributing the questionnaires to different learners, the results reach 595 responses. Of this, 587 valid data were used for exploratory factor analysis.

RESULTS

Descriptive statistics

Data were collected using the questionnaire from November 2019 to January 2020. Survey responses with large blocks of missing data were deleted. After data cleaning, 587 valid cases remained and were analyzed using SPSS. Of the 587 survey respondents, there were 363 (61.8%) females and 224 (38.2%) males. Most respondents, 10.7% (n = 63) were under 18 year old, 45.3% (n = 266) were between 18 and 24 years old; 33.9% (n = 199) were between 25 and 34 years old; 8.5% (n = 50) were between 35 and 44 years old; 1.4% (n = 8) were between 45 and 54 years old, and 0.2% (n = 1) were 55 and older. The respondents were enrolled in various educational levels, in which the proportion of respondents with university degrees has the highest (57.9%, n = 340). 67.8% (n = 398) were single and 32.2% (n = 189) were married. 17.4% (n = 102) were students and high school students; 28.3% (n = 166) were employees at hotels and restaurants; 25.9% (n =152) were employees at tour operations/tour agencies; 15.7% (n = 92) work at gorvenment agencies; 3.4% (n = 20) were employees at parks and entertainment centers. A little over 7.2% (n = 42) of respondents had not income; 22.7% (n = 133) earn more 7,000,000 VND per month; 47.4% (n = 278) earn between 3,000,000 and 7,000,000 VND monthly; 22.8% (n = 134) earn under 3,000,000 VND per month (see Table 1).

Table 1: Descriptive statistics of respondents

Criteria	Number (people)	Rate %
Gender	**587**	**100**
Male	224	38.2
Female	363	61.8
Marital status	**587**	**100**
Single	398	67.8
Married	189	32.2
Age	**587**	**100**
< 18 years old	63	10.7
18 – 24 years old	266	45.3
25 – 34 years old	199	33.9
35 – 44 years old	50	8.5
45 – 54 years old	8	1.4
Over 55 years old	1	0.2
Educational	**587**	**100**
High school students and lower	58	9.9
College/ Vocational students	116	19.8
University students	340	57.9
Postgraduate students	73	12.4
Occupation	**587**	**100**
Hotel, Restaurant	166	28.3
Tour operation/Tour agency	152	25.9
Park and entertainment centre	20	3.4
Government agencies	92	15.7
Student	102	17.4
Others	55	9.4
Income	**587**	**100**
< 3,000,000 VND	134	22.8
3,000,000 – 7,000,000 VND	278	47.4
> 7,000,000 VND	133	22.7
No income	42	7.2
Place	**587**	**100**
Thanh Hoa	77	13.1
Quang Binh	80	13.6
Thua Thien Hue	92	15.7
Da Nang	58	9.9
Quang Nam	140	23.9
Nha Trang	140	23.9

Results of the pilot study

The analysis was performed based on 18 hypothesized items to assess learners' perceptions of the e-learning barriers. Cronbach alpha coefficients are used to test the internal cohesion between barrier items. The results of evaluating the reliability of scale show that all items achieve intrinsic consistency, Cronbach Alpha coefficients are 0.937. All observed variables have coefficients correlation between the total variable is more significant than 0.3.

The principal components factor analysis with Varimax rotation is used to determine the underlying structure of data. Kaiser - Meyer - Olkin coefficient (KMO) is the criteria used to evaluate the appropriateness of factor analysis, comparing the magnitude of the correlation coefficient between two variables with their partial correlation coefficient. The standard of factor analysis method is that the KMO must be greater than 0.5 (Garson, 2003). In this study, this coefficient is 0.933, so the data is suitable for factor analysis. Bartlett's test of sphericity is used to examine the correlation between observed variables in factors. Suppose the Bartlett test is statistically significant Sig Bartlett's Test <0.05 (p <5%), it proves that the observed variables are correlated. In this case study, the Bartlett test has sig 0.000 <0.05, so there is a correlation between the variables. Three factors are determined using the latent root criterion, which is the most common technique for determining the number of factors to extract (Hair, Anderson, Tatham, & Black, 1998). Initial eigenvalues greater than 1, are considered significant. Although there are 18 barrier items included in the factor analysis, there are two criteria with the factor loading <0.5, so they are excluded. These items are "I am not familiar with the e-learning environment" and "I feel the operating process of e-learning programs complicated". The remaining variables upload each component and form the following three factors: (1) Psychological barrier, (2) Economical - technology barrier, (3) Social barrier. It can be an exciting finding because in the proposed framework identified four groups of constraints. Still, the pilot study in Vietnam shows that economic and technological factors have combined a group in the perception of learners' barries e-learning.

Table 2: EFA results

Components	Eigenvalues	Variance explained	Factor Loading	Cronbach's Alpha
Factor 1: Psychology barrier	**7.733**	**48.332**		**.864**
I don't feel ready to join in E-learning programs			0.738	
I think a lack of confidence in information technology services			0.730	
I think a lack of motivation to participate in E-learning programs			0.730	
I feel unable to answer questions and information quickly online			0.720	
I feel shy and lack confidence in the technology			0.712	
I do not have the patience to self-study tourism E-learning programs			0.595	
Factor 2: Economical - technology barrier	**1.540**	**9.624**		**0.881**
Internet connection costs are high			0.746	
I cannot afford to pay for the courses			0.746	
I do not have enough tools and equipment to study E-learning			0.716	

Components	Eigenvalues	Variance explained	Factor Loading	Cronbach's Alpha
I cannot afford to purchase equipment and tools for E-learning			0.688	
I lack the skills to use IT utilities			0.626	
I don't understand much about E-learning			0.569	
Factor 3: Social barrier	**1.063**	**6.644**		**0.824**
I am afraid that society does not appreciate the degrees and certificates obtained from E-learning programs			0.797	
Depends on electricity and the Internet connection			0.732	
I feel a lack of social interaction when participating in E-learning.			0.675	
I lack time to study E-learning			0.606	

Overall Priority of Learner Barriers

Mean is used to rank the order of barrier factors from least important to most important. The most critical barrier for e-learning learners is economy - technology (Mean = 2.82), followed by psychological barriers (Mean = 2.78), and the least important constraint is social barrier (Mean = 2.43).

Differences Among Subgroups

The study uses a variety of ANOVA tests and Independent Sample T-test to determine whether subgroups of respondents have perceptions of the barriers to e-learning. ANOVA has conducted with the constraint dependent variables, and the independent variables tested included: age, place, occupation, income, and education. Independent T-test has conducted with the constraint dependent variables, and the independent variables tested included: gender, married status, and learner's experience of e-learning. The test results show that there are significant differences in perception of subgroup learners about barrier factors. However, there is no evidence to support differences among subgroups divided by age in the perception of e-learning barriers.

Table 4: ANOVA test and Independent Sample T-test results

Independents	Barrier (from important to less important)		
	Economy and technology	**Psychology**	**Social**
Gender	*0.010*	0.165	*0.003*
Married status	*0.001*	*0.001*	0.418
Experience	0.546	*0.005*	0.243
Age	-	-	0.522
Education	*0.021*	0.155	0.550
Place	*0.000*	*0.000*	*0.000*
Occupation	*0.000*	*0.007*	0.378
Income	*0.000*	*0.000*	-

Research results show that there are many relationships in this study data. This paper focuses on seven independent variables that affect three factors of e-learning barrier perceived by learners from Vietnam in the tourism education context. For ANOVAs that was significant, post hoc pair-wise comparisons were conducted using t-tests with Bonferroni correction.

Gender, Married status and Learner's experience e-learning

Independent Sample T-test results show that different learners of sex have different perceptions of economic - technical barriers and social barriers (sig. = 0.010 and 0.003). Female respondents rate more than men about economic - technological, and social barriers. The single respondent appreciated more than the married respondents for the obstacles related to psychology and economic - technical (sig. = 0.001 and 0.001 respectively). Means for the various groups are presented in Table 5.

Table 5: Mean of barrier factors were different in Independent Sample T-test results

Category	**Number of cases**	**Barrier (from important to less important)**		
		Economy and technology	**Psychology**	**Social**
Gender				
Male	224	2.70	2.72	2.32
Female	363	2.89	2.82	2.50
Married status				
Single	398	2.90	2.86	2.45
Married	189	2.65	2.62	2.40
Learner's experience e-learning				
I have participated in e-learning	204	2.85	2.91	2.39
I am participating in e-learning	383	2.80	2.72	2.46

Education

The ANOVA test results for subgroups by educational level found differences in perceptions of economic-technical barriers (Sig.= 0.021) (see Table 4). The post hoc pair-wise comparisons showed that the respondents who were vocational and college students perception economic - technical constraints higher than the respondents with postgraduate degrees (mean = 2.94 and 2.57 respectively).

Table 6: Barrier mean by education

Education	**Number of cases**	**Barrier (from important to less important)**		
		Economy and technology	**Psychology**	**Social**
High school students and lower	58	2.92	2.74	2.31
College/ Vocational students	116	*2.94*	2.77	2.45
University students	340	2.81	2.84	2.44
Postgraduate students	73	*2.57*	2.60	2.45

Place

Previous studies on e-learning barriers often focus on a case study at a specific location. The spatial scope of this study is the Central Coast region of Vietnam. This region has extensive tourism development, but not the same among the provinces and cities. So the demand for tourism education and access to tourism education is different. Therefore, this study explores perceptions of e-learning barriers by subgroups living in six center tourism cities. There is a significant difference in the perception of barrier factors for the learners' group by place of residence. The ANOVA test results are presented in Table 4. Post hoc test analysis shows that respondents in Thanh Hoa rated barrier factors higher than learners in other cities. The mean of the barrier factors are presented in Table 7.

Table 7: Barrier mean by Place

Place	Number of cases	Barrier (from important to less important)		
		Economy and technology	Psychology	Social
Thanh Hoa	77	3.25	3.07	2.77
Quang Binh	88	2.64	2.46	2.54
Thua Thien Hue	92	2.80	2.78	2.52
Da Nang	58	2.60	2.65	2.57
Quang Nam	140	2.68	2.75	2.30
Nha Trang	140	2.93	2.90	2.21

Occupation and Income

There is a significant difference in the perception of economic - technical and psychological barrier factors for learners divided by occupation and income. There is no relationship between job, income, and learner's perceptions of social barriers. The ANOVA test results are presented in Table 4. The post hoc test results show a difference between respondents working at the hotel/restaurant and subgroup who work at travel agencies. Specifically, the respondents working on travel companies rated the psychological barrier higher than that of the hotel/restaurant group (mean 2.91 and 2.94, respectively). For economic - technical obstacles, respondents working at government agencies agree higher than travel, students, and other jobs (mean 2.63, 2.91, 2.84, and 2.92 respectively). Regarding income, the Post Hoc test results show that the respondents with less than 3 million VND are more aware of psychological and economic-technical barriers than the other groups. Means are shown in Table 8

Table 8: Barrier mean by Occupation and Income

Categogy	Number of cases	Barrier (from important to less important)		
		Economy - Technology	Psychology	Social
Occupation				
Hotel, Restaurant	166	2.74	2.64	2.35
Tour operation/Tour agency	152	2.96	2.91	2.44
Park and entertainment centre	20	2.89	3.01	2.37
Government agencies	92	2.46	2.63	2.43
Student	102	2.94	2.84	2.54
Others	55	2.99	2.92	2.51
Income				

< 3,000,000 VND	134	3.09	3.11	2.57
3,000,000 – 7,000,000 VND	278	2.74	2.72	2.39
> 7,000,000 VND	133	2.67	2.66	2.35
No income	42	2.99	2.51	2.57

CONCLUSION AND IMPLICATIONS

This study was implemented before the pandemic COVID 19, and the awareness of Vietnamese learners towards e-learning is still relatively small. However, data discovery reveals some critical implications for the e-learning program's design in the future, especially in the COVID 19 pandemic and online education transformation in Vietnam to deal with the epidemic. The most significant finding is to identify barriers to learning e-learning in learners' perception in Central Vietnam, including: (1) Economic and Technical barriers, (2) Psychological barriers, (3) Social barriers. In which Economic - Technical barrier is the most critical assessment and evaluated overall by the learner. Therefore, some management implications for the appropriate design of e-learning programs in tourism include (i) using popular tools and technologies that ease use and accessibility; (ii) design simple e-learning learning processes; (iii) cost optimization of e-learning programs. The relationship between several barrier factors and independent variables in this study are open to educators and researchers interested in reducing student barriers to distance education and improving online learning.

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THE RELATIONSHIPS AMONG HOTEL SERVICE RECOVERY STRATEGIES, GUEST PERCEIVED JUSTICE AND GUEST SATISFACTION WITH SERVICE RECOVERY: THE CASE OF THAI HOTEL GUESTS

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ABSTRACT

This paper examines the relationships among hotel service recovery strategies, guest perceived justice, and guest satisfaction with service recovery. With such objective, empirical data were collected with self-administered questionnaires from a convenience sample of the Thai hotel guests who experienced service failures and received service recovery from hotels in Bangkok, Thailand during the second and third quarters of 2020. Three hundred of these hotel guests participated in the study at the hotels while another hundred guests completed the online questionnaires. Tested with the structural equation modeling, the hypothesis stating that the hotel service recovery strategies had a positive relationship with guest satisfaction with service recovery and guest perceived justice was supported. In addition, guest perceived justice had a positive relationship with guest satisfaction with service recovery. Perceived justice mediated the relationship between hotel service recovery strategies to the satisfaction with service recovery. Lastly, when the coefficient obtained from the estimation was used to calculate the indirect effect on the overall effect, it was found that guest perceived justice partially mediated guest satisfaction with the service recovery provided by the hotel. Theoretical contributions are discussed at the end of this study. Moreover, managerial implications are provided in order to address the sustainability issue. Since service recovery is the investment by the hotel, it is supposed to be viewed as fair to its guest, otherwise, such investment would be worthless.

Keywords: Service recovery strategies, Perceived justice, Service recovery satisfaction

INTRODUCTION

Unlike firms offering tangible products to their customers, hotel firms deliver service to their guests who simultaneously consume such service (Lovelock, 2004). The unique nature of hotel service is a common cause of poor service quality, which then leads to guest dissatisfaction (Parasuraman et al., 1985; Kelley and Davis, 1994). Well planning and controlling hotel service delivery system contribute to delivering service to meet or exceed guest expectation to some extent. However, service failures in hotels are still possible due to the aforementioned nature of hotel service.

Since hotel service failures are inevitable, many hotel firms offer affected guests service recovery. Service recovery refers to actions offered to customers with a dissatisfaction with service in order to compensate service failures and maintain good relationship with the customers (Grönroos, 1988). These actions include offering affected guests an apology, a room upgrade, a discount for the stay, a refund for the stay, and etc., for the service failure. Kuo and Wu (2011) defined service recovery satisfaction as positive feeling resulting from receiving a service recovery from the service provider.

Mostafa et al. (2015) proposed that service recovery strategy positively affect service recovery satisfaction. In addition, guests' perceived justice, which refers to a perception reflecting guests' feelings about the service recovery, serves as a moderator variable affecting the relationship between service recovery strategy and service recovery satisfaction.

OBJECTIVE

This study examines the relationships among the three variables; service recovery strategies, guests' perceived justice, and guest satisfaction with service recovery. This objective of the study was derived from the aforementioned model proposed by Mostafa et al. (2015).

METHODOLOGY

A population in this study was Thai hotel guests who had experienced service failures while staying at hotels in Bangkok, Thailand and had been provided with service recovery from the hotel. The size of a population was not known. Thus, the appropriate sample size was determined as 385 hotel guests (Cochran, 1977). However, 400 usable questionnaires were set as the target for data collection. Three-hundreds of them were completed by qualified hotel guests on the sites; hotels in five districts in Bangkok, including Wattana, Ratchathevi, Pathumwan, Klong Toei, and Bangrak. The researchers adopted a convenience sampling technique for this group of participants. The other hundred questionnaires were collected online through the social networks on the Facebook and Line platforms. The online participants were inspected for their qualification before the link to the online questionnaire was provided. The researchers continuously checked the usability of the returned questionnaires and stop data collection as soon as the target numbers of usable questionnaires for both groups have been reached. The data collection lasted approximately seven months from March 2020 to September 2021. The process took longer than expected due to the fact that the Coronavirus Pandemic had greatly affected the travel plan of the Thai hotel guests.

The questionnaire consisted of four parts. The first part contained questions regarding demographics and hotel stay preferences of the participants. The second part measured seven common service recovery strategies including compensation (COM), problem solving (PROB), response (RES), follow-up (FOL), explanation (EXP), apology (APO), and courtesy (COUR) (Boshoff, 1999; Liao, 2007; Mostafa *et al*. 2015). Part 3 of the questionnaire consisted of questions regarding three dimensions of perceived justice, namely distributive justice (DJ), procedural justice (PJ), and interactional justice (IJ) (Homburg and Furst, 2005; and Choi and Choi, 2014). Moreover, the last part of the questionnaire contained seven questions about seven different areas of guest satisfaction with service recovery (RS1-RS7).

The structural equation modeling with the partial least squares Technique (PLS-SEM) was adopted in order to perform the path analysis. The Sobel's test was also used to examined guests' perceived justice as a moderator variable affecting the relationship between service recovery strategy and service recovery satisfaction.

RESULTS

The majority of participants in this study was females in the age range of 18 to 30 years old. They held a bachelor's degree and earn a monthly income 15,001 to 30,000 Thai Bahts on the average. They normally stayed one to five times at the hotel per year. The average duration of stay was two nights. The daily room rate was in the range of 1,501 to 3,000 Thai Bahts.

Figure 1 illustrates that hotel service recovery strategies had a direct and positive effect on guest satisfaction with service recovery. The coefficient of 0.337 indicated that the value of satisfaction with service recovery would change by 0.337 unit when the value of service recovery strategies changed by one unit. These changes were in the same direction. In addition, hotel service recovery strategies also had a direct and positive effect on guests' perceived justice with service recovery provided by the hotels (The coefficient was 0.804). The perceived justice had had a direct and positive effect on guest satisfaction with service recovery, with the coefficient of 0.462. The perceived justice as a moderator variable had an indirect effect on the relationship between service recovery strategy and service recovery satisfaction (The coefficient was 0.371 or 0.804 x 0.462).

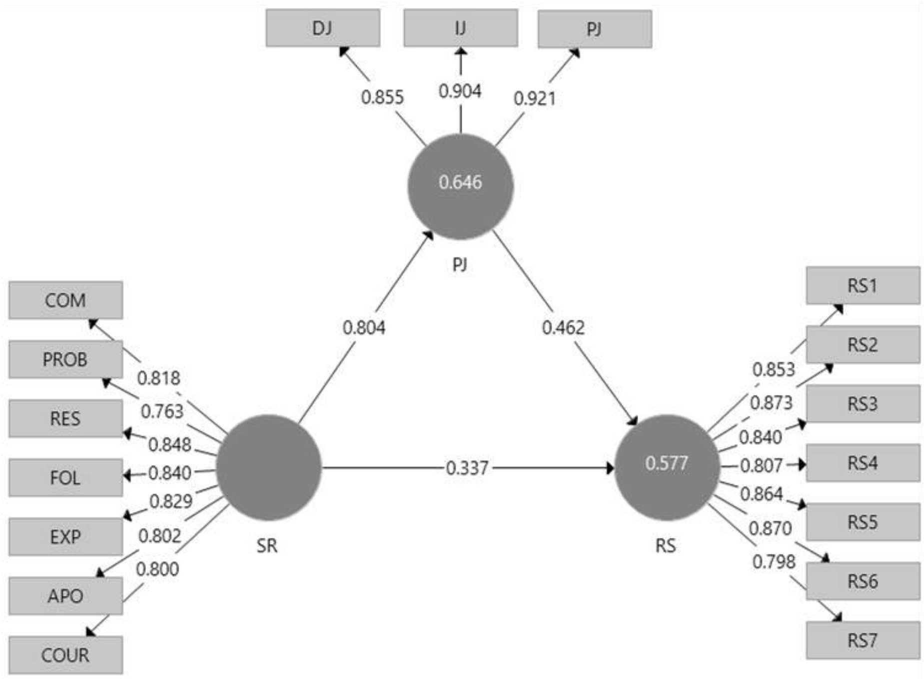

Figure 1: Illustrative Model of Relationships among Service Recovery Strategies, Guest Perceived Justice and Guest Satisfaction with Service Recovery

RECOMMENDATIONS

Based on the findings where all proposed relationships in the model were supported, it is suggested that the hotel firms must keep initiating service recovery strategies to suit the severity and nature of service failures. They also need to share the updated service recovery strategies with the customer service employees and empower them to offer appropriate service recovery to guests affected by the service failures.

As for the suggestions for further studies, the hotel guests of non-Thai nationals should be included in the study of the relationships among service recovery strategies, guests' perceived justice and guest satisfaction with service recovery. That would address the limitation of this study conducted during the Coronavirus Pandemic.

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SCENARIO OF CAMPUS TOURISM IN UNIVERSITI MALAYSIA SABAH DURING THE COVID-19 PANDEMIC SHUTDOWN

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ABSTRACT

Campus tourism has gained a growing interest in the last two decades as it contributes to the economy, environment and social aspect of university and surrounding areas. The recent outbreak of COVID-19 has had a devastating effect on the global tourism industry due to the bans of international travels. Therefore, this study is focused on tourism activities in Universiti Malaysia Sabah (UMS) which profit is greatly dependent on foreign visitors as national tourists may access the campus for free. This paper aims to investigate the impact of COVID-19 and the university's solutions to ensure the survival of campus tourism through these pandemic challenges. Due to the unforeseeable full recovery of the worldwide travel and tourism industry, domestic tourism needs to be encouraged to revive the tourism industry. Therefore, a preliminary analysis on the local visitor's willingness to pay (WTP) for natural resources conservation in UMS using the Contingent Valuation Method (CVM) was performed to study the local visitor's readiness to pay the admission fee to access UMS. The survey using questionnaires was conveniently distributed and a total of 30 local respondents were selected. The findings show that the outbreak has led to a 99.3 percent decrease of international visitors in 2020, estimated at RM3,486,090 revenue losses compared to the previous year, 2019. The findings also revealed that the majority of the respondents are willing to pay a higher bid price (RM20 and RM25) as compared to the lower bid price (RM5, RM10 and RM15) to access UMS. This study can serve as a general guideline for UMS policymakers to estimate a revised admission fee for natural resource conservation purposes, as well as to sustain the viability of campus tourism in UMS.

Keywords: COVID-19, campus tourism, Willingness to Pay, Contingent Valuation Method, sustainable

INTRODUCTION

The travel and tourism industry is the fastest-growing economic sector globally, surpassed only by the manufacturing sector (Vivek *et al*., 2020). For the last few decades, tourism has become a fundamental pillar for both developed and developing countries' economic growth. Not surprisingly, tourism revealed to be an essential source of foreign exchange earnings, employment opportunity for domestic labour, economic growth and infrastructure development of a region (Wu & Wu, 2018). This sector is vital and deserves significant attention as it contributes to the country's economy and social and environmental aspects as a complex industry linked to other businesses' progress (Adrian, 2017). For example, Malaysia's tourism industry is a significant sector that contributed 15.9% to Gross Domestic Product (GDP) and 23.6% of employment in 2019 (Department of Statistics Malaysia, 2020). Significantly, Malaysia has a high potential to strengthen its tourism industry due to the abundance of natural resources and its uniqueness of multicultural society.

However, the tourism sector nowadays is facing various problem directly (cause deterioration to the resources in tourism site) or indirectly (local community's wellbeing) (Suess *et al*., 2018; Kongbuamai *et al*., 2020). The rapid and continuous growth of the tourism industry has its pros and cons to the destination's economy, environment, and society. While tourism's positive impact is undeniable, and unsustainable development could critically lead to natural degradation and disturbance to the surrounding community (HigginsDesbiolles, 2018). Mass tourism is an example of unsustainable tourism. The excessive number of tourists to a destination reduces the quality of experience for both the tourists and residents that could eventually damage the destination's image (Garcia-Ayllon, 2018). The concept of sustainability is a highly discussed topic in many disciplines to minimize this problem. According to Curren and Metzger (2017), sustainability is defined as being concerned about present activities for human well-being in the future. In this context, sustainability has a strong correlation with human's activities in sustaining ecosystems. Generally, many countries have adopted sustainability into their development guidelines to guarantee more responsible planning and operation (Asadi *et al*., 2019; Nilashi *et al*., 2019).

Globally, the United Nations is committed to launching the 2030 Agenda and its 17 Sustainable Development Goals to ensure humans' favourable future (Tsalis *et al*., 2020). In fact, every business-related to the tourism industry needs a proper strategy to move towards sustainability to ensure their resources are managed in a responsible way (Karunarathne *et al*., 2020). Some world-renowned tourism sites such as Venice and Barcelona face a crisis resulting from unsustainable development (Seraphin *et al*., 2018; Bourliataux-Lajoinie *et al*., 2019). According to UNWTO (2020), sustainable tourism takes complete account of its current and future economic, social and environmental impacts, addressing visitors' needs, the industry, the environment and host communities. Therefore, sustainable tourism needs to be practiced by tourism stakeholders besides being inseminated to the public to create a responsible tourism environment.

Nowadays, urban tourism is the most popular leisure activities due to the trend of urbanization. Hence, sustainable urban tourism development is crucial to avoid massive tourism's negative effect (Grah *et al*., 2020). One of the extensions of urban tourism is campus tourism, where it capitalizes the university's resources as a tourist's attraction (ZhiGui, 2011). Campus tourism should be the pioneer in implementing sustainable tourism in urban areas as universities are a knowledge reference centre (Bin, 2004). Higher education has been recognized as a tool for environmental protection and sustainable development, besides a key to a better life in the future (Rahman, 2018). Therefore, opening the university to the public can be used to inseminate sustainability among visitors. Many famous universities, such as Stanford University and the University of Cambridge, had practice campus tourism for quite a long time. Presently, in Malaysia, Universiti Malaysia Sabah (UMS) has taken the lead in campus tourism implementation. Hence, we can say that campus tourism in Malaysia is still new and in the growing phase.

Like the other urban tourism activities in Malaysia, campus tourism is greatly dependent on international tourist's arrival. In UMS, the international tourist is the main tourist target to visit UMS with charged. Meanwhile, the local tourists are allowed to access the university ground free of charge. Unfortunately, the recent outbreak of COVID-19 has led to worldwide travel restrictions as of 20 April 2020 (UNWTO, 2020). The COVID-19 outbreak is a devastating crisis to the travel and tourism industry as there is no international tourists' arrival. Due to this pandemic's unprecedented impact, the full recovery of this sector shortly is seems unlikely. Thus, the initiatives to revive local and domestic tourism are very important to pave the way for tourism survival. Therefore, stakeholders should rethink and restructure their system to adapt to the new norm shaped by COVID-19.

OBJECTIVES

1. To study the impact of COVID-19 outbreak on campus tourism in Universiti Malaysia Sabah (UMS).
2. To investigate the local visitors' willingness to pay for the conservation of natural resources in UMS as a major tourist's attraction.

LITERATURE REVIEW

Overview of Campus Tourism

Campus tourism is a part of urban tourism (Mangi *et al*., 2019). Adaptation and implementation of on-campus holidays were first established in response to the government spending cuts to higher education institutions (Gumprecht, 2007). Recently, campus tourism is quite mature in the world-renowned universities such as Harvard University, the University of Oxford and Stanford University (Mangi *et al*., 2019). For instance, the University of Cambridge has offered campus tour since the 1980s, received millions of visitors annually that had increased today (Zhi-Gui, 2011). The thousands of visitors daily, most foreigners, have become significant employment opportunities and income sources to the surrounding community (Hayword, 2020).

Notably, China is one of the leading countries promoting and adapting campus tourism in the last decade (Bin, 2004). The academic tourism circle broadly discusses the potential of the university campus as a tourist destination. As the demand for knowledge-based and cultural transfer increases, many higher learning institutions have gradually opened their gate to the public (Bin, 2004). According to Hong *et al*. (2005), there are three components in the campus tourism concept. The central concept of campus tourism is utilizing the university campus as a tourist destination for people to visit, travel and study (Hong *et al*., 2005; Huang & Wu, 2005). Campus tourism is seen as a way to fulfil people's intellectual desire. Therefore, universities and colleges are no longer existed solely for educational purposes and serve as public space.

Apart from that, the campus tourism concept is knowledge-based that focuses on intellectual satisfaction and leisure (Hong *et al*., 2005). In this scenario, the university is an effective knowledge-transfer platform in the community. Guan-wen (2008) stated that the government and related stakeholders could disseminate future ideas to the public through campus tourism. Significantly, one of the most focused concepts nowadays is sustainability. As a centre for knowledge and technology development, the universities also play a significant role in spreading any global concepts to the younger generation that will lead the world in the future. Therefore, campus tourism is an essential approach to trigger society on current issues, especially on education and environmental awareness.

Besides that, campus tourism plays a vital role as an extension of urban tourism (Hong *et al*., 2005). Since most higher learning institutions are in the urban area, they become a useful tool to fulfil the city's increasing tourism activities demand. Notably, most universities that apply campus tourism are practicing urban ecotourism, where the university acts as a pioneer to environmental sustainability (Nawi & Choy, 2020). Campus ecotourism is implemented by universities that emphasize their role as caretaker of the environment (Hussin & Kunjuraman, 2017). As most universities have a beautiful natural landscape, campus tourism provides a green area for urban populations to rest from the modern lifestyle.

Therefore, many universities global are starting to open their gates to visitors due to campus tourism giving benefits in terms of the economy and environmental and social aspects. In this context, the implementation of tourism activities on campus could generate income to fund the university's development and maintenance (Zhi-Gui, 2011). Significantly, the local university's tourism business will indirectly provide employment opportunity and infrastructure development that contribute to the livelihood of the local community (Mamirkulova *et al*., 2020). Not only that, but the conservation fees collected from the visitors is also fundamental to protect the natural resources in the university ground besides promoting environmental awareness to the community (Wei, 2009). Thus, campus tourism contributes positive effects to the communities campus ecosystem generally.

Campus Tourism in Malaysia

The Malaysian education system has continued evolving over the past few decades to stay relevant and aligned with global trends in line with its commitment to be one of the top regional education hubs with a world-class education system (Ganapathy, 2016). Not surprisingly, Malaysia is recognized as an excellent international education hub in Asia and South Korea, Hong Kong, Taiwan, and Singapore (Munusamy & Hashim, 2019). In this context, the Ministry of Education of Malaysia was launched the Malaysia Education Blueprint 2015-2025 (Higher Education) to attract 250,000 international students to continue their studies in Malaysia (Adelaja, 2020). In fact, Malaysia has 20 public universities (not including private universities) with their history, quality and uniqueness to develop and become on par with internationally renowned universities. For example, the University of Malaya has ranked 70th in the QS World University Ranking to attract potential international students in pursuing their high education level (Top Universities, 2020).

In response to the government's challenge to compete in the global economy, public universities in Malaysia strive to enhance their higher education quality to attract more international students. For instance, University Malaysia Sabah (UMS) received many Chinese international students through the mobility programme due to the Memorandum of Understanding (MoU) between Malaysia and China government. In this scenario, China international students could participate the students exchange programme in UMS to learn the local culture and tradition. The student exchange programme has indirectly promoted the beauty of UMS and other tourist attractions in Sabah and Malaysia. Besides, as the World's Best Low-cost Airline in Malaysia, AirAsia had offered more direct flights from China to Sabah, which is reflected the China tourist was coming to Sabah. Thus, UMS has implemented campus tourism that utilized the university's resources as a tourist's attraction to promote the university at an international level. Although most public universities in Malaysia are open to public access, UMS is the first university that introduced entrance fees to visitors. Currently, the international visitors were charged RM10 while domestic travellers could enter the campus for free. UMS introduced campus ecotourism packages in 2016 to follow up with its EcoCampus Action Plan in 2013 (Rashid, 2020). Campus tourism in UMS revolves around three keywords that are creative, significant and sustainable (Universiti Malaysia Sabah, 2018). In line with the university's effort to become a sustainable tourism development pioneer, an eco-friendly approach in transportation and plastic usage has been introduced.

In 2017, UMS was regarded as the most beautiful university in Southeast Asia (Chok, 2017). This recognition has led to tourists' arrival from all over the world to experience the UMS Kota Kinabalu campus' beauty. Presently, UMS has little single-use plastic by charging plastic usage in each café and canteen within the campus. Besides that, eco-friendly buggies and bicycles for tourists and students were also introduced to reduce campus carbon emissions. One of the main attractions of UMS is its nature and aesthetic landscapes. Besides, the campus ground's unique buildings also attract international tourists such as from the United Kingdom, United States, Korea, and China. Notably, most of the visitors are Chinese tourists, which make up to 80% of the total visitors to UMS in 2019 (Table 1) (Rashid, 2020). Approximately 47% of the Chinese tourists who come to Sabah in 2019 have chosen UMS as their destinations (Sabah Tourism, 2020). It is unquestionable as China is one of the countries that recognized campus tourism as a local travel brand (Mangi *et al*., 2019).

Table 1: Number of visitors to UMS in 2019.

Month	Visitors from China	Total Visitors
January	27,997	33,098
February	34,641	38,910
March	20,515	24,826
April	19,951	23,516
May	24,236	27,897
June	24,548	30,469
July	34,603	43,285
August	34,994	45,047
September	18,028	23,797
October	17,613	23,031
November	13,264	17,568
December	13,776	19,654
Total	**284,166**	**351,098**

Source: Rashid (2020).

METHODOLOGY

This study was conducted in Universiti Malaysia Sabah (UMS), located at 6°01'51.2394"N 116°06'59.4"E, which is the first and only higher learning institution in Malaysia that is actively involved in campus tourism (Figure 1). Currently, UMS offers five types of tours: Gallery and Museum Tour, Nature Delight Tour, Architecture Heritage Tour, Sunset Tour and Nature Education Camp (EcoCampus Visitor Information Centre, 2019). This study area was selected because the campus tourism in UMS depends significantly on international visitors. Generally, UMS charged RM10 admission fee (also known as “Green Ticket”) per adult foreigners as a source of income for funding the university infrastructure development, natural resources conservation. Moreover, to some extent, the nearby community's income and businesses are dependent on the tourism activities in UMS.

The data collection was conducted using three methods that are observation, interview and questionnaires. The observation on the tourism business in UMS was carried since the beginning of the Movement Control Order (MCO) in mid-March 2020. Visit some of the tourists’ favourite spots within the university’s grounds is done to observe the current situation due to the pandemic disease. The researchers also interviewed the staff of EcoCampus Visitor Information Centre (EVIC) concerning the arrival of international visitors before the outbreak and the initiatives taken to mitigate the impact of COVID-19. Furthermore, preliminary data on local visitors’ willingness to pay for natural resources conservation as a major tourist’s attraction was collected by randomly distributing questionnaires to local people. A total of 30 respondents were conveniently selected to answer the questionnaires and also to give an overview of the local visitors' perceptions, interest and willingness to involve in campus tourism activities. Questionnaires of five different bid prices (RM5, RM10, RM15, RM20 and RM25) were prepared using the Contingent Valuation Method (CVM). The CVM is a nonmarket valuation method widely used in the environmental cost-benefit analysis by asking people directly their willingness to pay (WTP) to obtain or access goods and services (Venkatachalam, 2004). This study's data analysis is the descriptive analysis, where the data were interpreted in graph and table.

Figure 1: Universiti Malaysia Sabah (Source: Google Earth Pro, 2021)

RESULT

Based on the observation in Universiti Malaysia Sabah, most tourist attractions were closed and quiet from visitors' bustling, as shown in Figure 2. The gallery and museum, which are one of the tour packages offered in UMS, were also temporarily closed since the Movement Control Order (MCO) was imposed on 18th March 2020.

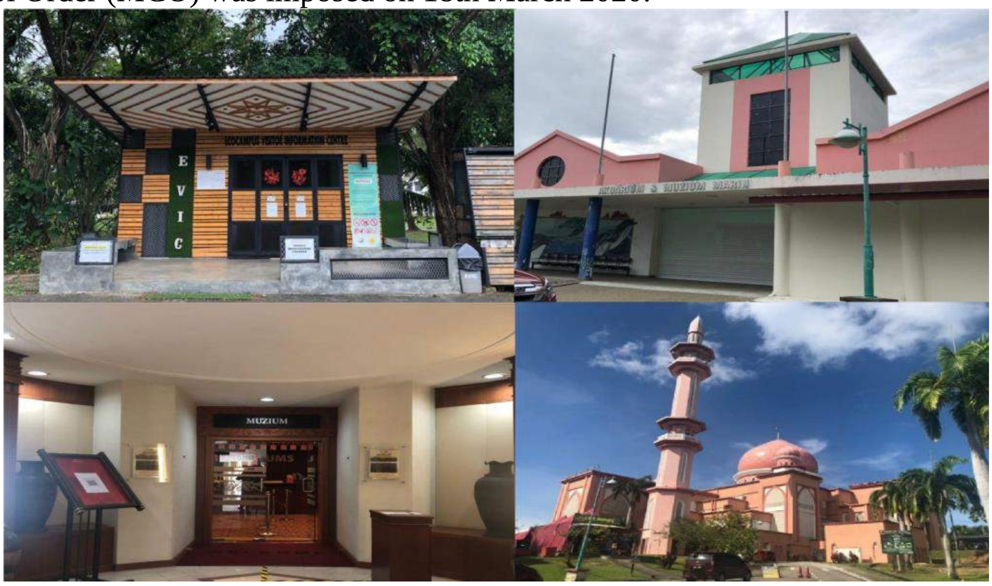

Figure 2: The situation in UMS during pandemic shutdown.

The interview with EcoCampus Visitor Information Centre (EVIC) staff revealed that UMS used to receive between 800 to 1,000 international visitors daily in 2019. However, the total number of international visitors to Universiti Malaysia Sabah in 2020 was 2489 compared to 2019, which recorded 351,098 visitors (Figure 3) (Rashid, 2020). The results were found shows a 99.3% reduction of visitors due to COVID-19. Based on this study, UMS also suffer loss from big annual events such as Tamu Gadang, which is these events were organized in conjunction with the university convocation ceremony (Rashid, 2020). Commonly, Tamu Gadang was held yearly in November in UMS to captivate the international visitors in promoting the Malaysian's culture and traditions. During this celebration, the local food vendors, accommodation agencies and Grab or taxi drivers were greatly benefitted directly and indirectly. Unfortunately, the university's shutdown due to COVID-19 has obstructed many festivals and events in UMS that formerly contributed to the socioeconomics' aspects.

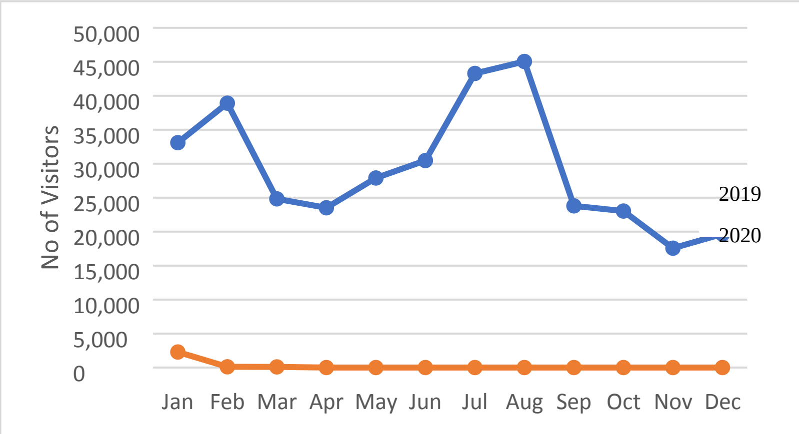

Figure 3: The number of international visitors to UMS in 2019 and 2020.

Presently, the university tourism management charges an entrance fee to international only while domestic travellers have the privilege to access UMS for free. Due to the unpredictable recovery of the global tourism industry, stakeholders need to boost domestic tourism to revive it. This situation triggers the researchers to overview the local people's ability and readiness to pay conservation fees when entering UMS. Surprisingly, the findings of this study shows that the majority of the respondents are willing to pay higher bid prices (RM20 and RM25) compared to lower bid prices (RM5, RM10 and RM15) (Figure 4). This result is different from the previous study that showed the higher the bid price, the lower the willingness to pay for access to tourism sites (Schuhmann *et al*., 2019).

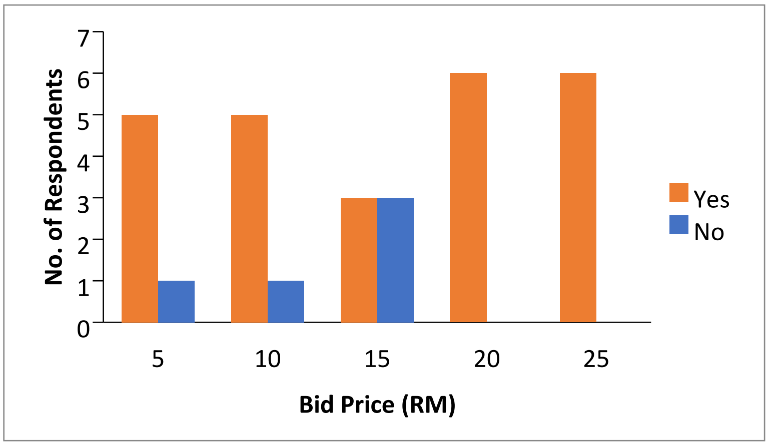

Figure 4: Local visitors' willingness to pay for campus tourism access.

Furthermore, most of the respondents are willing to pay RM20 in conserving natural resources as a major tourist attraction (Figure 5). The study results are quite surprising; to this date, Malaysian tourists were given the privilege to access UMS for free. These findings prove that the local communities relatively have a high ability and willingness to pay to conserve natural resources in UMS as a major tourist's attraction.

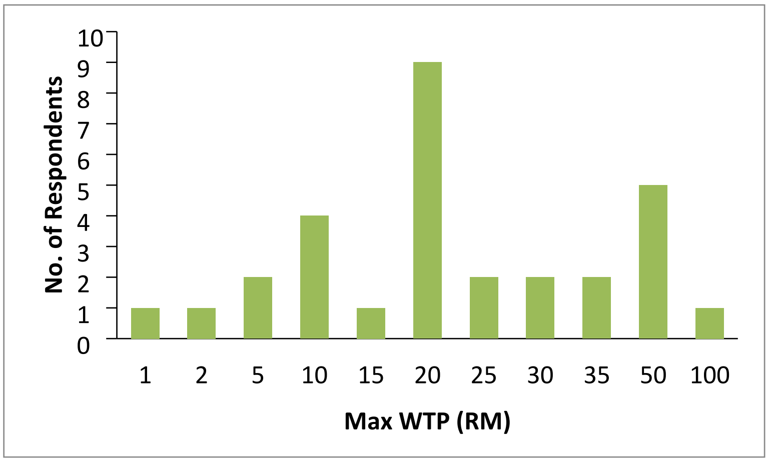

Figure 5: Local visitor's maximum WTP.

Based on this study, most respondents are willing to pay for the conservation fees when entering UMS as a fund to preserve the natural resources in UMS and maintain the campus as a significant tourist attraction in the urban areas (Table 2a). A few of the respondents are also willing to pay a certain amount as a donation to UMS or reduce the financial burden on UMS. Meanwhile, most of the respondent willing to contribute but in a different method for conservation fees (Table 2b). These study findings are followed by the reason they are willing to pay but not the given amount. The minority of respondents stated that their unwillingness to pay is because conservation cost should be fund by the government.

Table 2: Factors affecting visitor's willingness and unwillingness to pay.

a) Factor WTP	Percentage (%)	b) Factor not WTP	Percentage (%)
To preserve natural resources as a major tourist attraction	83	Willing to pay but with a different method	43
Donation to UMS	14	Willing to pay but not the given amount	37
To reduce the financial burden on UMS	3	Cannot afford to pay	17
		Conservation cost is government's responsibility	3

DISCUSSION AND CONCLUSION

This study's findings indicate that the COVID-19 pandemic shutdown has tremendously impacted campus tourism activities in UMS. Generally, the number of international visitors to UMS decreased since early 2020 due to the COVID-19 outbreak. The travel restriction from China by Malaysia government in February 2020 (Berita Harian, 2020) has significantly reduced the number of tourists coming to UMS, considering around 80% of foreign visitors in

2019 was Chinese (EcoCampus Visitor Information Centre, 2020). This situation worsened when international access from South Korea and Europe were also banned from entering Malaysia. Previously, the international tourists from South Korean and Europe took second and third place in foreign visitors recorded in UMS. Generally, the impact of COVID-19 on campus tourism can be seen from three economic, environmental, and social aspects. The findings of this study shows that UMS suffered 99.3% of marginal revenue which is equivalent to RM3,486,090 revenue loss from the Green Ticket. This has not considered loss from other businesses such as the food sector, transportation and service charges offered by the university. This pandemic also impacted on other locals and small businesses that surrounded the areas.

The shutdown of campus tourism also impacted the environment as it ceased the source of conservation fund for the natural resources in the UMS campus. The Green Ticket charged to international visitors include conservation fees that were used to accommodate the cost of maintenance, preservation, and conservation of the resources within the university According to Laufer and Jones (2021), the lack of conservation funds may cause degradation of natural resources due to the limited efforts could be carried out. In the context of UMS, the revenue from tourism activities is also a source of income to prepare more eco-friendly transportation and services within the campus to reduce the carbon footprint within the campus (EcoCampus Management Centre, 2019).

Meanwhile, in the social aspect, tourism in UMS has created job and business opportunities for the university and surrounding community before the COVID-19 outbreak. Many undergraduate's students were able to do a part-time jobs as a tour guide, runners and drivers to earn pocket money (Rashid, 2020). These opportunities are essential as it is an excellent platform for students to improve their soft skills and working experience. The university's closure to tourists has also negatively affected the hotels, homestay, restaurants and shopping mall near the university. Most local businesses were permanently close, as they were not prepared for this pandemic (Fairlie, 2020). This has directly led to job loss and reduced monthly income to a local community living nearby UMS.

The result of this study on local people's willingness to pay to shows that the majority of the respondents are willing to pay for the conservation of natural resources in UMS. The reason for their willingness to pay is for the preservation and conservation of natural resources as a tourist attraction on the UMS campus. This finding is similar to Schuhmann *et al*. (2019) study, where respondents' main reasons for paying are to maintain the natural resources for future generations. Factors affecting the respondents' willingness to pay are age, income, education and job. The majority of the respondents are adult aged between 24 to 50 years old with tertiary education. A study by Ariyo *et al*. (2018) shows that the higher the level of education, the higher their environmental awareness. Furthermore, the respondents are also employed and have an average income of RM3000. Therefore, it is not surprising that most of them are willing to pay a certain amount when visiting UMS. Besides that, this finding is similar to Kaffashi *et al*. (2015), where individuals with higher income have a higher ability and willingness to pay.

RECOMMENDATIONS

The first recommendation that the researchers would like to suggest is to ensure universities that plan to implement campus tourism have a diverse target visitor. International and domestic tourists are two of the main target visitors for campus tourism. Other than that, the universities should also focus on younger students as they are becoming potential undergraduates and future leaders that will manage our earth resources (Buckley & Michel, 2020). Although it is rational to give fellow citizens a free pass to access national universities, the management should consider the importance of introduced fees for the university's development, student's welfare, outreaching programmes, and the conservation of resources within the campus. In this scenario, the management should start promoting campus tourism as a local tourism brand. For example, university tourism in China has been recognized as the local favourite tourism brand (Mangi *et al.*, 2019). Thus, stakeholders, the university community, and the surrounding area can share the benefits of tourism.

Apart from that, the university's management should utilize the university's facilities to promote more public activities. Given the current challenges in public health, universities should take this as an opportunity to serve the local community by opening their hospitals and health services to domestic and international patients. Universiti Malaysia Sabah is the first higher education institution in Sabah with its hospital (Universiti Malaysia Sabah, 2020). This will indirectly stabilize the university's financial and reputation. The use of advance technology and the university's credibility will substantially attract potential students to choose the university in the future (Budur *et al*., 2018). One of the concepts introduced in university hospital is natural healing which is getting more attention in many Asian countries (Clifford, 2018; Fearn, 2021). This concept is very suitable for the university that emphasizes environmental sustainability and eco-friendly practices. Patients treated in the university's hospital could be exposed to nature for their physical and psychological well-being. This will eventually increase their environmental awareness. Furthermore, this could also convince more investors to channel funds for the university's facilities, development, research, and sustainable environmental programme.

Additionally, this study also recommends using the Contingent Valuation Method (CVM) to determine the reasonable fees charged to visitors when entering a tourism area. According to Jung and Lee (2021), CVM is a survey-based tool that is commonly used to estimate the economic value of non-market goods and services. With the deterioration of the environment and increasing concern for renewable energy, the CVM has become the most widely used approach to determine the WTP for environmental public goods (Oerlemans *et al*., 2016; Xie & Zhao, 2018). This method asks the visitors or consumers directly about their ability and willingness to pay for the specified item. The use of CVM may avoid stakeholders from undercharging and overcharging tourists. Consequently, tourism management can set a sufficient entry fee or conservation fee to cover the area's maintenance and sustainable management without burdening visitors.

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BEHAVIORAL INTENTION OF INTERCITY TRAIN TOURISTS

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ABSTRACT

Thai train passengers rate tending lower every year from 2009 – 2018. Nowadays other transportation like airline and coaches upgraded their service but served in low cost it too equals for train transporting fee. The double track railway has been constructed to improve railway infrastructure in any region of Thailand but is this improvement will be satisfied the passengers. May State Railway of Thailand should develop their transportation services to convince people to travel by train. The study focused on satisfaction of the service marketing mix or 7Ps and Behavioral intention of passengers after their traveling how they feel about service marketing mix and the subjective probability that perform some behavior like intend to be travel by train afterward and sharing their self-experience.

This is a survey researched in one assumption 1) The satisfaction of marketing mixes influence to the behavioral intention. The controlling sample sizes is 390 persons was collected only north railway line separated for three class by quota sampling. The hypothesis was tested by multiple regression analysis.

The result of researched satisfaction has influenced to behavioral intention. Price and process are two of seven principles that were influenced to the behavioral intention. Almost service marketing principle got high degree of satisfaction but have some factors on cleanliness and smell in carriage that moderate tend to unsatisfied. Passenger has very high intention degree to come back to travel by train again and pleasure to share their self-experience

Keywords: Railway transportation, Marketing Mixes, Traveling, Logistics, Behavioral intention

INTRODUCTION

State Railway of Thailand (SRT) is state owned enterprise organization operated follow ministry of transportation policy. SRT service intercity transportation covering almost region in Thailand. SRT is mass transportation it is a part of tourism supply chains that can transit tourist to their destination. Why need to improve service ability of SRT. SRT is one of tourism supply chain if increase passengers traveling by public transportation will help solving traffic problem in destination city but this research focused just a part of problem if the government increase public transportation structure for more convenience traveling the problem of traffic environment scenery and traveler will use local transportation that will increase the ability of local business. Another reason why needs to convince traveler traveling by train is safety. Railway is one of safest transportation data from ministry of transport record high accident rate 45% on illegal crossing and 39% on level crossing the accident almost cause from careless driver or rider it does not from the process of SRT. The problem of SRT the data from Ministry of Transports, the total number of train passengers in 2015-2018 did not has some significant but the number in short length increasing in 1-50km length (This may cause by social government policy no fee riding) but over 100km number of passengers decline, confirmed by number passenger in kilometers also decline so in conclusion passengers travel in long length declining for some reason. The passengers declining situation may cause from another transportation service such as airline or bus coach, that's service in low-cost ticket to convince tourist or passengers transit by their service. State Railway of Thailand need to improve their service ability to convince tourist or passengers to travel by train. This research will find the service problem from satisfaction of passengers.

This research focused on Long length traveling only in commercial train line does not include social service line. There has three main Service railway 1. Northern line 2. Northeastern line 3. Southeast line. These three-line service commercial intercity line in Three type service train Rapid (service in second and third class), Express (service in every class), Special express (service in first and second class). Carriage type will be different depend on situation such as long weekend or in the pandemic situation COVID-19. Third class is lowest class service in bench seat one bench for two passengers with fan equipped carriage, second class service in separated seat fan equipped carriage, separated seat air-conditioning carriage and sleeping car with air-conditioning, first class service in private room sleeping car one room for two passengers. In different railway line has different model of carriage though in the same class then the fee is different.so this research will focus only north line. The current global pandemic in 2020 caused by the COVID-19 Coronavirus. SRT operate under social distancing policy, half of train service suspend and sell only fifty percent seated of remaining train.

OBJECTIVES

There are three objectives
1. Study traveling train passenger demographic by three class
2. Analyze the satisfaction of marketing mix of train service
3. Study the behavioral of passengers after traveling by train

LITERATURE REVIEW

SRT is service in transportation field. Service marketing mix theory or 7Ps extension from 4Ps. The essential elements of product, promotion, price, and place remain addition people, physical evidence, and process. To analyze and easier generated questionnaires in transportation and marketing this research was used public transport quality matrix that have 8 principals from European Committee for Standardization (CEN) (Quattro, 1998)Availability, Accessibility, Information, Time, Customer care, Comfort, Security, Environment combined with service marketing mix. Describe of transport quality matrix as below.

1. Availability is about the basic coverage of the service, in geography, time and transport mode.
2. Accessibility describes the interface with other transport modes and the physical access to transport services.
3. Information covers the availability of information pertinent to the planning and execution of a journey or a pattern of journeys.
4. Time is for the time used for planning and executing a journey or a pattern of journeys.
5. Customer care contains the elements needed to make the journey(s) easier and more pleasant, typically through human presence.
6. Comfort describes the physical comfort obtained though the design of or use of installations and vehicles/vessels, or resulting from ambient conditions.
7. Security is about the actual degree of safety from crime or accidents and the feeling of security resulting from that and from other psychological factors.
8. Environmental impact describes the different effects on the environment resulting from public transport.

Describe of Satisfaction and Behavioral intention have fundamental from attitude.
Components of Attitude(Cherry, 2021)
Cognitive Component: Your thoughts and beliefs about the subject
Affective Component: How the object, person, issue, or event makes you feel
Behavioral Component: How attitude influences your behavior
This research will cut off Cognitive because of uncontrollable of sample. Satisfaction is the affective component it an individual feeling occur before and after use the service that they satisfied or unsatisfied, then the satisfaction cause action tendency brought to Behavioral intention passenger intend to travel by train again or intend to share self-experience to their community.

METHODOLOGY

This is quantitative research, statistical analysis by surveying the questionnaires generated from service marketing mix has 7 principle combine with public transport quality matrix. Number of sample 390 person. The conceptual framework showed in follow figure

Satisfaction of service marketing mix
1. Product
2. Price
3. Place
4. Promotion
5. People
6. Physical Evidence
7. Process

→

Behavioral intention
1.Travel by train again
2.Sharing self-experience

Research hypothesis H: Satisfaction of service marketing mix influence to behavioral intention.

The appropriate sample size was calculated by using Ramakant Khazanie's formula. 390 samples were collected by quota sampling 3 line be equal and selected by convenience sampling method. The questionnaires consist of 3-part. The first part is passenger demographic. The second part is satisfaction marketing mix 29 questions. The third part is behavioral intention 4 questions. The second and third-part measure by Likert scale 1 to 5, how the passenger agrees with the sentence. The questionnaire limited only passengers do not travel by train on daily life.

Data analysis tools
Reliability and Validity analysis tested by IOC (Index of Item Objective Congruence) by marketing expert, then tested by Cronbach's Alpha Coefficient. The result of Cronbach's Alpha Coefficient as table 1.

Table 1 Cronbach's Alpha Coefficient

Topic	Number of questions	Cronbach's Alpha Coefficient
1. Product	7	0.874

2. Price	3	0.821
3. Place	3	0.791
4. Promotion	3	0.753
5. People	3	0.885
6. Physical Evidence	7	0.896
7. Process	3	0.816
8. Behavioral Intention	4	0.765

RESULTS

Statistics of demographic in term of gender, Males account for 70.26% and females account for 29.74 In terms of age distribution 47.44% are between 26 and 30 years old, 26.41% are under 25 years old, 19.74% are between 41 and 55 years old and 6.41% are over 56 years old. Undergraduate degree accounting for 27.44% Bachelor's degree accounting for 58.21% and higher than Bachelor 14.36%. In terms of careers, 28.21% are company employees, 24.10% are government departments, 19.74% are freelances, 17.44% are students, and the other are company owner. From the perspective of personal monthly income 10,000 to 20,000 Baht accounting the most at 29.74%, 20,001-30,000 Baht accounting for 23.08%, lover than one-thousand 19.74% and over 30,000 is the rest. In terms of traveling frequency by SRT 40.77% traveled once a year, 31.28% every month and many times per month 27.95%. The purpose of using train traveling is the most at 64.62%. Traveling group 60.77% are solo traveler, 30.51% with partner and the rest 3 persons and more.
Satisfaction in service marketing mix 7ps, traveler has moderate to high level satisfy. In terms of behavioral intention traveler intend to travel by train again in the future in very high level but intended high level to pay more expensive ticket fee to travel in higher class. The traveler intended to share their self-experience to their community in very high level more detail in table 2 to table 9.

Table 2 Product Factors

Factors	n	Mean	Std. Deviation	Satisfaction Level
1.1 SRT provide enough and good facilities at train station such as waiting seat	390	3.36	0.964	Moderate
1.2 Train departure/arrival is on time	390	3.10	1.143	Moderate
1.3 A cleanliness of seat and bedding	390	3.37	1.060	Moderate
1.4 A comfort of seat and bedding	390	3.37	1.089	Moderate
1.5 The carriage has good comfort air conditioning system	390	3.63	1.062	High
1.6 A noise and vibration does not interrupt while rest	390	2.94	1.031	Moderate
1.7 Smell of exhausted and toilet does not interrupt while rest	390	2.87	1.144	Moderate
Overall	390	3.24	0.742	Moderate

Table 3 Price Factors

Factors	n	Mean	Std. Deviation	Satisfaction Level
2.1 Ticket price has been calculated on standard price chart and easy to understand.	390	3.89	0.990	High
2.2 A service is worth to ticket fee.	390	3.80	0.947	High
2.3 Train ticket fee is lower than the other transportation such as airplane or bus coach	390	3.80	1.106	High
Overall	390	3.83	0.867	High

Table 4 Place Factors

Factors	n	Mean	Std. Deviation	Satisfaction Level
3.1 Easy to reserve a seat because it has many ways to reserve a seat such as at station, telephone, or official website	390	4.08	0.924	High
3.2 Have a convenience to bought or receipt a ticket from ticket office	390	3.96	0.890	High
3.3 It's better to bought online ticket because you can catch the train without hard ticket	390	3.85	1.015	High
Overall	390	3.96	0.798	High

Table 5 Promotion Factors

Factors	n	Mean	Std. Deviation	Satisfaction Level
4.1 It's ok that SRT not has discount promotion.	390	3.10	1.126	Moderate
4.2 SRT publicity the information and news efficiently.	390	3.49	1.038	High
4.3 You have a confidence to travel by SRT because the enterprise has good image.	390	3.45	0.997	High
Overall	390	3.35	0.817	Moderate

Table 6 People Factors

Factors	n	Mean	Std. Deviation	Satisfaction Level
5.1 SRT officer dress politely uniform while service	390	4.03	0.915	High
5.2 SRT officer has good service mind.	390	4.00	0.885	High
5.3 SRT officer always give a safety while you are traveling.	390	3.85	0.950	High
Overall	390	3.96	0.835	High

Table 7 Physical Factors

Factors	n	Mean	Std. Deviation	Satisfaction Level
6.1 Train station located on the important city.	390	3.95	0.877	High
6.2 Feel safe when going to station or going out from station in nighttime.	390	3.72	0.958	High
6.3 Train station is clean.	390	3.51	1.046	High
6.4 Train station has other convenience facilities such as ATM, convenience store.	390	3.41	1.064	High
6.5 Getting to train station has a convenience cause of the station linking to a local transport.	390	3.52	0.974	High
6.6 A toilet on carriage is clean.	390	2.90	1.235	Moderate
6.7 Train carriage has an innovative function.	390	3.04	1.223	Moderate
Overall	390	3.43	0.822	High

Table 8 Process Factors

Factors	n	Mean	Std. Deviation	Satisfaction Level
7.1 Always announce the necessary information of train while traveling.	390	3.66	1.190	High
7.2 SRT has safety process of arrive to platform and depart from platform.	390	3.86	0.853	High
7.3 Because low-rate accidental on railway, I feel safe while traveling by train.	390	4.32	0.847	Very high
Overall	390	3.95	0.774	High

Table 9 Behavioral intention

Factors	n	Mean	Std. Deviation	Intention Level
1. In the future I will traveling by train again.	390	4.48	0.758	Very high
2. I would like to travel by higher class though I need to pay more money.	390	4.17	0.925	High
3. I will sharing self-experience to my community because I have impressed traveling by train this time.	390	4.27	0.790	Very high
4. I pleasure to suggest the other people if they ask the information to travel by train.	390	4.5	0.723	Very high
Overall	390	4.36	0.632	Very high

The total variance can be explained hypothesis of this research model by 33.1 percent. Model summary data as show in table 10

Table 10 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.576[a]	0.331	0.319	0.522

Multiple regression analysis result show in table 11 P value = 0.000 so some principle of service marketing mix 7ps influence on behavioral intention. The coefficient or beta value (Table 12) reflects the degree of behavioral intention on price factor and process factor has significant at as same P value = 0.000 and Beta (Price=0.358, Process=0.340)

Table 11 ANOVA table

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.535	7	7.362	27.034	.000[b]
	Residual	104.030	382	0.272		
	Total	155.565	389			

Table 12 Coefficients table

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.081	.180		11.587	.000
	Product	-.019	.047	-.022	-.399	.690
	Price	.261	.034	.358	7.699	.000
	Place	.067	.044	.084	1.514	.131
	Promotion	-.045	.040	-.059	-1.140	.255
	People	.029	.044	.038	.657	.512
	Physical evidence	.003	.048	.004	.061	.951
	Process	.278	.047	.340	5.935	.000

Dependent Variable: Behavioral intention

CONCLUSION

Statistics data of satisfaction show some factors in service marketing mix principle, the degree of satisfaction tend to be low satisfied, exhaust noise, exhaust smell, toilet and toilet cleanliness should be improving. The traveler concerned with cleanliness in all component especially in pandemic covid-19 situation. From the result in table 12, hypothesis testing was agreed with two principles price and process. Traveler or passenger accept with service ability in this rate of ticket price and they have a confident with service process that’s safe while they travel. Some principles not affected on behavioral intention it does not mean unnecessary to improve, passenger cannot choose their better way with railway transport cause SRT is only company service on intercity railway. Passengers can choose another transport like low-cost airline to get more comfortable. Product and promotion principle that has low rate satisfied should be improved to get more loyalty and repeated customer. Almost all passenger has a loyalty in brand, or they love to travel with SRT confirmed with high level satisfied in almost all marketing mix principle then they intend to travel with SRT again.

RECOMMENDATION

This research collected samples only northern line, further research should do research in other two line northeastern and southern line for appropriated improvement in any line. This research found a way from inside from passengers for more improvement tourism authorities and transportation authorities should be work together to improve and pursue tourist to use public transport for traveling to sustain environmental resources such as air pollution from private car, road for serve their private car, worse see sight from heavy traffic. Sustainability of tourism should improve the local transport to support intercity transit, a convenience local transportation will raise up transportation and traveling ability and pursue traveler to use public transport.

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CHALLENGES FOR SUSTAINABILITY DURING COVID TIMES: CASE STUDY OF MO HOM INDIGO CLOTH OF PHRAE PROVINCE IN THAILAND

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ABSTRACT

This research examines the sustainability of Mo Hom (Strobilanthes cusia) textile and garment, as a cultural asset of of Phrae province, Thailand. Phrae province of Thailand is famous for being the birthplace and the largest producer of Mo Hom (Strobilanthes cusia) indigo dyed textile and garments. However, due to popular demand among tourists, some producers have resorted to chemical dyes, which not only saves time and cost, but can be produced in huge volumes. In comparison, the traditional art of natural Moh Hom indigo dye produces inconsistent result, and is a painstaking process that is time consuming. Village craftsmen who practices Moh Hom art do not have written recipes or methods, so there is no coded knowledge to pass on to next generations to inherit the method of production. Therefore, this traditional art that is unique to Phrae province is dying out. Given this challenge, the sustainability and survival of Moh Hom art in Phrae province needs to be carefully analyzed, especially with the additional challenge in times of Covid, when tourist numbers have dropped drastically.
In addition, ecotopia and zero waste concept is also of great concern when chemical dye is so extensively used. Therefore, this research carries out a historical analysis on the development of Moh Hom products from traditional days to the modern day, and the adaptations that producers have made to adjust to the Covid situation. This case study uses in-depth interviews and site visits of selected Moh Hom craftsmen in Phrae province, resulting in a better understanding of the rituals and emotional attachment involved in Moh Hom production, and provides guidance and implications for other traditional crafts that is dependent on income from tourists.

Keywords: Mo Hom Indigo dye, Strobilanthes cusia, Phrae province, traditional crafts

INTRODUCTION

The inheritance of natural dyeing wisdom from the Hom is fading away. Mo Hom is a word in the indigenous language of the North. It comes from combining two words, namely the word pot and the word huddle together. The pot is a container used for dyeing water. Hom is a type of plant that villagers use to marinate the stems and leaves in water to become dark blue, deep blue, or deeper until the liquid is thick. This liquid is used in the dyeing processes, where the Hom plant is mixed with lye to aid in color adhesion. It is then dyed into a fabric and called Mo Hom. At present, there are few successors of Mo Hom art, because the color extraction or formation process does not have a fixed formula, making Mo Hom a unique art that is complicated.

In the past, Mo Hom cloth products have only a few styles, such as shirt, camisole and pants. From the costumes of the Thai Phuan people who dyed white cloth or fabric woven with cotton thread, Hom is then used to dye the fabric into indigo color, and then sewn into a Mo Hom shirt. Mo Hom is also popular with tourists, who visit Thailand and want to buy Mo Hom shirts. Before the Covid-19 epidemic, consumers came as tourists. Both Thai and foreign tourists like to buy Mo Hom shirts. There is a need for Thai fabric to be made known and used by the public because purchasing and using Mo Hom indicates an increasing understanding and appreciation of Thai culture. Thanks to government policy and campaign and encourage people working in government agencies to wear Thai fabric on Fridays, Thai fabric has more buyers from Thai consumers. Foreign tourists are also wearing clothes that they can buy from Bangkok city, and other provinces that are cultural cities of Thailand.

However, price also plays an important factor in making purchasing decisions. Almost every shop that produces Mo Hom cloth will have the characteristics traditional Mo Hom shirt. However, it is not always real Mo Hom, as often times, the fabric used is dyed with chemicals or is printed, not dyed with Hom plant. According to the surveyed area, the situation of Mo Hom cloth products still have a similar pattern without uniqueness of its own, this traditional design is repeatedly seen everywhere without new designs and new products to offer.

The problem with natural colors is that there is a unique shade of color, such as uneven color which cannot be manufactured in the same shade on every piece. In addition, if it is a natural color, the price of the product will be high as well. But when the epidemic situation of Covid-19 over the past 2 years made entrepreneurs or sellers of Mo Hom products face lower sales, because they now faced reduced movement of both Thai and foreign tourists.

It is important that the village community can survive and enjoy a better quality of life from having more income, only then there would be a strong economic, sustainable community. By adjusting to Covid-19 situation for the survival of the business, as well as during the latter period when the outbreak is reduced, the Mo Hom trade can survive in a sustainable way, e.g. getting support from the public and private sectors, and help from young designers, or even develop Mo Hom producers into handicraft artist. In order to gain more sales of Mo Hom from tourism, tourists customers need to value the natural color, and designers can develop the Mo Hom product with other dyes such as mixing with marigolds to get green color, and create beautiful variations as a choice for consumers to select. Customers who want natural products would be very satisfied if the product is produced from natural dye. Mo Hom cloth can therefore benefit the health of consumers of any age group.

OBJECTIVES

The objectives of this research is to examine the following:
1. Sustainability of cultural tourism in Mo Hom
2. Conservation of Phrae heritage -- traditional textile handicraft by adding higher value to products, to offset having fewer tourists during Covid-19 times
3. Product innovation to maintain competitiveness and continued purchase by existing Mo Hom users, and to attract new users of Mo Hom products

LITERATURE REVIEW

1. The natural color wisdom of Hom plant

Hom belongs to Phae Province, which is the cultural capital for the local plant. Hom began with the Tai Phuan people, who are ethnic immigrants from Phuan, Mueang Xieng Khwang Subdistrict, Laos People's Democratic Republic (Pho, 2016) first came to Thung Hong Village, Phrae Province. From the past to the present, Hom has been used as a medicine herb as well as a textile dye. There are 2 areas for cultivation of Hom trees: Baan Na Tong and Baan Na Kuha, which are areas of large forest with high humidity.

Figure 1: HOM plant

Hom is a plant that gives a litmus color called "Indigo" and is the main raw material used in the natural fabric dyeing industry. Natural indigo is a color known to mankind for a long time, as reported in China that it has been known to dye fabrics for at least 6,000 years; and in India it has appeared in Vedas for at least 4,000 years. There is evidence of royal use of Hom by ancient Greece and Rome until it was dubbed as the “King of Dyes”. Hom leaves can be collected to make indigo dyes only after entering the 2nd year in age of the plant. The collection period is not limited but can be done slowly or quickly in different ways, e.g. broken whole branches if there is a lot, and collected by the leaf if there is little. To extract indigo from indigo and Hom leaves, the raw material is cut into small pieces and put in a cloth bag, it is then fermented with water in a sealed bag for a period of 1 day, approximately 0.005 mg of colored sediment per gram of fresh leaf weight. This method can also easily remove the residue from fermentation and can reduce the bad smell caused by fermentation. (wiki, 2563).

2. Color extraction and dyeing process

The researcher interviewed Mo Hom artisan Mr. Swang Seetue in 2563 to learn more about the local wisdom of making Mor Hom. Mo Hom cloth of the Thai Phuan people in Thung Hong sub-district has been passed down from the past, starting from bringing the paste to marinate and soak in the water until it starts to rot. After that, the craftsman would remove the stalks and leaves from the liquid by using a piece of cloth as a filter. The addition of lime water and pounding in a pot or jar to make bubbles. The leaves are allowed to precipitate and then filtered again, so that it is now a dye. When the villagers collect and clean the leaves into a container for fermentation, the leaves have to be cleaned thoroughly with water, weighed down with a brick and left to ferment for 2 days. The ratio of 1 kg per 10 liters of water is used.

Figure 2: Cleaned hoop leaves Bring to fermentation in the fermentation tank,
and bring the water to mix the lime before pounding

After fermenting for two days, the tank will foam and become blue. Then squeeze the leaves that are soaked and marinated, so that the water will be more deeply colored. After that, filter out the dirt and mix the remaining water with lye, ash, rice water, tamarind and lime water in an appropriate ratio until it turned yellowish green. All this is approximate and exact volume is purely done by using experience in estimating.

3. Dyeing process

The fabric or yarn is dyed and dried before being woven into cloth and sewn into garment products. The craftsman will use the lye obtained from lime, red lime or even burnt banana trees, and boil the water to get the lye for mixing in the wet production process.

Once the mixture is poured into the dying pot, the mixture will be stirred or beaten with water until it forms foams. The bubbles can be easily notice whether the pot is connected successfully or not, as the color of the bubble turns blue when it reacts with the air, it will change from yellow to blue. Then this liquid is poured on a cloth, let the water evaporate from the tub for about two days, and when the water is gone, you will notice that there is a thick, greenish-blue hue. This part will lead to the formation of a dyeing pot. Ingredients for the formation of a pot uses lye. When the flour is mixed well, it can be used to dye cloth.

To whisk the leaves to form bubbles. Then pour into the canvas and set aside to let the water come out. After that Hom paste in the tub

Mixed with the lye obtained from the ashes, then bring into the pot.
When the ingredients are well combined it can be used for dyeing yarn and fabric.

Figure 3: Color extraction and dyeing process
Source: http://www.sar.rmutt.ac.th/sar55/?wpfb_dl=8058

After dyeing for a period of time, water can be added to the pot, and whisking can cause foaming and helps the dye to mix with lye. At this stage the color will change, and it could be yellow, green or blue. Mo Hom cloth has different colors depending on the condition of the raw materials. The Mo Hom cloth is popularly dyed completely before being sewn, as explained by Mo Hom artisan Mr. Swang Seetue in 2563.

4. The successor, inheritance and conservation of natural dyes in Phrae Province

Nowadays, there are many different types of natural colored products such as sage, but it is the villagers who inherit knowledge and pass it on to the community. There are both people who have learnt the Mo Hom craft, as it has been passed down from generation to generation. There are also new generation of Mo Hom enthusiasts who are interested in the craft through love of the art, and also those who turn tonature to value natural dyes and natural colors.

Case studies of remaining authentic traditional Phrae Moh Hom producer's in-depth interviews carried out on-site at artisan's home village by folk philosophers.

Swang Seetue   Upin Saysamplew   Prapaparn Seetrai   Pranom Tapeang

Figure 4: Hom Folk philosophers

In-depth interviews carried out on-site at artisan's home village: New Gen

Wutikrai Prathong   Kamonchanok Sansopa   Chadanuch Sukchanok

Figure 5: New Gen Folk philosopher

5. Context of Mo Hom fabric products, Phrae Province

In the past, Mo Hom cloth products have only few styles, such as shirt, camisole and pants. These are from the costumes of the Thai Phuan people who dyed white cloth or woven cloth with cotton thread for dyeing with the color of Hom, before sewing them into Mo Hom shirts. Later, Mo Hom became popular with tourists who want to have a piece of Phrae culture as souvenir and also to use.

In this research Researchers have analyzed the case using SWOT to examine the market data before and during Covid-19:

Figure 6: SWOT of Hom product business

Reputable sources of Hom cases were examined by this research. From visiting the area in person in order to study the preliminary data, it was found that Ban Thang Hong or Thung Hong Village, Muang District, Phrae Province, is a well-known source of purchase, sale and distribution of Mo Hom products. This is located on the business road of Phrae Province. At present, the dyeing of Mo Hom and Si Tham fabrics in the province has decreased because of the high production orders, and the Mo Hom producers cannot meet the demand of these high volume. The production of natural dyes takes time, making it impossible to keep up with the delivery time of the orders. Therefore, producers started turning to chemical dyes, which meant that the Mo Hom orders were filled with industrial production using chemical dyes to reduce production costs. In addition, buyers want clothes that are cheap (Jirapat, 2020), especially with government policies that campaign and encourage people working in government agencies to wear Thai clothes every Friday. As a result, consumers now have a need for Thai clothing, but the high demand could not be met with the natural dyeing process of Hom. Fabrics that indicate an increasing appreciation of Thai culture had to adapt and use alternatives. Also, the price factor plays an important role in making purchasing decisions. Almost every shop that produces Mor Hom cloth will have the characteristics of Mor Hom shirt, but it is not real Hom, but simply just printed fabric, or the whole shirt is dyed after being sewn.

According to the survey area, the situation of Mor Hom cloth products still have a similar pattern, there is no new and unique design, so each producer produces similar design that can be bought from any shop. Consumers demand more products and can have enough products to meet their needs, except these are the common designs. There are only a handful of communities, or about three to four stores, that would like to have a different product to increase their product line and gain more customers.


Chemical colored pot cloth that is commercially available in Thung Hong
Natural Morhom cloth from the manufacturer "Kaewwanna"
Figure 7: Mo Hom garment products

5. Marketing Competitors

Marketing competitor of Mo Hom cloth Not only in Phrae Competitors in the market also Sakon Nakhon province has an indigo fabric product where the football team chose the indigo fabric as the color representative of the football team and the Thailand produced the product for this soccer team.

As mentioned above, it is a problem that cannot be avoided in the future. Zero waste or ecotopia is still the one concern where a certain group of consumers who strongly cares for naturalness. If the needs of natural demands are supported, then the Mo Hom natural dyes will be able to sustain itself. Therefore, the researcher summarizes the supply-demand chain of natural dyes from Hom below, to show that the nature of life continues to bond and generate sustainable income for Phrae Province:

METHODOLOGY

This research considered several methods to study the Mo Hom case, and found that for practical business objectives, the following analysis are applied:

- SWOT
- Case studies of remaining authentic traditional Phrae Moh Hom producers
- Qualitative data collection through in-depth interviews carried out on-site at artisan's home village as Hom Folk philosophers and New Gen Folk philosophers
- Design thinking to find solutions collaboratively by stakeholders of Hom

RESULTS

Given this challenge, the sustainability and survival of Moh Hom art in Phrae province needs to be carefully analyzed, especially with the additional challenge in times of Covid, when tourist numbers have dropped drastically.

Findings from this research confirms that there are many fields of wisdom and cultural capital of Phrae Province, especially the fabric making of Mo Hom, a body of knowledge that has been passed down for more than 200 years. Findings also suggest that there are Hom enthusiasts and there is possibility for sustainability of the Hom craft by the existing folk philosophers who can pass on their knowledge to the New Gen of Hom enthusiasts.

DISCUSSION/CONCLUSION: CULTURAL TOURISM POST-COVID

Interested persons can help to create benefits for the community in a sustainable way. Craftsman and folk philosophers can pass on cognitive knowledge, and together with New Gen Hom enthusiasts, they can together help to contribute to product development, bringing alive a unique community product capable of generating sustainable income. Hom production methods can be updated as appropriate to the social context and the needs of the consumers of today. At the time of this research, the Covid-19 situation affects income adversely for Mo Hom in Phrae for around 3-4 months, this was due to the lack of travel for tourists caused by travel restrictions. There is a fear of infection from Covid-19 as there is a lack of confidence in each other that there are germs on the product or not, because it is a garment product that needs the buyer to try on the garment. Both in-store and online sales would likely improve after Covid-19 if tourists became more confident to travel.

RECOMMENDATIONS

Cultural tourism of Mo Hom craft can be topped up with hands on educational art activity to add value and make more income to village producers of Mo Hom. E.g. Spiritual involvement and enjoyment from the traditional rituals of Mo Hom, appreciation of emotional attachment involved in Moh Hom production.

These findings from Moh Hom case provide guidance and implications for other traditional crafts that is dependent on income from tourists.

IT and internet access to villages can be applied to create new opportunities for Moh Hom craftsmen. The internet can also help to educating the world about Moh Hom art through virtual tours, and therefore during Covid-19, educating the future tourists and consumers of Mo Hom can prepare them to buy Mo Hom. Online marketing during Covid-19 and after Covid-19, e.g. selling Moh Hom souvenirs online, Moh Hom DIY craft sets etc. can be developed. Creating new tourists from online public relations to get the real tourists ready, especially when they become more confident about Covid-19 safety measures and feel safe about traveling again.

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IMPACT OF COVID-19 ON THE SUSTAINABILITY OF THAI SILK BUSINESS IN BURIRAM PROVINCE

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ABSTRACT

This study examines the sustainability of the Thai silk weaving in Buriram, which in turns support the rice farmers of Thailand. Thai silk is a signature product of Buriram, and is produced from free time after rice farming, which is the tradition of rice farmers in Thai history. This provides supplementary income to support the farmers, but is in fact a main source of income that helps the rice farmers to survive, maintain their land and continue the rice farming occupation to provide Thailand and the world with rice. As silk is an expensive high end fabric, and traditional weaving of Buriram is unique and intricate, such as the Payanak pattern, Buriram silk is most sought after. However, such an expensive purchase decision usually involves high scrutiny, touching, feeling and a lot of consideration before making what can be called an investment. The Covid-19 pandemic makes it no longer possible for tourists to come to visit Buriram to purchase silk, and therefore the silk weavers cannot sell their products. Therefore, for sustainability of the silk weaver in the village and community enterprises, this case study examines how the Buriram silk weaving rice farmers adjust to continue earning their supplementary income from selling Thai silk during Covid-19 travel restrictions. It was found that new methods of marketing have to be used. For example, reaching the customers through internet using photos of the products, videos showing the process of dyeing silk threads, weaving, and sewing various products. These social media channels can help the tourists to make the purchase decisions without having to travel to Buriram.

Keywords: Impact of Covid-19 , Sustainability, Thai Silk, Silk in Buriram

INTRODUCTION

Silk is a valuable cultural heritage, and Thai silk represents the uniqueness of Thailand. There is beauty and spiritual value in silk for the Thai people. Silk weaving is a local wisdom, and is also a heritage culture that has been passed down for a long time, from the time of the Ottoman era until the present. Knowledge is passed on from one generation to another, with love and faith as inherited from previous generations, making silk the embodiment of indigenous knowledge, culture and heritage within a piece of cloth, through a variety of historical and cultural patterns unique to each family and region of Thailand. This is almost comparable to the Scottish quilt where each family has their own tartan pattern.

Silk weaving is therefore a way of life, with the wisdom of the local people and lifestyle as part of the regional culture. Therefore, silk weaving is an inheritance that is worthy of conservation, and is also highly prized and sought after by silk collectors. The weaving process is complex, it is found at many levels of craftsmanship and famous silk weavers are respected as high level artisans or national artists. A piece of cloth that is handwoven, especially silk, came about from silk worms, silk threads, dying, i.e. silk weavers have to master several processes before being able to sit on the loom to weave the silk threads into fabric. The value of silk is from the elaborateness of weaving, and the unique colors and patterns that are unique to each locality of Thailand. This makes each region's silk attractive to consumers and collectors who come from all parts of Thailand, and all parts of the world, helping to support local tourism through their deep interest in silk textile products.

The Northeast is an important silk producing area of Thailand, and Buriram province in particular, is one of the famous silk production sites in this region. Despite the diversity of people of ethnic origin living in this area, such as Thai, Khmer, Thai, Lao, Nang Rong or Thai Korat, the purpose of silk weaving in the past was purely for household use and made into garments worn by the weaver in daily life. But at one point, the villagers in this area faced a long drought problem, with such natural disaster leading to poor harvest and hunger, the rice farmers had to bring out their silk to exchange for food, for basics such as rice and salt from other villages. From this crisis, the villagers realized that the silk that they weave for their daily use had value in the eyes of others, and thus that was how the trade of silk began and became widespread later on to this day.

The villagers in each village therefore weaved more silk fabrics to earn extra income. Before long, there was a problem of oversupply, such that many silk weaving lead to the huge inventory of silk that could not sell. This is not because there was no demand for silk, but because the villagers were not creative and did not understand customers, continuing to weave similar patterns and colors in every household of the province. As a result, the government agencies stepped in to help, through financial support by allocating a budget to help develop the silk village enterprise. In the development of silk product, different colors and patterns were designed in order to create a unique identity for each locality. Moreover, the government also helped to equip villagers with market knowledge of silk products, management of silk products to optimize selling, and knowledge of marketing channels to distribute the silk. As a result, silk weavers group of the villages now adapted, and developed silk products to better meet the needs of consumers. By learning about modern business knowledge, the older generation of silk weavers received help from younger generations to assist them in the management of the silk producing group, which also resulted in making the traditional silk product more widely known.

But given the current situation of the Covid-19 epidemic, many businesses could not deny the direct impact on tourism, which indirectly affects tourism, related businesses and livelihood including Thai silk business in Buriram Province as well. Therefore, the researchers would like to study the impact on Covid-19 on the weavers in Buriram Province, and examine the sustainability of tourism for Thai silk weaving in Buriram Province.

OBJECTIVES

This study examines the tourism sustainability for Thai silk weaving in Buriram, which in turns support the income of rice farmers of Thailand. The objective of this study is not only to find ways which will help to support the supplementary income of Thai farmers, but also to conserve and maintain the inheritance of local wisdom together with the existence of the Thai people.

LITERATURE REVIEW

The outbreak of the novel coronavirus, or Covid-19, is quickly spreading worldwide (Post Today, Feb. 17, 2021), the World Health Organization (WHO) has recommended that countries around the world adopts stricter public health measures to control the spread of Covid-19. Thailand and some countries that have been more successful in controlling the epidemic have received praise for their effort. While infected people around the world continue to increase, in trying to deal with the outbreak, the country's economy was also affected, especially travel and consumption. Furthermore, if the Covid-19 epidemic continues to spread, it would affect the world economy more severely than SARS in 2003. Because Thailand still has relatively high economic links with the rest of the world, Covid-19 is likely to have a high impact on the Thai economy. It is better to prepare in advance, and any precautionary measures would be helpful to help prepare for a good response from everyone in the economy.

When the Covid-19 crisis occurred, the business groups that were the first to be affected and the most severely is tourism business, including related businesses such as hotels and restaurants. As more countries announces safety measures that halted economic activities, the impact on all sectors is felt, especially the villages where farmers are already earning their living on a day-to-day basis.

Thai silk is the only product, gaining popularity and growing in terms of value and purchase proportion, from tourists both domestic within the country and from other countries overseas (according to a survey by Bangkok Business, Nov 4, 2020). Tourists from Europe have been increasingly spending the most on silk product, although tourists from China dominated in terms of the number of visits to Thailand. Despite being affected by Covid-19 severely, 91.58% of tourists traveled by themselves rather than traveling with a group tour service, and relied on travel information from friends, family and social media. The survey also found that Over 80% of tourists want to return to Thailand (revisit), and most of them are from ASEAN because their travel distances are shorter. Overall, Thai silk and related silk products are still considered to be receiving continually high consumer demand.

a. Silk weaving culture of Buriram Province

Silk has been important and relevant to human culture throughout history, or can even be said since primitive societies. Silk weaving is an ancient cultural craft which Buriram people of all ethnic descent still continue to preserve for future generations to inherit and in line with the way of the Khmer Thai people in the past who worked in agriculture, silk worm cultivation, mulberry growing, and silk weaving was carried out simultaneously with farming activities, during the free time farmers have while waiting for rice grains to ripen before harvesting. Cultivation of mulberry to feed silk worms for weaving silk cloth for household use was an important duty of Thai women in the past. Traditionally, silk is popularly woven into plain fabrics and patterns, weaving into sarong and blanket to protect family members from the cold weather, or simply just for covering the body. Silk is also very popular in traditional festivals and special colors and patterns are woven with care for special events, various important religious rituals and festivities that mark the milestones in life. For example, happy events that are treasured memories include ceremonies to receive grandchildren, raising the master pillars of the house or temple, housewarming, “Baisri soo Khwan”, weddings, Buddhist monk ordination ceremony, and silk is also given as a souvenir for respected elders during these important festivals. With the development of colors and patterns, weavers were able to create more beautiful exquisite silk. The delicate weaving of the fabric also makes the fabric more beautiful and valuable to the wearer and the receiver. Silk creates a bond between the weaver and the wearer, which is a treasured culture in regional Thai society.

Figure 1: Silk weaving culture of Buriram Province

b. Types of silk in Buriram

In this section, the types of cloth and weaves are explained in order for readers to understand the significance of silk and culture, which is a key criteria for collectors to consider when they make a decision to visit a certain region for the cultural silk tour.

1**.** Hang Kra Rok silk, "Khmer cloth" or "Kanee cloth" is the local name of the Khmer group in Thailand. Thai people in other places knows this kind of cloth as "Hang khong" cloth. The word Kanew in the local Khmer language means tangled. It tells about the process of using the silk threads in different colors together for weaving into fabric. When woven into the fabric, the tangled threads creates a gradient. Ka Niu cloth which is woven in all colors and is commonly used as a songkraben.

Figure 2: Hang Kra Rok silk

2. Umprom cloth is an ancient mudmee pattern of Khmer Thai people which has a long tradition. The specialty of Ampram is a fabric with a two-way mudmee process, requiring the weaver to tie both the weft and the warp. This makes it different from the common mudmee methods in the Isan region of Thailand, where popular mudmee ties only the weft line. The uniqueness and characteristic of Ampram fabric is that it appears a small square grid pattern. pin head pattern caused by tie-dye of both the weft and warp threads, making it look like short white dashes.

Figure 3: Umprom cloth

3. Hol cloth is a unique Mudmee cloth with distinctive color and pattern. The weaving style is woven into dotted dots alternating with straight lines by using 2 double-color silk weaving alternately in patterns. It is characterized by a striped pattern, alternating with a mudmee pattern that is about half an inch wide.

Figure 4: Hol cloth

4. Mantle cloth Or "Pha Keb" is woven by adding more than two shafts, the resulting fabric pattern that is embossed throughout the piece, a woven fabric that requires the technique of treading the yak skillfully. This fabric is usually made and worn by elderly women who prefer to dye the black, with ebony ball and baked with incense. The fabric is simply worn as a cloth draped over the shoulder.

Figure 5: Mantle cloth

5. The sarong cloth is a silk fabric with a grid pattern, both double and single, woven with combined silk. When exposed to light there will be shine.

Figure 6: Sarong cloth

6. The loincloth has a rectangular shape approximately 2 cubics wide and 3-4 cubics long. This is a cloth for men to wear in a casual way. The width is therefore the distance from the waist to the middle of the shin. The length is the same as the wrap around the body, and then a few remainder. Most of them are woven into a small grid pattern, and is popularly used in a variety of colors. The pattern is caused by a spiral twisting before weaving Knit pattern has been collected into various shapes to create a unique identity.


Figure 7: Loincloth

7. Pha Hangkrarok Khu Teandang. Traditionally, the Khmer culture uses Khmer cloth, while Laos is famous for its sarong. This cloth is special in that it applies the identity of both races Khmer and Laos. This is also unique as the cloth of a pair of footed Kragang cloth of Buriram Province. It may have a different color, but there is still a red resin foot.


Figure 8: Pha Hangkrarok Khu Teandang

8. Mudmee cloth has the special characteristics of being woven with many forms. There is a modification of the folk pattern mixed with the ancient pattern. There is a unique combination of patterns that stand out even more. More than 2 shafts are weaved, making the fabric thicker.


Figure 9: Mudmee cloth

9. Pha teandang, also known as "Mee Ra". This consists of three parts: the head part, the middle part, and the foot. The foot is bright red silk cloth, signifying the original character, and is therefore called the red skirt with red foot. There is an application of creative patterns from ancient patterns to weave together into a more contemporary pattern.

Figure 9: Pha teandang

c. Silk production process

The silk production process is described there as in Buriram, the traditional process is used, and this is much valued by silk enthusiast tourists, who also come to Buriram to learn more about the silk production process, through every step.

Step 1 Silkworm

The life cycle of the silkworm or silkworm takes approximately 45 - 52 days. Silkworms feed on mulberry leaves on about the 10th day after hatching, then stop feeding and molting. This period is called "Mai sleep". After that, it will eat, sleep and molt about 4 times, called "Mai awake". The body will be white, yellow, clear, and shrink into a shorter shape before it stops eating. This period is called "ripe worm". During this period, the silkworm must separate the ripe silkworm from the mulberry leaf and prepare "Jor", which is a device that will allow the silkworm to stick to cover the worm, and in 6-7 days, it can form cocoons.

Step 2 Silk Reeling.

Bring the cocoons to a boil in clean water. The cocoon will begin to inflate. Use the end of the stick to gather several fibers together. The girl must start from the outer fluff. And the internal fibers (middle layer) together are called "silkworm" or "bark silk", when the young lady reaches the inner fibers (the innermost layer) and removes the cocoons with the internal strands separately. Mai Nueng is a young woman who needs to have the expertise and skills to get good quality silk. When adding more cocoons, new cocoons can be combined with old cocoons without breaking the threads.

Step 3 degumming

The nature of the strands in degumming is called raw silk, which requires a lot of strands to wait and twist. To be prepared, the silk lady or silk girl has to learn how to degum and bleach the silk in preparation for dying. The skill in removing the gum or glue depends on the variety of silk worm, hence each worm requires different method of degumming, so that the silk thread will not be damaged. By washing the raw silk thread with water, dirt is also removed from the silk thread. This requires washing 2 or 3 times with clean water, cooking in the pressure cooker under heat for 20-30 minutes, and finally rising with cold water twice before drying in the sun.

Step 4 Staining

After removing the degumming silk through drying, then the next stage is dyeing with natural dyes and synthetic dyes. After that they are dried in the sun and then they are ready.

Step 5 Winning the thread

The silk that has been dyed are then arranged using special equipment called Kong and Ak.

Step 6 Twisting the silk threads.

Twisting helps to make the thread thicker for weaving into fabric. Two to three silk worms are processed using wooden tongs similar to a paddle. There is a groove in the middle for the silk thread, and this requires expertise or special techniques to make the boiled cocoon form threads in a line of the desired thickness, as it intertwined multiple times.

Step 7 Winding the thread into the spool.
Another device known as a nit, a spinning wheel that is used for fastening or slapping of silk threads
Step 8 Prepare the thread.
Silk thread preparation is done in 2 parts:
1.Preparation of the strands makes the thread to be ready for weaving against the warp threads.
2. The preparation warp threads by preparing the silkworm to rewind, and has to be of the length according to the number of weaves of the silk fabric as desired
Step 9: Preparing the weaving.
The vertical thread of the fabric is woven from a steel flap, so it is thicker and denser than the bamboo. The fabric can be long or short, depending on the need. Fabric is wide or narrow. If 10 dodge is 40 holes, it is called "fennel ten" on the loom for weaving silk to form a standing thread in weaving
Step 10: Kao or Khao Lai collection
By leading the standing line through the holding stick and tying the threads at the end of the wood until the end of the standing line is full. Basically, this stage ties the thread on the loom so that it is connected to the loom’s foot pedal.
Step 11 weaving
Silk weaving consists of 2 sets of silk threads, the first being "warp" that is stretched along the length of the fabric next to the loom (loom) or the warp spool. Another set is "threads" that will be winded into the shuttle. The bobbin is the conductor of the yarn, and is inserted at a right angle. Each weft thread must be inserted as far as it will go to each edge.

d. Kinds of silk products in Buriram Province.

The current silk production of the weaving group has improved upon the design, developed the colorful patterns of silk, and developed into interesting products. Additional products such as shawls, bags, cushions, etc. offers a variety of products for domestic tourists and foreign tourists to choose from. Therefore, the variety of products helps to meet the needs of the buyers better. With better understanding of business management, marketing and distribution, knowledge of technology, and help from the new generation and the government, silk weavers are able to capture the attention of tourists better. Also, the government has a policy or campaign for government officials to wear Thai fabric, including silk. This helps to promote sales of silk among Thai people who are still traveling domestically. The campaigns also help to preserve and conserve the local silk culture sustainably.

According to Laudon and Traver, 2011, basic marketing concepts include: (1) Strategies and actions to establish relationship with consumer and encourage purchases of products and services; (2) Addresses competitive situation of industries and firms; (3) Seeks to create unique, highly differentiated products or services that are produced or supplied by one trusted firm by developing unmatchable feature set and avoidance of becoming commodity and According to Moertini, V. S.,2012 Purchasing process generally consists of a few stages where each stage can be supported by certain online marketing and communication techniques (see Table 1).

Table 1 Marketing and online communication techniques in the stages of purchasing process (Moertini, V. S. (2012) refer to (Laudon and Traver, 2011)

	Awareness	Searching	Evaluating Alternatives	Purchasing	Post-Purchasing
Online communication techniques	targeted banner ads, interstitials, targeted event promotions	search engines, online catalogs, website visits, targeted email	search engines, online catalogs, website visits, product reviews, user evaluations	online promotions, lotteries, discounts, targeted email	newsletter, customer email, online updated

METHODOLOGY

Given the practical nature of silk product by village and community groups in Buriram, the researcher uses these practical tools below for analyzing the Buriram silk case:

1. SWOT
2. Case Study of Silk Weaving Group, Huai Rat District, Buriram Province.
3. Qualitative data collection through in-depth interviews carried out on-site of Silk Weaving Group.
4. Design thinking.

Interview questions for the silk weavers are:

1. How can we make the sustainability of Buriram Silk in the part of tourism?
2. What can be done for Buriram Thai silk product development for enhancing the communities economy during Covid-19 times?

RESULTS

From the in-depth interview qualitative data collected using structured interviews of the silk weavers, it was found that the popularity of silk consumers did not change much during Covid-19. However, the Covid-19 epidemic situation made it difficult for tourists to travel to Buriram to buy the products, and therefore the silk weaving groups have to adapt.

Challenge that was identified from SWOT analysis: The Covid-19 pandemic makes it no longer possible for tourists to come to visit Buriram to purchase silk, and therefore the silk weavers cannot sell their products.

Solution that resulted from design thinking:
The research team found that new methods of marketing have to be used. Reaching the customers through internet using photos of the products, videos showing the process of dyeing silk threads, weaving, and sewing various products. These social media channels can help the tourists to make the purchase decisions without having to travel to Buriram during Covid-19 times.

DISCUSSION/CONCLUSION

Through discussions with the silk weaving group members, and using SWOT and Design thinking, the case of Buriram silk weaver challenge decided that it was necessary to adapt to Covid-10 by creating new target group from online public relations (PR). This meant that the buyers who could not travel to Buriram were still interested in buying silk can now view the silk online and make purchase decision. Therefore, the Buriram silk weaving group had to increase their exposure and distribution channels through online social media such as Facebook, webpages, and LINE.

RECOMMENDATION

Given that the silk weaver group acknowledges their challenge, government agencies can help to support online e-commerce for the silk weavers in Buriram and other provinces. This could be done through human resource development training and budgets at the provincial level.

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SOCIO-ECONOMIC AND ENVIRONMENTAL CONSEQUENCES OF RECREATIONAL ECOSYSTEM SERVICES IN INDIAN HIMALAYAN PROTECTED AREAS: A SYSTEMATIC REVIEW FRAMEWORK

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ABSTRACT

The Ecosystem services-based approach is the nascent approach linked to the conservation of biodiversity and protected area management. Therefore, the present study focusses on exploring the socio-economic and environmental impacts of RES in Indian Himalayan Protected Areas (IHPAs) as well as analysing existing issues, challenges and potential threats to the sustainable management of these areas. The study follows a systematic review method by following Preferred *Reporting Items for Systematic Reviews* and Meta-Analyses (PRISMA) guidelines and Cochrane Handbook of System Review guidelines. The study reviews by extracting two widely-used academics databases- Scopus and Web of Science. Three main thematic analysis, viz. Recreational ecosystem services, Institutional Arrangements and Conservation: Scope and Limitations; Recreational ecosystem services, socio-cultural and ecological impacts: Benefits, challenges and opportunities; Recreational ecosystem services, economic and ecological impacts: Benefits and challenges are exercised.

Keywords: Recreational Ecosystem Services; Biodiversity Conservation; Socio-economic and Environmental Impacts; Indian Himalayan Protected Areas. PRISMA Review

INTRODUCTION

Biodiversity conservation and protected area management are the key to global conservation agenda. In the history of conservation at protected areas, many mechanisms and tools have been evaluated over the years. Exploring those mechanisms, there was a wide suggestion to shift from command and control mechanisms in form of ‘fences and fines’ approach to scientific based conservation approach by implementing integrated conservation and development projects. However, there has been a paradigm shift in understanding and implementing conservation policy in form of recognising the nascent concept of ecosystem service based conservation and development after the policy draft of Millennium ecosystem services (MA, 2005) and the economics of ecosystem services and biodiversity (TEEB,2010), where costs and benefits of conservation and development can be assessed through trade-offs and synergies among different ecosystems and their services. Protected areas exhibit all four forms of ecosystem services- provisioning, regulating, supporting and cultural as classified by MA, 2005. However, study on cultural ecosystem services in form of recreational challenges and issues on a macro scale is numbered. Mountains are known as ‘water towers of the world’ and the Himalayas is not only a water tower but also provides life and way of living for Indians by providing a wide range of ecosystem services, hosting unique, endemic and indigenous biodiversity. Indian Himalayan protected areas constitute 25.1% of total protected areas of India. Among all forms of ecosystem services, recreational services in all form of leisure and recreation, tourism, nature trails, trekking, mountaineering, spiritual and religious tourism at the Indian Himalayan protected areas are unparalleled. Therefore, the present study aims to explore and analyse different problems, issues, challenges and prospects of recreational ecosystem services of Indian Himalayan protected areas by reviewing existing literature on recreational ecosystem services. The study poses the following research questions: a) what is the status of recreational ecosystem services at the Indian Himalayan protected areas (IHPAs)? b) Are different forms of recreational services socially, economically and environmentally sustainable in the IHPAs? c) What are the existing and potential issues and challenges of recreational ecosystem services in the IHPAs?

OBJECTIVES

Having conceptualised the RES and posed several research question in the preceding section, we now frame the objectives of the present study. These are to, 1) exhibit the trends and patterns RES-focused research in IHPAs by way of distributing the selected studies in terms of years, different IHPAs, and journal in which a particular is published, and 2) explore the socio-economic and environmental impacts of RES in Indian Himalayan Protected Areas (IHPAs).

DATA AND METHODOLOGY

The present study adheres to the two systematic review guidelines, i.e., Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines (Moher et al., 2015) and Cochrane Handbook of System Review guidelines (Higgins & Green, 2006). Although, these protocols are developed for and used in medical sciences but recently social sciences and management studies have shown an increasing interest in systematic reviews based on these guidelines.

Eligibility Criteria

Eligibility criteria comprise inclusion and exclusion criterion. Table 1 delineates these criteria used for identifying the relevant articles. Indian Himalayan Range spreads over eleven Indian states viz. Arunachal Pradesh, Assam (two mountain regions, Dima Hasao and Karbi Anglong), Himachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura, Uttarakhand, West Bengal (mountain regions of Darjeeling and Kalimpong) and two union territories, viz. Ladakh and Jammu & Kashmir. The range is highly biologically diversified and contains breath taking landscape beauty, mountain ranges, glaciers, water bodies, and is considered to be the water towers of Indian society. In order to comprehend the nature of recreational tourism on the landscape and biodiversity of these regions, and identify the region-specific opportunities and challenges, the present study specifically focuses on the protected areas of these regions. Selection of articles till January 2020, provides the deep insight into the historical as well as contemporary socio-economic and environmental issues and challenges faced by theses landscapes, and the kind of opportunities and potential benefits which they can offer for betterment of the ecosystem.

Table 1: Eligibility Criteria

Components	Inclusion criteria	Exclusion Criteria
Study Area	Protected Areas/Landscapes	Non-protected Areas

Region	Indian Himalayan Protected Areas	Other than Indian Himalayan Protected Areas
Document Type	Peer-reviewed journal articles and review studies	The conference proceedings, book series, books, editorial, etc.
Language	English	Other than English
Publication stage	Final	In press
Year	Until January 2020	-

Source: Prepared by Authors

Information Sources

For identifying the relevant articles, we explored two wide-used academics databases: Scopus and Web of Science. These databases contain the journals with high impact factor and good reputation in academia.

Search Strategy

The search strategy uses the Boolean Logical Operators that improves the sensitivity of research (Gundogan et al., 2018). Table 2 provides the keywords that are used to carry out the search operation. The root keyword, 'Protected Area*' was used in association with 'Tourism', 'Recreation*', 'Pilgrim*', and 'Trekking or Mountaineering or Adventure'.

Table 2: Root and Associative Keywords

Root Keyword	**Associative Keywords**
Protected Area	Tourism
	Recreation
	Pilgrim
	Trekking, Mountaineering, and Adventure

Source: Prepared by authors

Study Records

Study records are prepared and maintained following the two main stages. In the first stage, we went through the title, abstract, and keywords-screening; while in the second stage, we conducted the full-text screening of the selected articles against the designed eligibility criteria. It is followed by removal of duplications and data extraction process for making the analysis.

Data Items

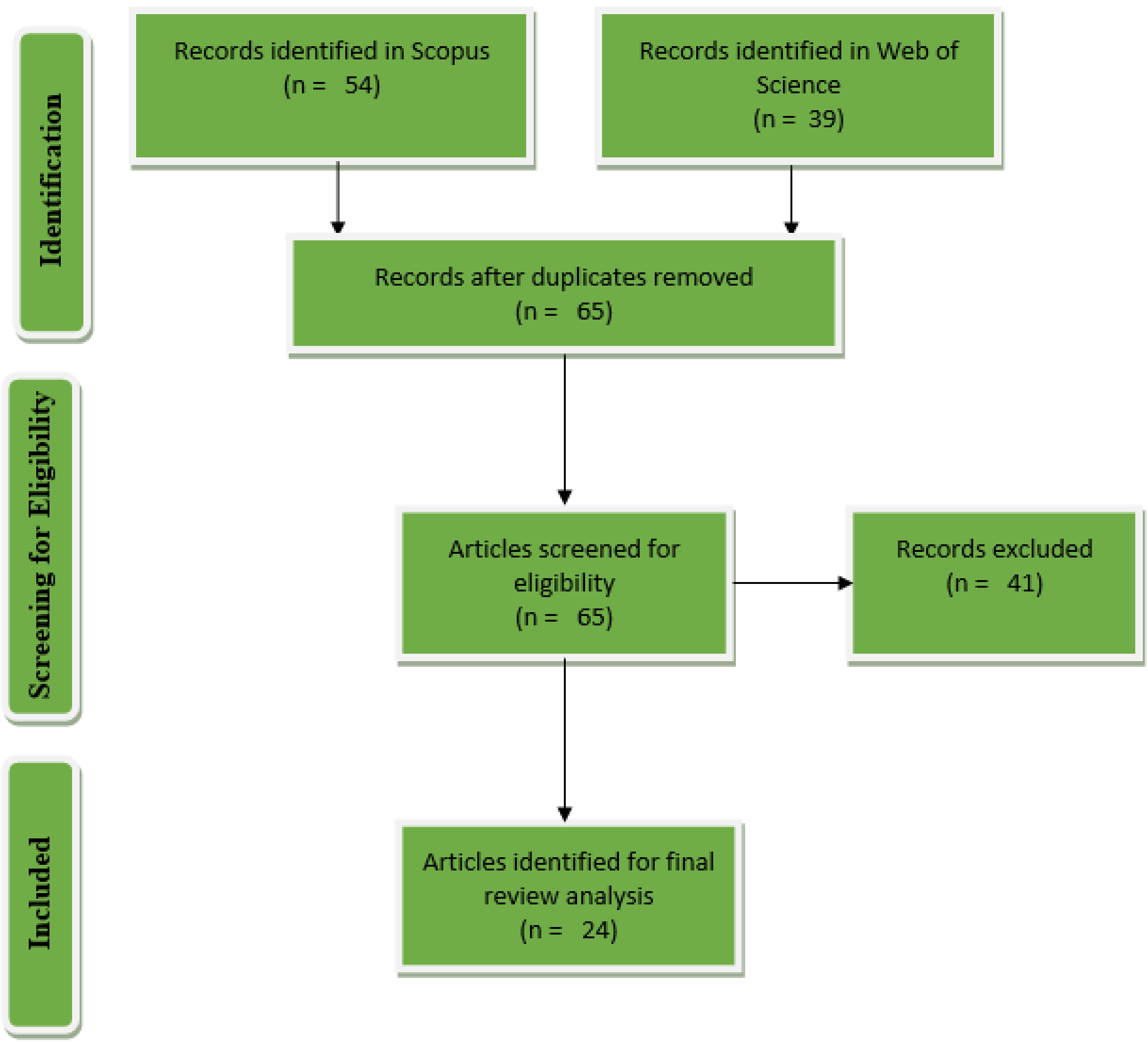
The PRISMA Check-list contains twenty-seven items that need to be extracted from an article (Gundogan, Fowler, & Agha, 2018). However, in the present case, only few items appear to be relevant, hence extracted. These include, name and specification of authors, name and specification of journal, publication year, regional context, name and category of PA, target stakeholder(s), research methodology, and document-type. Besides, we undertook a thematic analysis to identify the key focus of the study.

For the quantitative (descriptive statistics) and qualitative (thematic) analysis, we have prepared a comprehensive spreadsheet in Microsoft Excel wherein we coded, analysed, and assessed the selected articles, and have drawn conclusion.

Systematic Map

The review methodology identified 24 articles specifically on recreational and tourism activities in Indian Himalayan Protected Areas (IHPAs). These articles were gleaned from two academic sources, viz., Scopus and Web of Sciences.

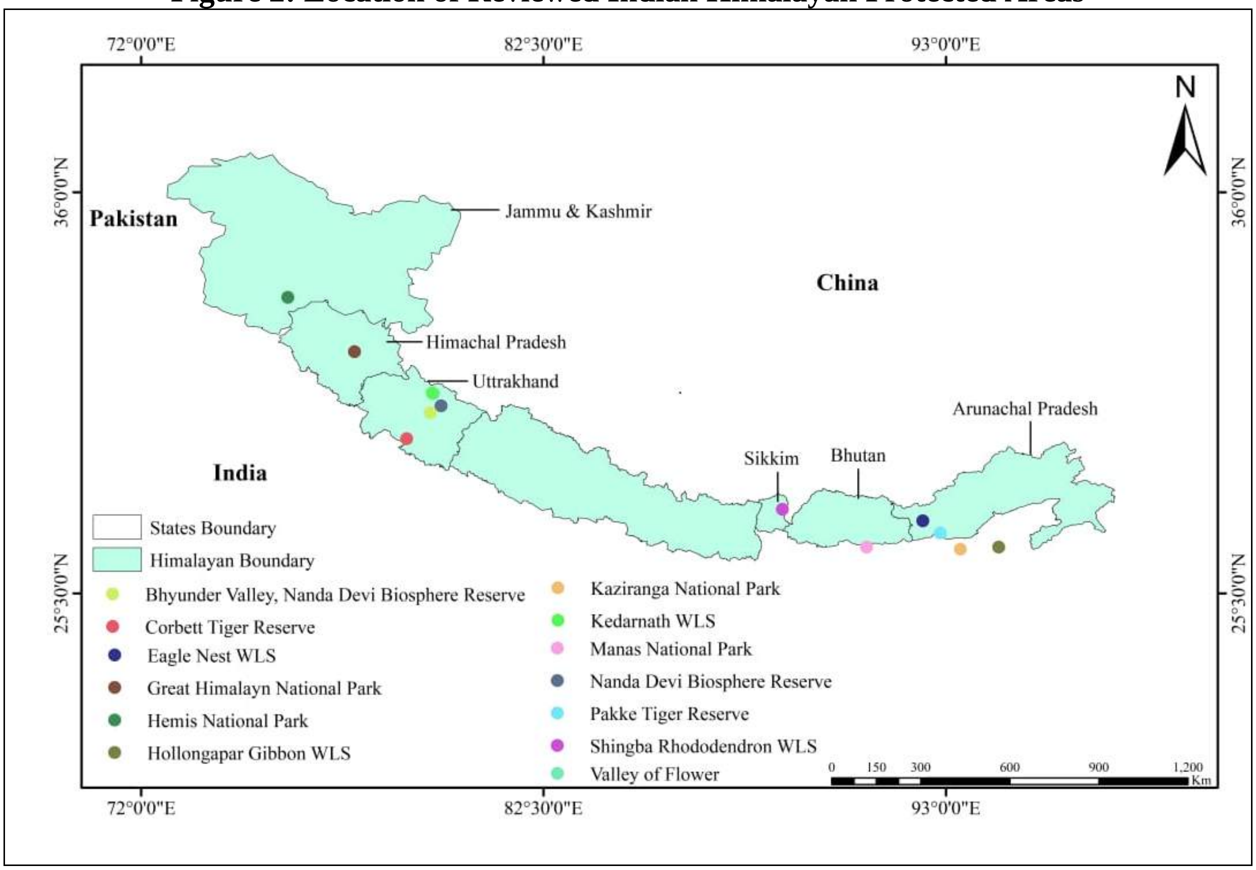
Figure 1: Systematic Map



Description and Mapping of reviewed IHPAs

We have analysed 12 protected areas in the Indian Himalayan region along with Bhyundhar Valley, which is a part of Nanda Devi Biosphere Reserve (Figure 2). These protected areas are home to unchallenged biodiversity, many are under IUCN's Red list classification. The very features of the protected areas range from species, biodiversity, watersheds along with communities and their livelihood. These features are of prime variables in the scenario of climate change and threatened species and landscape. Special attention is urgently required in developing not only sustainable habitat and landscape but much emphasis must be given on sustainable activities and livelihood also. Moreover, since these regions are sharing with three international borders, i.e., Nepal, Bhutan and Bangladesh, Indian policy makers must have a close watch on the migration and wage policy as well. Taking the diverse socioeconomic, cultural, ethnic, demographic and biodiversity features into account, the government of India has started five working groups, partnering with lead institutions as convenors for sustainable development of the region in 2017. These working groups have identified major themes like: Inventory and Revival of Springs in Himalayas for Water Security, Sustainable Tourism in Indian Himalayan Region, Shifting Cultivation- Towards Transformational Approach, Strengthening Skill & Entrepreneurship (E&S) Landscape in Himalayas and Data/Information for Informed Decision Making (NITI Ayog).

Figure 2: Location of Reviewed Indian Himalayan Protected Areas



(Source: Authors)

Reviewed Indian Himalayan Protected Areas are: 1. Corbett Tiger Reserve, 2. Nanda Devi Biosphere, 3. Bhyunder Valley, Nanda Devi Biosphere, 4. Valley of Flower, 5. Hemis National park, 6. Manas National Park, 7. Kaziranga National Park, 8. Kedarnath WLS, 9. Eagle Nest WLS,

10. Pakke Tiger Reserve, 11. Hollongapar Gibbon WLS, 12. Shingba Rhododendron WLS, 13. Great Himalayan National Park.

RESULTS AND DISCUSSION

General Description of Selected Articles

Year-wise Distribution of Articles: The first article complying to the eligibility criteria of the present review is identified from the year 2000. During the entire span of nineteen years, there has been a marginal downward and upward fluctuations in the publication of articles, except a significant rise to five articles in 2019 from two articles in 2018. This may be attributed to the increasing attention of national and international conservation agencies to arrest the escalating degradation of cultural ecosystem services (CESs).

Journal-wise Distribution of Articles: All the 24 articles represent 20 peer-reviewed journals. Further categorisation and sub-categorisation of these journal on the basis of research interest reveals that the majority of articles are published in Nature Resource Specific Journals (n= 6) and forest and ecology-specific journal (n= 6) followed by Tourism and Recreation Specific Journals (n= 5) and Sustainable Development and Economics Specific Journals (n= 4) and so on. This distribution reveals the very interdisciplinary nature of research in the field of tourism, recreation under the categories of CES. However, it also provides an elbow room for the tourism and recreational specific journal to encourage the publication of more articles from the recreational and ecological sustainability perspectives and for economic specific journals to announce special issues on the socio-economic costs and benefits of the conservation of CESs in IHPAs.

Author/s Specification: The articles strings from author/s from diverse disciplines, Wildlife (n= 14), Natural Resources Sciences (n= 11), Environment and Development (n= 9), Geography (n= 4) and so on. Researchers from tourism disciplines record only two articles. Better-informed policy and decision-making for the promotion of sustainable form of tourism and recreational activities in the natural areas demands the involvement of more research from tourism specific disciplines. This will provide inputs on promoting the sustainable behaviour of tourists, tour operators, and local communities.

Research Designs: Articles identified for the review follow different research design, Qualitative (n= 9), Quantitative (n= 6), Mix (n= 6), and Review (n= 3). The reason for the lower number of articles using Quantitative methods could be that there has been a dearth of site specific data on the tourists' arrival, revenue generation, employment generation, environmental impacts, community involvement, and cases of human-wildlife conflict. For some variables, data may be available but not in public domain. There is a dire need to establish tourism specific database and carry out nation-wide surveys to provide data on the aforementioned variables in order to propel more research and better policy framework.

Primary Stakeholders: Local communities happen to be the most surveyed stakeholder at IHPAs (n= 20), followed by park officials (n= 13), tourists (n= 12), NGOs (n= 5) and so on. The role of local communities in the management of PAs is critical. They can help nature conservation via reducing their direct dependency on ecosystem, stewarding the PAs against the poachers and encroachers, and serving the tourist with their hospitality and manner. All these have significance for ensuring sustainability of the region.

Key Focus: All the selected articles are grouped into eight different themes. Most of the articles are focusing on the 'Environment' (n= 14), followed by 'Economic' (n= 12), 'Socio-cultural' (n= 11), 'Institutional Arrangement' (n= 8), 'People-park Conflict' (n=8), 'Human-Wildlife Conflict' (n= 5), and so on. The highest number of articles focusing in 'Environment', 'Economic' and 'Socio-cultural' aspects is due to the fact that, these three components have been the focus of several international initiatives and programs of the 21st Century like Millennium Development Goals (MDGs), Sustainable Development Goals (SDGs), Aichi Biodiversity Targets, and IUCN PAs objectives, and specialised institutes like the International Centre for Integrated Mountain Development (ICIMOD) and G. B. Pant Institute of Himalayan Environment and Development. Research on exploring the socio-economic potential of recreational and tourism activities to mitigate the people-park conflict and human-wildlife conflict is emerging.

Impacts of CESs: Impact of CESs on economic dimension of sustainability is investigated by the majority of articles (n= 10), followed by socio-cultural (n= 7), ecological (n= 7) and so on.

Regional Context

Out of 24 studies reviewed, most studies (19 No.) are from Uttarakhand, followed by Assam (2 No.), Arunachal Pradesh, Himachal Pradesh and Jammu Kashmir (Table 5). This trend shows a very feeble research emphasis on protected areas on the richest biological diversity area of the country and hence demands an increase in research and study on protected areas in the Indian Himalayan region. It has been found that more than seventy percent of conservation reserves established, out of 214 conservation reserves, by 2019, are in three states of Himalayan Region- Meghalay, Nagaland and Jammu and Kashmir (Gosh-Harihar. Et al., 2019). However, the protected areas of these states are not well documented and more scientific research needs to be carried out in these regions. Jammu and Kashmir has the largest percentage share in the geographical area of the Indian Himalayan range (41.65%), followed by Arunachal Pradesh (15.69%) and Himachal Pradesh (10.43%). Moreover, Himachal Pradesh (37 no.) hosts the largest number of protected areas, followed by Arunachal Pradesh (27 no.). Therefore, research on protected areas and their ecosystem services must be emphasised and necessary policy to promote the same must be taken.

Table 4 Protected Areas in the Indian Himalayan States

Himalayan States/UTs	National Park	WLS	Conservation Reserve	Total PAs	No. of PAs studied	No. of Studies reviewed
Arunachal Pradesh	6	21		27	3	1
Assam	5	15		20	3	2
Himachal Pradesh	5	32		37	1	1
Jammu & Kashmir	4	14		18	1	1
Manipur	1	2		3	0	0
Meghalaya	2	3		5	0	0

Mizoram	2	7		9	0	0
Nagaland	1	3		14	0	0
Sikkim	1	7		8	1	1
Tripura	2	4		6	0	0
Uttarakhand	6	7	1	14	4	19
West Bengal	5	16		21	0	0

Sources: Adapted and Modified from ENVIS Centre on Wildlife and Protected Areas

Recreational ecosystem services, Institutional Arrangements and Conservation: Scope and Limitations

Potential challenge and opportunities

One of the major institutional challenges to the regulation of tourism development and management of PAs in India is that the existing institutional arrangements are limited to the formal boundaries of PAs (Badola et al., 2018; and Rastogi et al., 2015). For example, at CTR, there has been an intensive development of tourism infrastructure including the construction of the luxurious resorts on village private lands outside the CTR, lying between the CTR and Ramnagar Forest Division (RFD), which serves as the wildlife corridor for the free and safe passage to wildlife from one to another habitat (Badola et al., 2018; Rastogi et al., 2014; Bindra, 2010). Development of uncontrolled and unregulated tourism infrastructure has blocked this wildlife corridor, and degraded the ecosystems connectivity (Badola et al., 2018). As of now, no formal institution exists that could directly address this issue as the development is occurring outside the formal boundary of CTR (Badola et al., 2018). This habitat fragmentation signals several potential threats like reduces the tiger population and its preys; increases the likelihood of human-wildlife conflict as there is not sufficient prey and space for wildlife, leading them to intrude the human settlements in surrounding villages; indirectly discourages the recreational activities because of their low population and low wildlife sightening index.

These existing institutional arrangements are not applicable to outside the CTR boundary, and hence fail to address the issue of high-sound loud speaker being used at resorts to entertain up-market tourists, and that disturb and alter the behaviour of wildlife, their breeding, and feeding. In HNP, Badola et al. (2018) find that the tourism season, agriculture activities, and cattle ranching coincide with the season of plant generation and wildlife breeding. These activities create a cumulative pressure on the HNP ecosystems, inimical to the long term sustainability of the natural habitat and wildlife.

Likewise, Acharya, Vijayan and Chettri (2010) have documented 114 bird species at Shingba Rhododendron wildlife sanctuary, an Indian Bird Area (IBA) in Sikkim. Some of these bird species are globally threatened. Some of the threats are from increasing tourism pressure, illegal felling and removal of some species like strands of firs, birchs, rhodendrons for different purposes like timber, firewood and construction materials. Some other threats that were glaringly visible are developmental activities like road construction, sand mining, mining of gravel and stones, especially to those birds which breed at river beds. These threats pose different challenges to biodiversity, forest dependents and protected area managers which requires strong institutional mechanism and coordination among different departments. Some of the challenges of forest dependency can be addressed by initiation of ecotourism in the sanctuary area (Ibid). This seems to be the potential suitable livelihood option for the local people. Therefore, conservation attempts of rich avifauna and other species can be linked to the livelihood creation activities like ecotourism and proper institutional mechanism to function the activities smoothly. A representative institution named 'The Nanda Devi Ecotourism Development Authority' (NDEDA) having a representation of 80% local people, 10% government representation and 10% of resource institution has been established which advocates and formalises village ecotourism model emphasising on nature-based, soft, non-consumptive activities, generating employment by developing green infrastructure, finance and marketing (Singh and Singh, 2004). Singh, Mal and Kala (2009) in their study at Bhyundar Valley, which is a part of Nanda Devi Biosphere reserve found that proper institutional mechanism can be not only be helpful in generating revenues, but can also foster some functions of financial institution in terms of fulfilling petty loan requirements. Institutional mechanisms like Eco- Development Committees (EDCs) at Bhyunder Valley, generate revenues from different recreational avenues and render loan to villages which helped to improve economic conditions of local communities (Ibid). Singh and Singh (2004) also advocated for formulating community based ecotourism as a mechanism of integrated conservation and wellbeing of local Bhotiya tribal community and other indigenous communities. This mechanism bridges the gap and resolves conflicts between Nandadevi biosphere and local people, showcasing benefits of scientific based conservation mechanism in form of integrated conservation development projects over the command and control mechanism of forest conservation governance in form of 'fences and fines'. Although, the benefits from EDCs and ecotourism is not equitable distributed, which calls for further research in institutional arrangements so that they can address the issues of equity in sharing benefits (Singh, Mal and Kala, 2009).

Recreational ecosystem services, socio-cultural and ecological impacts: Benefits, challenges and opportunities

Potential Threats and Opportunities

Rastogi et al. (2014) find that at present, the social capital is high in the communities, adjacent to CTR boundaries, which is positively impacting community actions. When loss due to wildlife or preservation-oriented policies are not addressed adequately, local communities strongly oppose unitedly and retribute the problematic wildlife to avoid further damages to their crops and livestock. However, as Rastogi et al. (2014 & 2015) further find that the uncontrolled tourism development surrounding the CTR, which erodes the social capital of the community and breaks up their solidarity may in future compromise the capacity of the local communities to collectively resolve the issues like human-wildlife conflict. This poses a potential challenge to the effective management of PAs with local support and cooperation. The consequences of unregulated tourism in ecological sensitive system like Nanda Devi Biosphere reserve resulted in a complete ban of tourism in form of trekking, adventure tourism and expedition in 1982 (Singh and Singh, 2004). This step had worst impact on the live and livelihood of local community, marginalising their living and losing a heavy monetary loss (Maikhuri, Nautiyal, Rao and Saxena, 2001)). The ecological quarantined situation in form of ban in access to national park, extracting biomass, non-timber forest products, medicinal herbs etc. and relocation further led to revolt between the indigenous communities and the national park management authorities (Maikhuri et al., 2000; Singh and Singh, 2004; Silori, 2007). Likewise, Acharya, Vijayan and Chettri (2010) discussed about the threats of tourism to the birds and animals who lays eggs in the river beds at Shingba Rhododendron wildlife sanctuary. Bhat, Hussain, Malik and Todaria (2016) analysed the pressure of tourism at Kedarnath Wildlife Sanctuary and extraction of firewood for dhabas/temporary hotels, which may threaten the specific firewood species leading to ecological interruption. This erupts and decreases the growth of wild species. Therefore, different forms of recreational services must not function at the cost of ecological repercussions and these trade-offs between recreational services and ecological services in terms of regulating biodiversity must be relooked by promoting friendly recreational activities only for establishing synergies among different ecosystem services. Maan and Chaudhry (2019) suggested that there is a need to take up infrastructural projects together with mitigation measures such as overpasses for the passage of tigers, elephants and other animals in and around reserves, which may promote synergies between conservation attempts and development objectives. The contemporary conservation approaches argue that the success of the conservation paradigm lies in the active and meaningful participation of the local communities in the management of protected areas.

Recreational ecosystem services, economic and ecological impacts: Benefits and challenges

Challenges and opportunities

Tourism development generates a lots of economic opportunities but at the cost of traditional livelihood sources, including agriculture. Tourism development at CTR has resulted in the conversion of more than 50 percent of agricultural land into the settlement and tourism resorts (Rastogi et al., 2015). This conversion impedes the supply of agricultural products and also block the wildlife corridor between CTR and RFD. This shows how cultural ecosystem services of the protected area trade off with its other services (regulating/supporting) of its own ecosystem and also with the other ecosystem like provisioning services of agricultural ecosystem. Tourism development attracts tourists for recreational and education purposes, and ordinary people for economic opportunities (Rastogi et al., 2015). This influx increases the area’s population and densities, and reduces the per head availability of basic necessities, including water, purified air and other ecosystem services (Rastogi et al., 2015). Ghosh & Uddhammar (2013) argues that tourists influx and increasing local population can co-exist with the wildlife, provided the benefits of ecotourism should sufficiently reach out to them (Ghosh & Uddhammar, 2013). When community perceive the wildlife as a source of income then their support for sustaining and securing this source is inevitable. As Indian Himalayan range is very diverse and sensitive, the Himalayan tourism centres are facing varied of problems and challenges due to uncontrolled tourism (Singh, Mal and Kala, 2009). Only in a few Himalayan tourism centres, community based ecotourism management in form of EDC is found. Many issues of mountain tourism like accumulation of tourism activities, land use/land cover changes, deforestation, accumulation of garbage, unregulated tourism, unsustainable activities of tourists and villagers in form of accommodation, fuel for cooking, threat to biodiversity- loss of brahmkamal (Saussurea obvallata) and Fenkamal (Saussurea gossypiphora) (under threat of exitinction, declared rare and endangered by IUCN); unequitable benefits shared by few people pose threats to the ecology of the region (Ibid). In order to tackle the problem, intervention was made in form of introduction of ecotourism by Nanda Devi Biosphere reserve authority. The positive side of ecotourism and

involvement of village communities resulted in increased income and consumption of the valley, which raised the capacity building of EDCs. EDCs tried to manage some issues of tourism activities like collection and removal of garbage, initiating garbage selling and revenue generation, self-dependency in form of loans given to villagers from EDC, greater role of reserve authority for ensuring equitable benefit sharing among beneficiaries and overall community involvement in tourism management and environmental conservation. Two proactive EDCs like Bhyundar EDC and Govindghat EDC worked on collection and removal of garbage from the valley and about 37500 kg of garbage was collected during 2004 which was then sent for recycling to Dehradun (Ibid). People perceive the functioning of EDCs to be successful in terms of their functions like new plantation and forest cover, attempting garbage free valley, capacity building in terms of revenue generation from taxes on potters and eco fees, environmental education in terms of creating awareness, improvement in terms of tourists and villagers behaviour. However, the existing attempts to address negative aspects of tourism is inadequate and need modification.
All these cases of trade-offs among different ecosystem services calls for understanding the integrity of ecosystems and their services leading to an urgency for establishing and improving the interface between science-policy platform on biodiversity and ecosystem services, which is the core objective behind the formation of the intergovernmental science policy platform on biodiversity and ecosystem services (IPBES).

Tourists-focused studies, Conservation and Conflicts

Potential Opportunities and Threats

In India, the share of foreign tourists to total number of tourists is extremely small (Lyngdoh et al., 2017). This calls for the attention of park management and tourism authorities towards the marketing of tourism resources at the global scale and avail the tourism facilities after a rigorous assessment on the preferences of international tourists. Not only would this potentially enhance the foreign exchange reserve but would also be increase the wellbeing of local communities. The ban on mountaineering in the NDBR in 1982 although was a successful in biodiversity conservation, but it had negative impacts on life, livelihood and economic status of the local people. As a result, people in Chamoli district were forced to migrate due to lack of alternative livelihood options. Moreover, a ban or restricted access for biomass resources like non-timber forest product, livestock grazing and ban on collection of medicinal herbs put a severe economic stress on more than 95% of local households (Silori, 2001). Man-animal conflicts in terms of loss of livestock, crop damage deteriorated the situation of local households. It was found that NDBR management seemed to be callous for local livelihood. Non-abidance of laws by Nepalese wage workers were found but the management did not take any action because of their foreign nationality (Ibid). The solutions to these conflicts can be possible by providing alternative livelihood employment options like improvement of tourism, handicrafts activities and apiculture, cultivation of medicinal herbs by majority households. The other options like provision of improved high yielding breed, artificial insemination of local breed are demanded by local people for improving livestock productivity (Silori, 2001).

However, the potential challenges are in form of transformation of ecotourism into mass tourism within a period of 15 years (Singh and Singh, 2004). Therefore, ecotourism can be linked with other activities like farming, handicrafts and local business for its sustainable operation. The Nanda

Devi Ecotourism Development Authority (NDEDA) operated ecotourism giving its indigenous linkage by integrating tourism with Bhotiya tribal culture, living and lifestyle, their handicrafts and woollen articles, and soft tourism activities like ecological trail walks, ethnic corridor, nature spotting, cycling, pilgrimage to the Nanda Devi temple and the shepherd trail which has been branded as 'Bhotiya Tourism' (Singh and Singh, 2004). Moreover, the socio cultural and historical evolution of individual protected areas needs to be integrated in the conservation policies of local level. Chhatre, Lakhanpal, and Prasanna (2017) found that the ritual of seeking permission from indigenous deities called 'Devta' of the great Himalayan National Park Conservation area of Himachal Pradesh dominate in the decision making of live and livelihood surrounding the valley and natural resources in the face of global conservation agenda, which sometimes is compromised. This conflicting situation between the local cultural beliefs and political policy agenda needs to be addressed from the very conceptions of protected areas. The issues of compensation create conflicting problems in restricted access to park areas, rehabilitation and conservation efforts (Negi & Nautiya, 2003; Badola et al., 2010; Bargali & Ahmed, 2018; Cabral & Dhar, 2019; Maan and Chaudhry, 2019; and Puri et al., 2019). Therefore, it has been suggested that value of compensation must be provided based on the market value of loss occurred by wildlife and compensation can be thought of both in terms of cash and kind (Maan and Chaudhry, 2019). Awareness among local people regarding conservation and development initiatives can be created in order to lessen the degree of conflicts. Some initiatives which are appreciated can be thought of as alternative livelihood options (Maikhuri, Nautiyal, Rao and Saxena, 2001).

IMPLICATIONS FOR FUTURE RESEARCH

- In addition to the assessment of social capital and its impacts on the community action, there is a need to explore whether community actions, determined by social capital, can be taken in favour of or against the tiger-conservation efforts (Rastogi et al., 2014). Such exploration provides more robust knowledge and scope for generalisation.
- Ecotourism in CTR although involves the local communities but not managed by them. Examining the community's institution-based ecotourism can greatly contribute to the effective management of PA as well as may offer inputs for better-informed policies to arrest the widespread ecological effects of tourism in CTR (Rastogi et al., 2014).
- Tourism seems to be an alternative to many other anthropogenic economic activities. However, negative impacts of tourism can be curbed by suitable institutional and governance mechanisms. In order to establish a sanguinary relationship and synergy between economy and ecology and economic system and ecosystem, further research must focus on the practice of ecotourism, how to switch from tourism to ecotourism by strengthening institutions, governance and policy statures, behavioural factors of tourists and ecotourists, ecological prcatices of waste mangemnet, recycling and empasis on the 'carrying capacity concept' (Singh, Mal and Kala, 2009).
- There is a great need to recognise and acknowlege different components of cultural ecosystem services like recreation, tourism, leisure, nature trail, spiritual, religious and many more. Although, many forms of the cultural ecosystem services are being found in the Himalayan region like sacred groves and 'Deity culture' along with biodiversity and landscape tourism in the Great Himalayan national park conservation area, Himachal Pradesh (Chhatre, Lakhanpal, and Prasanna, 2017); they are yet to get due policy consideration highlighting the generation of sysnergies and avoidance of trade offs in the local regional ecosystems and their services.

Hence, site specific study may be conducted to analyse and the trade offs and sysnergies that stem from nature-culture-policy framework and linkage.

- Conservation-centric paradigm, underpinning the creation of PAs, results in various socio-cultural and economic problems that negatively affect biodiversity conservation. To address this issue, an intensive and comprehensive cost-benefit analysis of 1) different conservation and tourism practices for the local communities, 2) land-use pattern in and around the PAs, and 3) human rights issues, including institutional measures to address and resolve human-wildlife conflict, is required (Ghosh & Uddhammar, 2013).
- Previous studies have sufficiently contributed to the knowledge of whether or not resource utilised by the indigenous community is sustainable in the long run; but, they rarely address the question of why these communities use the natural resources in the way they are utilising at presesnt. There is a good number of studies that documented the phenomenon of degrading land-use practices but the underlying social, economic, and political factors responsible for such practices, and how these factors interact over a period of time need to be explored further (Negi & Nautiya, 2003).
- There is an urgent need to understand the cultural mechanism that may ensure the community-nature coexistence (Negi & Nautiya, 2003).

CONCLUSION

There are many studies that talked about challenges, threats and future potential of cultural ecosystem services/ recreational ecosystem services at the global as well as local level. In this review study, we have attempted to analyse different problems, threats, challenges and future potentials of cultural ecosystem services in forms of tourism, ecotourism and other kinds of recreational activities in the most sensitive biodiversity areas of India, i.e. the Indian Himalayan protected areas. We have also investigated different mechanisms to address the challenges that the Indian Himalayan protected areas are facing at present. It has been found that scientific based conservation management in form of creating institutional mechanisms like Integrated Conservation and Development Projects which are known as EDCs in India are most successful practices in integrating local people, their life and livelihood in the conservation attempts. This kind of systematically formulated local institutions empowers local people to sustainably utilise forest resources in form of soft tourism activities like ecotourism. It has been aptly pointed that 'unless people are linked with the park, park's objective s will be hard to meet' (Singh and Singh, 2004, p.54). Moreover, EDCs have the potential to address and lessen most of the people-park and human-wildlife conflicts. The management needs to balance between conservation and socioeconomic livelihood aspects of households. Silori (2001) suggested to deploy local youths in the field to guard illegal activities which can act as a trust building process between local people and management authority paving to economic benefits of the former. Moreover, traditional indigenous knowledge on medicinal herbs must be preserved and utilised for conservation of the biodiversity. Alternative livelihood options must be created and developmental activities like access to road, construction of irrigation facilities and access to market for local products rather than afforestation programmes must be developed in order to decrease dependency of local people on the reserve (Rao, Nautiyal, Maikhuri and Saxena, 2003).

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THE SOCIAL AND ECONOMIC RESTRICTIONS DUE TO THE TRAVEL BEHAVIOR OF AUSTRIAN TOURISTS. QUALITATIVE RESEARCH ON CLIMATE-FRIENDLY LIFESTYLES AND TRAVEL BEHAVIORS

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ABSTRACT

Climate change and rapid global warming are scientifically proven to be man-made. Due to the increasingly visible consequences of climate change, more and more people start to reflect their personal lifestyle and travel behaviour to become more climate-friendly. This topic has already been addressed by several studies but none on whether the lifestyle is socially and economically compatible. What are the social and economic effects of a climate-friendly travel behaviour? This work tried to clarify which restrictions people have to live with by travelling climate-friendly. After a structured literature research on environmentally, climate-friendly lifestyles and (green) tourism an empirical research has followed. The qualitative survey enabled a deep insight into living and mobility habits and the travel patterns. Through the interviews, insights and possible challenges in implementing this lifestyle were identified and evaluated using the qualitative content analysis according to Mayring. The results of the research brought different insights. A climate-friendly lifestyle tends to create conflicts with the social and job life. Climate-friendly travelling is mostly socially and economically compatible. Conflicts can arise with the decision for the means of transport, the travel length and the financial aspect of climate-friendly products and alternatives. All respondents criticized the small offer of climate-friendly possibilities in Austria and a strong desire for a larger offer at climate-friendly alternatives and products could be determined. This lifestyle is confronted with social and economic restrictions such as loss of symbolic capital. However, it could not be confirmed that this lifestyle produces necessarily higher living and travel costs but in some cases climate-friendly forms of travelling are less expensive. The insights gained in this work serve tourism stakeholders and companies which try to respond to this growing tourism market by adapting to the constraints of global warming and changing societies.

INTRODUCTION

According to historians Johannes Preiser-Kapeller and Ekaterini Mitsiou from Vienna, "climate change is changing societies". The researchers conducted a study on societies and climate change between the years 1200 and 1350. The focus of the research was the Byzantine Empire and the eastern Mediterranean. People changed either voluntarily in the sense of adapting to external changes triggered by climate change or involuntarily due to social unrest and upheaval (Preiser-Kapeller & Mitsiou, 2019). It is shown that climate change can bring not only ecological consequences but also social changes. In particular, people of generation Z see climate change as the most important issue and the most pressing challenge facing the world today (Amnesty International, 2019). Due to the growing awareness of the climate problem, more and more people are pursuing a sustainable, climate-friendly lifestyle. However, the question arises as to what specific manifestations "climate-friendly" lifestyles need to have an impact on achieving the Paris goals. How do people who want to "go easy on the climate" live? On the one hand, it appears that these young people are under social pressure to conserve the climate through individual behavior. Yet, they are often discouraged from doing so because of personal will or ability. The question arises whether these individuals are influenced or held back by societal conditions or social pressures, such as expectations of the environment. Since many people nowadays regard travel as part of their lifestyle, the question arises as to how these travel-loving but responsible customers perceive tourism products and how they can enjoy a vacation that is as climate-friendly as possible. There are already some studies on climate-friendly lifestyles, but none on whether the lifestyle is socially and economically compatible. To analyze people's travel behavior at first a general lifestyle study of this new target group needed to be carried out.

OBJECTIVE

Therefore, this study's aim is lifestyle research, in which new insights are collected about people who claim to live a climate-friendly lifestyle. The main research question was:

"How does living a climate-friendly lifestyle affect the social and economic lives of these people?"

The research question aims to clarify whether people who live and travel climate-friendly have to accept social or economic restrictions or possibly even have advantages in their social and economic lives. The question is why a lifestyle change has taken place in the first place, whether this lifestyle is socially acceptable and in which aspects and areas these people have to accept restrictions.

In the context of this work, these hypotheses were examined:

Hypothesis 1: In the social environment of climate-friendly persons are other persons who live climate-friendly. Thus, there is an interaction between social life and a climate-friendly lifestyle.

It is assumed that the social environment of these individuals consists of climate-friendly friends and partners who share the same interests and attitudes towards lifestyle, or that the individuals have been encouraged by their social environment to adopt a climate-friendly lifestyle. The question is, therefore, whether the social environment influences the climate-conscious lifestyle or vice versa.

Hypothesis 2: Climate-friendly people have restrictions in their economic life.

It is assumed that these individuals face challenges at work or financially due to their lifestyle and travel behavior. It could be associated with increased costs.

In the last step, the travel behavior was analyzed, because traveling is an expression and fixed part of the lifestyle of many people. Since mobility within the transportation sector, specifically air travel, is responsible for a large portion of CO2 emissions, the following sub-question arises:

"How does a climate-friendly lifestyle affect travel behavior?"

The purpose of this sub-question is to clarify whether lifestyle living out affects travel behavior and what tourism travel products could be developed for these individuals. This work is a first step for the basic understanding of climate-friendly lifestyles concerning the respective influences on other areas of life. It can be helpful for the tourism market to better address this specific target group.

LITERATURE REVIEW

At first, in the theoretical part of this study, the terms "sustainability" and "sustainable development" were explained, analyzed, and compared. These definitions were essential for further research work but won't be described in detail now. One thing is sure; people are dealing more with this topic, the awareness of sustainability and environmental-friendly lifestyles has emerged in the last thirty years (Lange, 2002, p. 234, Lüdemann, 1997, p. 24–27).

In recent sociology, probably no one has influenced the lifestyle discussion as much as Pierre Bourdieu (1982), who revived the concept of lifestyle with his class theory. According to Pierre Bourdieu, all people are in a social space, which for him serves to represent social structures. Everyone is in a position, and people in similar positions are in the same class. This class position is influenced by the four components of our capital (Bourdieu, 1982, p. 195-197):

1) Economic capital: it appears in the form of assets (money, shares, etc.) and property.
2) Cultural capital: it consists of incorporated (internalized cultural skills), objectified (possession of cultural goods and artifacts), and institutionalized capital (educational certificates, titles and credentials).
3) Social capital: it consists of belonging to a group and social networks and is incorporated as acceptance and prestige in the community.
4) The three capitals add up to Symbolic capital: this gives social legitimacy to the other three types of capital, which can also be equated with prestige and recognition. According to Bourdieu, it is the only capital reflected not only in social space but also in lifestyles.

(Hillebrandt, 2009, p. 382-385)

Bourdieu's theoretical model is essential for modern lifestyle research in that he relates symbolic capital to economic, cultural, and social capital. Thus, the paper will focus on the interactions between economic and social capital and, by extension, symbolic capital. It is deliberately referred to as an interaction rather than an influence since the three types of capital (social, economic, and cultural) not only affect symbolic capital, but a reverse process can also be assumed, and symbolic capital can affect the other three. Symbolic capital is the "reputation" and prestige of a person, so the question arises about how important prestige is to those who live out an unusual lifestyle since climate-sensitive people often do without things (such as economic capital in the sense of luxury goods).

The effects of CO2-neutral products have often been studied and discussed economically and on a meso- and macrosociological level, but micro-sociological studies of the effects of climate-friendly lifestyles have not yet been extensively researched. Much of the research on these topics is about the connection of environmental knowledge and awareness with real behavior. A study on the lifestyle type LOHAS ("Lifestyle of Health and Sustainability"), to which a large proportion of Generation Y consumers belong, highlights awareness of "slow fashion" in particular. Slow fashion refers to sustainably produced clothing, sustainable in the sense of fair working conditions, natural and careful use of raw materials, and high quality. The interviewees speak of the high qualitative, emotional, and, above all, the social value of these products (Sung & Woo, 2019, p. 125). It follows that younger generations place more importance on fairly and sustainably produced products, which could lead to a general change in consumer society. The study also suggests that a climate-friendly lifestyle approaches such as slow fashion is not condemned by Generation Y individuals, but rather valued and supported. This could mean that this lifestyle is becoming more socially regarded. Another study examined life satisfaction in relation to "green self-image," which roughly equates to an environmentally friendly and climate-friendly lifestyle. These individuals showed a significantly higher life satisfaction and well-being than individuals with no "green self-image" at all. Moreover, the authors equate this lifestyle with a social norm (Welsch & Kühling, 2018, p. 109-112). This statement suggests that such a lifestyle is seen as positive, if not desirable, in the social environment. On the other hand, social norms and values were reported to have no influence on environmental behavior, as respondents felt that "going green", in terms of environmentally friendly consumption behavior, does not make a good impression on other people (Liobikienė, Grincevičienė & Bernatonienė, 2017, p. 3791). These controversial results are exciting because, according to the authors, social acceptance is not increased. Thus, the question arises whether climate-friendly individuals place less value on making a good impression on others. This was also discussed in more detail in the qualitative interviews.

Another study confirms the connection between social comparison and environmentally friendly behavior (Welsch & Kühling, 2016, p. 640). This means that people compare their own behavior in terms of environmental protection with their friend's and neighbors' environmentally-conscious consumption behavior. In Pierre Bourdieu's words, this confirms the thesis that individual symbolic capital is influenced by social capital and Hypothesis 1 can be confirmed in this respect.

The German online magazine "Business Insider" interviewed three people who, according to their own statements, live a climate-friendly lifestyle. Although the interviewees were not specifically asked about the influence on their social and professional life, it can be read out that one proband, due to social pressure, cannot completely live without air travel, although she would like to do so (Schwär, 2019). While this result cannot be considered representative, it does support Hypothesis 1 in that the social environment can play a role in the change to such a lifestyle. A Chinese study confirmed the hypothesis in the respect that social interaction can have an influence on the decision to adopt a sustainable lifestyle (Cheng, Long, Chen & Yang, 2019, p. 1). Another proband of "Business Insider", however, speaks of his experience of living climate-sustainably together with other people in a collective house (Schwär, 2019). On the one hand, hypothesis 1 is confirmed here as well, since the interviewee has climate-friendly living persons in his social environment. From a theoretical point of view, hypothesis 1 can be confirmed, but further on it will be addressed in the qualitative interviews.

Since this paper is not only about the influences of this lifestyle, but also about the tourist behavior of these people, this paper will focus on the role of travel with regard to this research. Traveling has an emotionally great importance for Austrians, especially on their quality of life (Mayrhofer & Zellmann, 2013, p. 10). But not only in Austria, in most Western societies, travel is often seen as part of one's lifestyle, as a way to broaden one's horizons, to gain experience, to learn about new cultures, as "self-discovery" - in short, following Pierre Bourdieu, to build symbolic capital. Since, according to the ecological footprint, the decisions regarding the modes of transport to the destination have a major influence on greenhouse gas emissions (Falk & Hagsten, 2019, p. 1034-1041), the behavior of tourists with regard to climate change is interesting.

"Green tourists" are people who choose an environmentally friendly option when selecting a destination and modes of transport. An analysis of the European Union's Eurobarometer revealed that only seven percent of respondents were "green tourists," which for them often meant vacationing in their own country. For vacations away from home, the professional occupation, skills, age, and gender of the tourist plays a role in the choice of environmentally-friendly destinations. According to a study, tourists who leave a small environmental footprint in the destination have a higher level of education and higher income. This also depends on socio-demographic and contextual characteristics, as well as the tourist's home country (Falk & Hagsten, 2019, p. 1034-1041). In short, the target group for climate-friendly, "green" tourism in Europe can thus be said to be 7% of all tourists. Even if the number is not particularly high, tourism offers and opportunities should be created specifically for these people. Furthermore, it was clarified what tourists pay attention to when traveling in a climate-friendly way. Companies should also consider demographic data when conducting target group research. Further questions arise as to which climate-friendly behaviors already exist and in which respects the existing offers can be improved.

Since flying is responsible for particularly high greenhouse gas emissions, green tourists largely avoid air travel. This is difficult because flying has become cheaper and cheaper. Short-haul flights in particular are often far less expensive than train tickets (Herrmann, 2016, p. 50-51). Logically, this does not necessarily facilitate the abandonment of air travel for green tourists.

Due to a lack of information about when a trip is really climate-friendly, no exact typology can be presented, but some companies present action tips on their homepages on how to travel in a climate-friendly and climate-friendly way. Climate-friendly travel is seen on these sites as an enrichment rather than a renunciation. For considerations in this regard, the travel process should be divided into three components: Arrival and departure, lodging and meals, and on-site activities and excursions because each of these components affects the environmental and climate footprint of the vacation. The journey to and from the destination should be kept as short as possible and, if possible, be accessible by bus or train. A positive aspect of a vacation region would be a good connection to the public transport system or the possibility of car sharing (“Tips for climate-friendly travel”, 2020; “Wir Leben nachhaltig”, 2020).

On the whole, there are numerous opportunities for green tourists to experience a climate-friendly vacation. Information in this regard can be obtained from various Internet platforms, blogs, and travel agencies. What stood out during the research was that climate-friendly travel is feasible regardless of the travel budget - there are both cheap and more expensive options in this regard. To answer the questions clearly: Yes, you can travel climate-friendly and there are numerous possibilities to do so. However, the focus of this paper is also on the aspect to what extent climate-friendly travel is possible at all. In order to answer the research sub-question "How does a climate-friendly lifestyle affect travel behavior?", the central motives of travelers and "green tourists" have to be found out. Furthermore, Pierre Bourdieu's concept of lifestyle is taken up again, because symbolic capital results from social, economic and cultural capital (Hillebrandt, 2009, p. 382-385). Travel also represents the acquisition of symbolic capital. The question arises whether "green tourists" consciously forgo luxury travel and, according to Pierre Bourdieu, thus symbolic capital, or whether they acquire symbolic capital through other types of travel. Since there is no literature in this regard, it was hoped to be able to answer this question on the basis of the empirical study.

METHODOLOGY

The research method to address and answer the research question(s) in detail qualitative interviews with persons who live climate-friendly. Since the topic of lifestyle, social and financial life could be considered intimate for many people, an attempt was made to make the interviewees feel that their answers would not be sanctioned in any way, either in the interview situation or later. Furthermore, a "soft" interview technique was used, which encouraged respondents to answer further and supported the conversation through approving responses from the interviewer (Diekmann, 2018, p. 439-440).

The semi-structured interview guide was used to ensure comparability of the different respondents and to ensure that the most important points for the research questions were addressed during the relatively free conversation. The empirical data collection period was between 07.04.2020 and 18.05.2020. Interviews were conducted "in person" via Skype, Microsoft Teams, Facebook videochat or "impersonally" by telephone using a semi-structured interview guide. Due to the Corona crisis and exit restrictions during this period, face-to-face meetings and therefore in-person interviews were not possible.

The evaluation was carried out by means of qualitative content analysis according to Mayring (2001).

The following table lists the interview partners:

Interview No.	Gender	Age	Profession / Hobby	Interview length	Means of communication
1	female	22	Student / „slow fashion" blogger	00:39:09	Skype
2	male	26	Student / Permaculture	00:35:49	Skype
3	female	67	Waste management consultant	01:06:24	telephone
4	male	32	Smith / built a sustainable house	01:20:52	Skype
5	male	59	Retiree	01:20:20	Facebook videochat
6	female	54	Owner of a „biological" hotel	00:46:00	telephone
7	male	40	Tour operator of climate-friendly travels	00:54:50	telephone
8	male	52	Consultant	01:17:48	Microsoft Teams

RESULTS

After transcription of the interviews, the statements were structured and interpreted according to the evaluation categories. The upper categories were "lifestyle", "economic life", "social life", "lifestyle change", and "motivation". Due to the comprehensiveness, only the most important results are discussed in this report. The results were quite interesting. The shift to a climate-friendly lifestyle was a slow and long process for seven of the eight respondents. Only one person suddenly changed their lifestyle. All of them have been very different people but with similar values and seemed like strong-willed people. Then, the probands were questioned about their social life and the compatibility of the lifestyle with their friends, family members and very importantly – with their partner. In general, the lifestyle is compatible with family and friends, mostly because people have same-minded friends. If the friends have other values, there were some conflicts reported. The will to influence the partner's behaviour was one of the common arguments. One of the respondents has restrictions when traveling with her friends:

„It is difficult to travel with your friends, who care less about climate protection. Of course I totally understand that someone prefers a cheaper flight that only takes 2 hours than a train journey which is much longer. So sometimes I prefer to adapt to my friends to avoid discussions."
- Proband 1

Proband 1 is talking about a past trip from Austria to Portugal with her friends. A certain kind of need for harmony can be recognized due to the avoidance of conflicts.

The "economic life" was split into the financial and the professional life. A big focus of the interviews was the fact, that climate-friendly products in Austria are more expensive than non-climate friendly products. But this doesn't affect the financial situation very much of the respondents, because, according to them, they need less goods, products. They try to repair things, and to use all of it, so there is no waste. And professionally told some people that they can combine the lifestyle with their job. However, this can lead to restrictions when traveling:

„The airline industry is a mess, flying is way too cheap! I don't understand why the airlines are being bailed out and supported now. It should become really expensive, otherwise it's logical that everyone prefers to fly instead of taking the bus or the train."
– Proband 6

Thus, climate-friendly travelling can have a negative impact on the economic life and cause more costs. However, this depends on many different factors and situations and cannot be generalized. All of the respondents wish for cheaper bus and train tickets and more environmentally friendly accommodations.

DISCUSSION/CONCLUSION

Living out a climate-friendly lifestyle can have an impact on the social and economic life of the individual. In the social and economic sense, these effects should not be as a restriction but can also be seen as an advantage. can be seen as a benefit. The behavioral change to such a lifestyle has, for most people because they have studied the facts about climate change and are generally very have been concerned with and are generally very close to nature. The extent of the impact, however, varies from person to person. It is important to important to mention is that climate-friendly people do not live 100% climate-friendly lives. climate-friendly. These individuals are not, as initially expected, part of marginalized social groups, the social environment of the individuals is Individuals, however, very similar. If the people would live to 100% climate friendly they would definitely live the life of a hermit, as it's almost impossible in our society to live completely climate friendly. Since the conversion process is protracted, it is also difficult to make statements about whether the previous standard of living of the people can be maintained in the event of a lifestyle change.

In principle, however, it can be stated that the lifestyle is socially acceptable. However, the greatest lifestyle challenges arise in the areas of social and economic life and in addition to the time factor. With regard to Generation Z, which should be particularly addressed for this research should be particularly addressed, only assumptions can be made. Persons of this age have most likely not yet developed their own lifestyle, but a special awareness for climate protection can be recognized especially among younger persons. The research was designed to get a comprehensive picture of climate-smart individuals in order to be able to answer the second research question in the further course:

"How does a climate-smart lifestyle affect travel behavior?"

Following the theoretical explanation of climate-smart travel, the Travel behavior of the individuals was analyzed. It could be clarified that the lifestyle has an impact on travel behavior. What needs to be stated: The results cannot be generalized. This study serves as a first insight into the life habits of the lifestyle of this new target group. Representativity cannot be provided, but the subjective experiences are important for upcoming quantitative or more qualitative studies to this topic.

RECOMMENDATIONS

Who benefits from this study? In particular, these insights give political actors the impulse to reduce fares for public bus and train services. In climate-friendly travel, for tourism stakeholders, this work serves as a first opportunity to better get to know this target group and conduct target group and market research based on this. In addition, it serves as a basis for further qualitative and quantitative research.

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COVID19 AS A CATALYST IN EDUCATION FOR SUSTAINABLE TOURISM DEVELOPMENT: HOW DO STUDENTS IN THE FIELD OF TOURISM PLAN TO SUSTAINABLY LIVE AND TRAVEL IN FUTURE?

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ABSTRACTS

During the CoVid19 crisis, the idea of how far this global health, economic and social crisis could be used as an opportunity to change tourism in a sustainable, climate-friendly direction was frequently discussed in the media. Social systems can essentially be seen as an expression of the interaction between structural framework conditions and adapting individuals (Jackson, 2008). These individuals may have some room for manoeuvre in order to influence their socio-cultural environment. An essential prerequisite for such a system change is the fundamental willingness of individuals to change personally (Murtagh, Gatersleben & Uzzell (2012).

Particularly interesting for the understanding of social change potentials is the perspective of future stakeholder in tourism who are already familiar with the environmental and social challenges of conventional tourism development, such as climate crisis (Prideaux 2013; Weir (2017) and over-tourism (Gössling, McCabe & Chen 2020), due to their educational training.

The research question was: "How high is the willingness of students of a tourism study program to align their personal lifestyle and travel habits more sustainably for the future on the occasion of the CoVid19 crisis?" Therefor, 17 students of the Austrian Master's degree programme "Health Management in Tourism" were interviewed in summer 2020 by means of a questionnaire. In a second round, the results were discussed in a virtual focus group, consisting of the same students.

The results show a high willingness to take responsibility for developments in the world and especially in tourism, both in the private and political sphere. However, it was also clear that those students who were already working or had family responsibilities were much more reluctant to answer. These results suggest that the willingness to commit to sustainability in tourism depends essentially on the respective frame of reference, and that the scope for corresponding and effective commitment decreases with increasing integration into established social systems.

Key words: social change, sustainable lifestyle, travel behaviour, problem awareness, climate crisis

INTRODUCTION

CoVid19 seemed to fall on people like a sudden thunderstorm in the late winter of 2020, which soon turned out to be a steady rain, lasting for longer than a year. In order to fight the pandemic, many governments imposed an abrupt and complete lockdown, with enormous impact on all areas of daily life. Consequences were fundamental changes in the way people worked and interacted with each other. In addition, the way people perceived their world as a whole, especially their possible future, also showed rapid and significant changes. For example, one of the most frequent questions asked by journalists to tourism experts in the spring months was about the chances of a sustainable change in society due to the CoVid19 crisis (Stajic & Friedl 2020; ÖW Global & Friedl 2020; Tagwerker 2020; Brucker & Friedl 2020; Baumgartner 2020). Researchers also reacted quickly to this new situation and discussed scenarios for a post-CoVid19 development of tourism (Friedl, Peeters, Becken et al. 2020; Balas, Lund-Durlacher & Strasdas 2020; Bauer et al. 2020; Bianchi 2020; Butcher 2020; Malazizi & Birsel 2020; Ren 2020; Russo 2020; Zenker & Kock 2020; Zhang, Song, Wen & Liu 2021; Sharma, Thomas & Paul 2021; Fotiadis, Polyzos & Huan 2021).

OBJECTIVES

The problem with forecasts is especially in times of crises, of course, the lack of data. In addition, these studies tend to take older population groups into account when extrapolating older data, because these target groups played a dominant role in the economy before CoVid19. In contrast, research on the role of young people for the future development of tourism is rather the exception (Richards & Morrill 2020). This circumstance prompted the question of how young people who enjoy a tourism education perceive the CoVid19 crisis, what personal consequences they draw and what perspectives they expect for their professional future.

METHODOLOGY

For this purpose, a questionnaire with ten questions was sent out in the first step between the end of May and the beginning of June 2020, which was still during the peak phase of the lockdown at universities. The first of these four questions were each to be answered with a scaling of the personal perspective on a scale of 1 to 10. The remaining six questions were open and thus free to answer. Thematically, the questions revolved around personal values and needs, the change of personal views and behaviours through CoVid19, personal goals and influence on the fate of the world as well as political preferences for solving the CoVid19-related tourism crisis.

The questionnaire was sent to 17 students of the Master's degree programme "Health Tourism and Leisure Management", class of 2019, at the University of Applied Sciences FH JOANNEUM in Bad Gleichenberg, a tiny, but traditional spa village in the south of Austria, close to the Slovenian border. As an incentive for answering the questions, additional points were offered for the assessment of the course "Health and Nature Tourism". Eleven of the participants were female and six of them male, all between 19 and 34 years old. 15 of the participants had a bachelor's degree in the field of business administration, marketing or tourism management as well as health management in tourism. Two of the test persons were incoming students from the Netherlands and the Ukraine without any previous academic degree.

In a second round of interviews on the 12nd of June 2020, the evaluated results were discussed in a virtual focus group. The outcomes of this discussion were used in the interpretation of the results presented here.

RESULTS

In the first question, the students were asked about the "*importance of personal experience as a basis for individual fulfilment and self-actualisation*", which most of them rated as "very important" or "important" (modal value: 8, mean: 8.64). The three other scaling questions were also answered with a modal value of eight in each case:

- "*Importance of contributing to the well-being of the planet and humanity in terms of the fight against global warming and for a sustainable future*",
- "*Importance of social, intergenerational fairness in relation to prosperity and life opportunities in Austria*" and
- "*Importance of social, intra-generational fairness in relation to prosperity and life chances between wealthier and poorer societies of the world*".

These answers suggest a high level of interest in social and ecological issues of the world, whether in a local or international context. Admittedly, the questions took reference to the Brundtland definition of sustainability (quoted from Borowy 2014) as well as to topics that were dealt intensively in the University course in question. In this respect, the context of the questions must be taken into account as a filter for an adequate interpretation. Despite these limitations, the general high scoring suggests that sustainability-oriented values are well known and established in this group.

Change in the view of the world through COVID19

The next question asked about the extent to which the personal view of the world had changed as a result of CoVid19. Here, the answers were not that much consistent as before. Some of the respondents interpreted the present crisis as a critical consequence of globalisation and as an expression of the fast pace of society. An overwhelming number of participants also interpreted this crisis as an opportunity for people to become aware of this harmful fast pace and to take further learning steps against it.

A large number of respondents referred to their now more pronounced ecological awareness as a result of the CoVid19 crisis. Climate protection was mentioned most frequently as the goal that had gained in importance for the future. This change of attitude was justified by the time available within one's own homes during the lockdown. As is seems, this kind of general quarantine had opened up scope for reflection. In addition, the topic of the "recovery of nature" as a “positive” result of the lockdown as conspicuously often debated in media reports, had contributed to this new perspective and prompted people to critically reflect on their personal lifestyle and consumption habits as well as the associated globalisation phenomena.

This ultimately confronted many participants with the difficult question of whether the currently existing economic system could be maintained at all in the case of a conscious and ecologically motivated renunciation of consumption. Some students concluded that an active balance between a functioning economy and the recovering nature was indispensable.

Individual attitudes to the CoVid19 crisis

When asked about their strategies for dealing with the current challenges, the participants predominantly assessed this CoVid19-related situation as a constructive learning process. The crisis made them realise that they had taken many things in their lives for granted. In addition, most of them expressed the wish to try to value the "little things in life" more in the future. Among other things, statements were made about valuing family, the feeling of freedom and responsibility for the "homeland". In addition, the students signalled a diminished need for travel to the "wide world", with respondents predominantly reporting planning holidays in domestic destinations while foregoing long-distance flights.

This answer is certainly not surprising due to the forced cancellations of planned trips abroad, but the respondents also emphasised the opportunity and importance of getting to know their "home country Austria" better. These answers should be interpreted with caution, because the respondents may also be based on the strategy of making a virtue out of necessity. Instead of lamenting the situation ineffectively, opportunities and new possibilities for life development are identified and cultivated. Such a coping strategy is usually more pronounced at a younger age (Gray& Dagg 2019).

Change in personal behaviour

This battery of open questions was divided into eight dimensions during the evaluation: Communication and Social Network, Media Consumption, Shopping Behaviour, Leisure Behaviour, Travel Behaviour, Work and Health. The majority of respondents reported increased virtual communication with friends in the form of video phone calls and by social media. Although personal physical contact was massively reduced, most respondents had even noticeably more contact with friends than before the outbreak of the pandemic due to the technical means of virtual communication. Contact was now also maintained with friends living further away, albeit virtually.

While media was consumed by most respondents in the form of social media, in addition, newspaper content was read significantly more often than before the crisis, albeit online. Furthermore, a particularly critical view of media content was reported, motivated by the media theming of "fake news" and the associated sensitisation to the validity of media statements.

Changes in the respondents' shopping behaviour were reported in different ways. The students tended to buy less than before the lockdown, but consciously bought as much regional food as possible for their daily needs. In this way, they also contributed to the reduction of food waste. Only one person reported increased online purchases as a result of the crisis. These changes in behaviour can easily be explained by the changed framework conditions. The respondents live in a more "reflective" rural environment than was the case before the CoVid19 crisis.

Regarding the attitude towards gainful employment, two of the interviewees reported about their forced renunciation of planned stays abroad as part of their studies. One interviewee felt that she was treated unfairly because of the time off from work by her employer. She criticized heavily the way employees were treated in consequence of the lockdown. However, apart from this individual statement, most students reported important learning processes for their further life due to the current CoVid19 crisis.

Many of the changes mentioned by the interviewees can in turn be interpreted as an interplay of the impairing CoVid19 framework conditions on the one hand and the teaching content of the "Health and Nature Tourism" course in question on the other. Among other things, techniques of active and conscious perception of natural spaces were taught and specifically practised in this course. In addition, the psychophysical effects of nature on health, such as meditative walks in the forest like “Forest Bathing” (Payne & Delphinus 2019) were addressed and discussed, including coping strategies against stress through targeted activities in natural spaces (Meyer & Botsch 2017). Indeed, it would be an exaggerated interpretation to take the CoVid19 crisis as a kind of "didactic stroke of luck" in this context, but this interplay of the forced lockdown on the one hand and the suddenly raising enthusiasm for forest experiences must not be overlooked under any circumstances. Rather, it underlines the above-mentioned thesis that sustainability strategies only have a guiding effect on behaviour if they are first communicated in a convincing manner and if, in addition, framework conditions prevail that are conducive to the development of sustainable development; finally, there must be a framework of conditions within which these sustainability strategies are perceived as helpful.

Change in personal expectations of the future

The majority of respondents did not feel any significant change in their personal aspirations for the future. Some students expressed confidence in continuing to successfully pursue personal goals. Some students expressed fears of finding employment in the tourism industry after graduation with great difficulty, if at all, due to the wider effects of the CoVid19 crisis, such as economic recession. Those students with such fears had explicitly aimed for a professional future abroad. The other students, on the other hand, who are more confident about their professional future, plan their careers in their own country.

This correlation is hardly surprising. The CoVid19 crisis led to a reversal of the global process of opening borders that has been unique since the Second World War (Newman 2006). This essential factor of globalisation had not only led to a multiplication of new professional and tourist opportunities, but also to a gradual socialisation towards precisely this global mobility behaviour, as stimulated through the EU's Erasmus mobility programmes (Roberson 2018). Nevertheless, it seemed surprising at first that this sudden travel restriction was not perceived as more painful among the students. However, the survey was conducted in May, before the big travel season. At the end of the summer, in the face of a renewed threat of closure, the closed borders were probably judged somewhat more critically, as later research revealed (Abdullah, Dias, Muley & Shahin 2020; Miao, Im, Fu, Kim & Zhang 2021).

Change in personal goals

Surprisingly, well-being and freedom from worries were mentioned most frequently as personal goals. The global goals of equality and social fairness in working life were also mentioned. A few people, on the other hand, said that their goals had not changed significantly as a result of the crisis, and that their realisation had merely been postponed somewhat. On closer inspection, these answers do not seem surprising at all. Within a very short period of time, the CoVid19 lockdown forced a temporary renunciation of the previously cultivated life-style of multi-optionality (Gross 1994), which could be compensated most effectively with a corresponding culture of sufficiency (Best, Hanke & Richters 2013). This in turn raises the question of the extent to which responses have been incorporated here that were also addressed independently of CoVid19 in the respective course. Thus, it seems reasonable to assume that in the course of answering these questions, the students remembered the sometimes intensive discussion of related topics and now used these constructively to answer these questions.

Politically preferred approaches

The last two questions were aimed at political decisions that would be considered sensible if the respondent had the necessary decision-making and enforcement power. The first question asked whether, after the CoVid19 crisis, large sums of money should be invested

a) in the rapid creation of jobs for younger people,
b) in a green and climate-friendly economy, or
c) in a "balanced mix of both".

Surprisingly, only three people opted for the first option, two for the third option, but twelve for the second option of a sustainable economy.

This response is memorable in that it seems to express a strong idealistic, sustainability-minded attitude. This could be interpreted in such a way that the immediate personal advantage of a massive investment in - environmentally harmful - jobs would ultimately be at the expense of quality of life and thus cause more harm in the medium term than benefit for long-term development (Wahab 2021). One could, of course, question whether this answer was even considered desirable. It could also be an expression of wishful thinking under privileged, protected living conditions. This is indicated by the fact that those providers who are already in working life and have to support themselves pleaded for job creation.

In the last question about a strategically sensible approach after the lockdown, only two respondents decided against the immediate opening of the borders, while most of the students voted either for a defensive strategy or the mixed solution with a moderate opening of the national borders. As was subsequently shown, this answer also corresponded to the actual political practice, whereby the tourist summer business could be "saved" to a certain extent.

DISCUSSION/CONCLUSION

The CoVid19 crisis forced people around the world to stay at home, which made many to reflect about their general living conditions. Thus, the participants in this study partly changed their view of the world due to these imposed conditions, perhaps also as a result of the intensive discussion of corresponding considerations in the context of the accompanying lessons. In this sense, the prevailing social system oriented towards materialism, maximisation of consumption and prosperity was criticised. The view of the future seemed somewhat unsettled in view of the massive changes experienced in previous certainties. However, an optimistic picture of society's ability to develop was also expressed again and again. According to this, the cohesion of people among themselves would be strengthened by the "crisis". This would contribute to overcoming this "crisis" together.

The clearest attitude conveyed by the interviewees concerned the optimistic view of the possibility of a sustainable lifestyle change. The students said they wanted to buy more carefully in the future, such as organic and regionally produced food, consume less and basically act more ecologically. Since, according to the respondents, the forced restrictions on mobility had a positive effect on the environment and the protection of nature, their awareness of the importance of environmental and climate protection was significantly strengthened by this direct experience. These findings can possibly also be interpreted as a desire to participate more actively in environmental protection in the future. It must be pointed out that this perception of "greater awareness" is initially a snapshot. As explained by several examples, awareness is only the prerequisite, but not a sufficient condition for lifestyle changes. This is because it always requires corresponding framework conditions (Lubowiecki-Vikuk, Dąbrowska & Machnik 2021).

This insight fits with the aforementioned circumstance that the respondents used their additional free time due to the lockdown for more intensive engagement with political decisions and media reports. This promoted the ability for critical reflection, which is considered fundamental with regard to education for sustainable development (Taimur & Sattar 2019). This could subsequently promote the ability of students to reflect on complex political issues in a differentiated way, rather than seeing the world in simple terms of "black or white". This is because looking at the world systemically and developing differentiated tools to solve complex challenges is also considered a fundamental principle of Education for Sustainable Development (Sinakou, Pauw, Goossens & Van Petegem 2018).

RECOMMENDATIONS

The question is whether the opinions expressed should only be interpreted as a temporary adaptation to a certain "eco-speak fashion", as was popularly cultivated in the heyday of the CoVid19 crisis, or actually as more deeply rooted ecological convictions of the respondents. If the latter is true, the question remains whether these changed views are "sustainable". In this context, these results can by no means be considered representative due to the specific teaching content of the interviewees' studies. However, they can be seen as an impetus for further comparative studies at other tourism educational institutions.

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SUSTAINABILITY OF COMMUNITY BASED ECOTOURISM IN CALABARZON:BASIS FOR TOURISM DEVELOPMENT PROGRAM

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ABSTRACT

Ecotourism is about responsible travel to natural areas that promote conservation, bring harmony among communities, and sustains well-being of local people. This study aims to assess the sustainability of Ecotourism sites in CALABARZON Region. Specifically, it will present the profile of ecotourism attractions in terms of no. of years in operation, products and services offered,and transportation/accessibility; identify the benefits and cost of community based ecotourism; determine the sustainability of ecotourism attractions in terms of community management and ownership, contribution to social well-being, environment conservation and improvement and local community and guest interaction, test the significant relationship between benefits and sustainability of ecotourism attractions; and propose a development plan based on the result of thestudy. Descriptive method was used with officials, residents tourism officer and staff as respondent of the study. Based on the result, benefits were available in the ecotourism sites however cost fromit also exist, therefore community based ecotourism is sustainable. There was significant relationship among the benefits and sustainability of ecotourism attractions. Significant relationship was also found on economic benefits when correlated with sustainability also with contribution in social well-being, environment conservation and improvement.

Keywords: Community Based Tourism, Sustainability

INTRODUCTION

Community–Based Ecotourism (CBET) has been identified as a potential proactive means of development, especially in less developed countries. Based on this conception, many countries are devising different strategies to actively engage in CBET development (Ekwale, 2017).

Community-based ecotourism is perceived in terms of community participation and empowerment. The participation in ecotourism brings mixed results on biodiversity conservation and community livelihoods due to the involvement of multiple stakeholders in the design, planning,and implementation of ecotourism projects (Stone, 2015).

Local communities stated their awareness of natural resources conservation and increased waste management in both ecotourism sites and their communities are better through the investors and educational dissemination from local authorities(Kim, Xie and Cirella, 2019).

In CALABARZON, there are five ecotourism sites approved by the Regional Ecotourism Committee of of the Region includes Masungi Karst in Tanay Rizal; Pansipit River and Volcano Island Bird Sanctuary in San Nicolas, Batangas;; Mount Makiling Forest Reserve in Los Banos, Laguna Tayak Nature and Wildlife Park in Rizal, Laguna; and the Lobo Agro Ecotourism Site in Lobo, Batangas (Padin, 2017).

OBJECTIVES OF THE STUDY

This study aims to assess the sustainability of Ecotourism sites in CALABARZON Region. Specifically, it identified the benefits and cost of community based ecotourism in terms of economic, social and environmental aspects; (2) determined the sustainability of ecotourism attractions in terms of community management and ownership, contribution to social well-being, environment conservation and improvement and local community and guest interaction (3) identified the predictors of sustainable ecotourism; (4) test the significant relationship on the benefits and sustainability of ecotourism attractions.

METHODS

This study used descriptive design to assess the sustainability of Community Based Ecotourism in CALABARZON region. The participants of the study were the local residents and officials where the ecotourism sites are located including the tourism officer and staff. An adopted questionnaire was used which was tested for reliability with a over-all Cronbach's Alpha coefficient of 0.82. Percentage and frequency distribution, weighted mean, ranking, ANOVA and regression was the statistical tools used. To observe the highly confidential nature of the survey and the interviews, no particular names was mentioned in the report. The identity of the respondents was not be revealed.

RESULTS and DICUSSION

Helping attract additional businesses and services to support the tourist industry, helping diversify and stabilize the local economy and creating local jobs and business opportunities are some of the economic benefit of community based ecotourism. As to social benefits, encouraging the preservation and celebration of local festivals and cultural events and providing cultural exchange between hosts and guest and improving quality of life are some of the social benefits of CBET.

For environmental benefits, fostering conservation and preservation of natural, cultural and historical resources by managing natural resources to ensure equitable benefits for the diverse interest groups within a population and improvement of the area's appearance (visual and aesthetic)are the aspects priority.

If there are benefits received from community based ecotourism there are also cost or negative effects. Employment tends to be seasonal with this workers may be laid off in the rainy and stormy season, tourism development of infrastructure like roads can cost the local government a great deal of money and may inflate property values and prices of goods and services are the topcost shared by the community in terms of economic aspect.

Attracting visitors whose lifestyles and ideas conflict with the community's, like the use of drugs and alcohol, can involve violations of human rights. People have been displaced from their land and beaches have been reserved for hotel guests while access is barred to local people are themajor cost of CBET in terms of social aspect.

As to environmental cost of community based ecotourism, it directly contributes to sewageand solid waste pollution, can increase litter, noise, and pollution and may threaten specific natural resources such as beaches and coral reefs or historical sites.

Sustainability of community based ecotourism in terms of community ownership and management are considered highly implemented because the management processes comply with all CBET standards and requirements including for outside operations, CBET initiative builds the capacity of the community to provide products, goods and services to visiting tourists and monitoring and evaluation mechanisms exist to assess the sustainability performance of individualand collective CBET activities.

As to sustainability of community based ecotourism in terms of contribution to social well-being, activities contribute to improving community access to basic services water sanitation, energy, education and health, local community members dominate employment in CBET initiativesand CBET activities promote gender equity and social inclusion.

As regards to the sustainability of community-based ecotourism in terms of environment conservation and improvement shows that natural resources and environmentally sensitive sites and their community are identified, documented and endorsed by relevant communities, environmental information and education programs are available for host, guest and the community, and A fund is available to support community based environmental improvement action.

Sustainability of Community Based Ecotourism in terms Local community and guest interaction are implemented by having programs exist, they have policies and actions ensure safety and security for visitors, and transparent and fair pricing exits for visitors with adequatereturns on community investment are present.

As to the predictors of sustainable ecotourism, Model 1 shows significant effect of environment to benefits of CBT, environment conservation and improvement is considered a positive predictor, Moreover, Model 2 also is significant, However, Model 3 was considered the best predictors of sustainable tourism, environment conservation and improvement combined with contribution to social well-being and local community and guest interaction predicts sustainable tourism.

With regards to the relationship of associated with the benefits of CBT and the sustainability of ecotourism attractions. It was observed that there was a significant relationship oneconomic benefits when correlated to sustainability in terms of contribution to social well-being and environment conservation and improvement. The result implies that the more benefits encountered on economic, the less sustainable on the contribution to social well-being, however, the more sustainable on environment conservation and improvement.

As to social benefits, there was a significant relationship found on contribution to social well-being and environment conservation and improvement. This indicates that the more benefits encountered on social, the less sustainable on the contribution to social well-being, however, the more sustainable on environment conservation and improvement.

Lastly, a significant relationship was found between environmental benefits and sustainability of ecotourism in terms of environment conservation and improvement and local community and guest interaction. Based on the result, it reveals that more benefits encountered on environment, the more sustainable on environment conservation and improvement, however, the less sustainable on local community and guest interaction.

CONCLUSION

The community agreed that there are benefits in the existence of community basedtourism as to economic, social and environmental aspects however there are also cost or negative effect experience by the community.

As to the sustainability of community-based ecotourism, the respondent assess thatthe aspects such ownership and management, contribution to social well-being, environment conservation and improvement, and local community and guest interaction.

The considered best predictors of sustainable tourism was environment conservation and improvement combined with contribution to social well-being and local community and guest interaction.

Significant relationship exists between community-based tourism benefits and sustainability of ecotourism attractions.

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ENCOURAGING DOMESTIC TRAVEL DURING THE COVID-19 PANDEMIC

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ABSTRACT

Myanmar's tourism industry, which did not generate much income for the country for a longtime, was shut down in 2020 due to COVID 19 pandemic. It has been a year since all those involved in relying on tourists for their livelihood have been in trouble. As a result, poverty continued.

To address this, plans are underway to continue tourism with COVID 19 in 2021. According to the policy of the government of Myanmar, international tourists are not accepted yet. Therefore,the tourism industry must be revived only with domestic travelers. This small paper explores how domestic travelers can travel safely in the face of the potential long-term COVID 19 catastrophes.

The Objectives of the paper is

- To discover the comprehensive tourism recovery plans.
- To encourage investment and effective collaboration between public and private sectors.
- To emphasize local tourism development.
- To achieve these objectives, two research questions were answered.
- How can recover collapsed tourism sector in Myanmar?
- What can be done to encourage the development of domestic travel?

Our research provides some possible ways of recovering the Myanmar Tourism sector, which ishardly affected by the COVID 19 pandemic. The finding shows that the Myanmar Travel Industry should emphasize on local travelers' market instead. And develop new travel trends such as Camping Tourism, Adventure Tourism, Nature Tourism, etc. The researchers recommend the hotel industry to reduce its premium investment according to demand switchingand shift the investment to natural country-style accommodation with necessities. Based on the survey results the researchers urge travel agencies to arrange domestic tour programs with necessary medical cover.

Keywords: Domestic Tourism, Camping Tourism, Nature Tourism, Adventure Tourism.

INTRODUCTION

No other event has impacted travel in the history except this Covid-19 pandemic which hascreated an unprecedented crisis for the tourism economy. The global supply chain has stopped, and the movement of people has been in a halt globally along with all economic activities. Tourismis a labors intensive sector and the tourism ecosystem involves airline industry, tour operators, travel agents, hotels, restaurants, transport services, car services and all other ancillary services associated with travel and leisure, farmers who supplies food to the hotel and restaurants are also dependent on the tourism industry indirectly. Tourism contributes in large part in the GDP of the countries and support an extensive job market directly and indirectly throughout the world. Therefore, the lockdown throughout at simultaneous time impacted the overall economic activities and tourism activity which resulted huge loss to this industry and comprehensive job loss.

The tourism, hospitality, and travel industry is one of the world's largest employers, together with the energy industry (ILO, 2020, WTTC (World Travel & Tourism Council). Traveland Tourism: Benchmarking Trends Report 2019). However, unlike the energy industry, the tourism, hospitality, and travel industry are less of a necessity and hence is highly sensitive to significant shocks like the COVID-19 pandemic.

It is essential to investigate how the tourism, travel, and hospitality industry will recover after COVID-19—if a vaccine is ever discovered—and how the industry can be made sustainablein a dramatically changed world. There have been numerous papers written in recent months on COVID-19 from a medical perspective. Some recent papers on the risk management of COVID-19 include contributions from (McAleer,**2020**) and (Yang, Cheng, and Yue 2020,)

The research about COVID-19 impacts and recovery on tourism is under construction withthe most of contributions, conceptual or critical reflections and very scarce empirical research.

However, the current situation shows that the pandemic is not under control yet. Therefore, the situation is unpredictable, and research is essential to help recover tourism and its associated industries.

Therefore, this small and exploratory research, aimed to discover the comprehensive tourism recovery plans, to encourage investment and effective collaboration between public and private sectors and to emphasize local tourism development. To achieve these objectives, the following section will present a review of the literature related to the effect of some previous criseson the tourism industry and the responses that were taken to get out of the situation.

Next, the influence that COVID-19 is having on the world and the Myanmar tourism sectorwill be explored, establishing medium-term forecasts based on the different scenarios with whichthe World Tourism Organization (UNWTO) is working. Then, the initiatives that are being implemented at the international and Myanmar levels to support the emergence of the crisis generated by the pandemic will be analyzed and, finally, the conclusions of the study will be presented, which will include the appropriate recommendations for the tourism industry.

OBJECTIVE

The Objectives of the paper is

- To discover the comprehensive tourism recovery plans
- To encourage investment and effective collaboration between public and private sectors
- To emphasize local tourism development

LITERATURE REVIEW

When crises situations such as COVID-19 happen, they force tourism companies to change their operating strategies. These events generate high levels of uncertainty and usually require quick responses in facing negative impacts (Ritchie, B. **2008**). Nevertheless, previous research has shown that there is little preparedness for a crisis situation in the tourism industry (Bremser, K., Alonso-Almeida, M.M.; Llach, J. **2018**) due mainly to a lack of devoted resources (Ghaderi, Z. Mat Som, A.P, Wang, J. **2014**) and a lack of knowledge and experience about how to react the situation. (Okumus, F. Karamustafa, K. **2005** and Ritchie, B. **2008**). Previous research has focused on destination response and recovery with little research specifically in tourism responses and recovery strategies. However, the little research unanimity that exists has found that crisis situations have a strong impact on the tourism industry. Literature review focused on the tourism industry classified by type of crisis impacts and response and recovery strategies. The immediate-term impacts are a severe decrease in tourists, occupancy levels and a fall in average daily rate (ADR) and revenue per available room (RevPar). In the short term, other impacts, such as job cuts, changes in operations and reduction in services, threaten the recovery of tourism industry. In the medium–long term, difficulties in collecting loans, postponed future investment plans or difficulties in paying debts can accelerate the return to normal activity. Summarizing, the main response strategies are focused on cost reduction, push, and restart local market, price reduction, preparation of contingency plans and human resource policies.

The natural disasters and pandemics resulted in longer periods of crises; as a consequencethey need more time to recovery than do economic crises (Kubickova, M.; Kirimhan, D.; Li, H , 2019, Campiranon, K, Scott, N. 2014) summarized the critical factors for crisis recovery in such situations. These authors asserted that the factors are a crisis management and recovery plan; market segmentation; recovery promotion; recovery collaboration; and human resources management. In this paper (Tew, P.J.; Lu, Z.; Tolomiczenko, G.; Gellatly, J.2008,), neither a crisis management plan nor recovery collaboration seem to be responses, nor strategies pursued by the tourism industry before or after a major crisis situation.

This could be very dangerous for hotel and tourism survival. The scarce empirical research published regarding COVID-19 impacts until nowreported severe falls in revenue tourism income (McAleer, M. 2020.). In fact, the most worried issues for the tourism sector concerning COVID-19 are financial issues and uncertainty related to pandemic duration and fear among tourists. Therefore, (Duarte-Alonso, A.D.; Kok, S.K.; Bressan,A.; O'Shea, M.; Sakellarios, N.; Koresis, A.; Santoni, L.J. 2020,) recommend changes in revenuegeneration, plan post-lockdown and health protection measures in order to generate trust among tourists. In this sense, (Hu, X.; Yan, H.; Casey, T.; Wu, C.H. 2020) advised the necessity of reinforcing the health and safety of their employees for none to be part of the problem due to a new coronavirus outbreak until there is a vacuum. Some of these future strategies are also considered in Chang, (C.L.; McAleer, M.; Ramos, 2020). The following section will deepen an understanding of how the Myanmar tourism industry is facing the return to the "new normal" following a situation of zero tourism.

METHODOLOGY

To implement the objectives, both primary data and secondary data are using in this study. Secondary data sources are compiled and adopt from online databases of Ministry of Hotels & Tourism of Myanmar, Ministry of Health & Sports, Union of Myanmar Travel Associations, Myanmar Hotelier Associations, and other related researches on COVID 19 Pandemic. The questions were related to interviewees' experience of pandemic and their reflections on the crisis management of COVID-19 pandemics, with the same questions about the impacts on tourism industry and its stakeholders were included. The primary data are collecting from 50 owners of

Hotels, Motels, Travels & Tours, Car Rental Services, Restaurants, and other related services, and 200 people of traveler.

A quantitative method is using for 25 different questions. The question is based on "How can recover collapsed tourism sector in Myanmar?" and "What can be done to encourage the development of domestic travel?". The second step involves in collecting the relevant data; similarly, third step in this study is collected data were evaluated for the study and finally in the fourth step, the evaluated data is concluded. 91 percent of interviewee responded for this research Quantitative research refers to online questionnaires to determine what people think and how they do certain things.

RESULTS

The survey explores that travelers' point of view is already changed that well-travelled local people have attractions of nature-based trips to rural areas for relaxation and avoiding crowded areas at the same time. Most of them have interested in mountain sceneries, sea view andcountryside natural resorts in vacation and even some are appetite for foreign countries. The 57%of the responses is willing to travel in current situation, most of the rest refuse to travel until the vaccine is available. They are enthusiastic to travel in all types and secondly in regional tourism. 44 .2 % of the response is willing to travel in current situation but others 55.8% are waiting for vaccine for their safe trip. The respondents agree that safety and security is important choosing destinations, accommodation and even in travels activities.

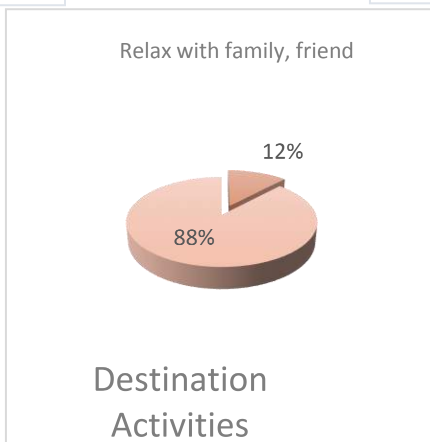
Over 80 percent want to travel for adventure in nature and sightseeing like hiking, biking,trekking, camping, backpacking, bird-watching and swimming. 11% loves to seek relaxation in beautiful place with their families and friends.

This suggests that small transportation vehicles, family-friendly and mid-range accommodations, camping tents and caravans should be planned for newer style of tourism destinations. Food should be supported on the way of trip or, packaged clean and easy to carry. Developing the diverse ranges of visitor services and experience should offer towards value proposition of tourism business. Safety and security are the consistent important need in functioning critical value of the sector to re-start but a revolution of best practices for low infectionrate.

5.1. Integrated Tourism

This study indicates that tourism sector is needed to set adaptable process of the whole system ever than before Pandemic to become resilient and sustainable. According to the responses,the interest of local people shows to implement the broader domestic tourism is potential among most of all types. The 32.7% also seek towards travel agencies with safety standards. Meanwhile the local people like to travel abroad the travelers from the developing country will search for nature-based beauty away from urban. The result shows the sector should prepare to pursue bubble travel arrangement also.

Tourism sub-sectors should prioritize training staffs well improving skills for providing safe and secure service and encouraging local travelers hunger for local tour sites. Building linkages with local suppliers, camp owners, transportation planners and food providers should be the adding value of recovery strategy. Collaboration of every stakeholder in the tourism supply chain both in public and private according to prevention guidelines is also critical to mitigate the virus transmission. These will be the initial steps to a broader re-opening of travel operations encouraging safe tourism market implementation along with COVID.



5.2. Infrastructure

The essential and important need is unfractured investments that will mainly development of the industry. Such as road, accommodations and water supply are fundamental needs to leverage the industry improvement that cope the barriers meanwhile it will improve the freely flow of regionwise economics and employments.

DISCUSSION AND CONSLUSION

As the results showed there are three phases of tourism recovery. The first is to develop nature-based and community-based destinations, second and the most important is to focus on safety of travelers and service providing staffs and the third and final is to incorporate all the service providers in all related fields and regulators.

The findings suggest the need for improvement in the training staff development in tourismoperators and related field for innovative ideas and coordination under health guidelines. Strengthening traveler attraction by traditional food, cultural programs, mountain and beach sportactivities and movement of maintaining natural resources and wildlife protection would be necessary to move to durable improvement of the whole business.

Domestic tourism is a key answer of local economic development and unemployment problems that all are facing in the period of Pandemic. The sustainable tourism will also enhance small and medium business directly and indirectly. That will allow people enjoying different beauty of nature but understanding different cultures also. Moreover, economic, and commercial benefits, awareness of maintain nature and culture originally must be the main characteristic all the stakeholders should involve.

Significantly the domestic tourism will become grower in demand soon after the government permission for safe travel as this research's results indicated. Providing healthcare service is also essential in scheduling risk adjusted strategy of every trip.

RECOMMENDATION

Co-Create with the Private Sector

While the sector has been discussing for years the importance of crisis preparedness, management, and recovery, it is clear that the world was not prepared for COVID-19. Still, this crisis has provided an opportunity for change in the sector and hopefully enhanced readiness for future crises. To ensure future preparedness and alignment across the sector, governments should strengthen their engagement with the private sector, sharing key learnings from this crisis, jointly defining and implementing measures for future crisis mitigation and implementing a modus operandi on how to better collaborate on issues relating to resilience. It is important to ensure that policies implemented are long-terms and not driven by a party or the term of a government. Indeed, given that abrupt policy changes can be detrimental to planned business, regular touchpoints should be scheduled between policymakers and the business community to ensure that the impact on the sector is taken into account, whilst enabling the private sector to take mitigating actions for business continuity. For instance, in Australia, public and private sector actors, including the government, the federal police, emergency services, and Qantas, regularly come together to consider future risks, discuss challenges, design business resilience frameworks, and develop and rehearse response scenarios (Debarghya Sil,2020). Such platforms, bringing together the local and global private sector on a regular basis, should be implemented by governments to create consistency and enhance resilience over time.

Promote Tourism, Starting with Domestic & Regional

Promote Tourism, Starting with Domestic & Regional Domestic tourism will be the first segment to recover, followed by short haul regional, then medium haul between regions and, finally, international travel. To capitalize on the initial recovery, governments, tourism boards andtourism organizations should direct their early marketing and promotional efforts to incentivize domestic and regional travel and inspire residents to explore nearby destinations and attractions. Myanmar government should plan to prepare the longest recreational tourist path in an effort to promote domestic tourism. Shopping outlets, rest houses, outdoor activities, and discounted hotels and restaurants are also planned along the path, which will stretch from north to south. Importantly, governments, tourism boards and organizations should also prepare and provide early marketing and promotional incentives to stimulate the earliest possible regrowth and recovery of internal travel and tourism.

Promote Eco-Destinations

The outbreak has increased environmental awareness among consumers. As travelers seekto make a positive difference when travelling, sustainable tourism will become more prevalent. Destinations that protect nature, or offer an insider view into wildlife, will attract a steady following. As such, businesses should develop their portfolio of natural destinations and highlight their ecological benefits or minimal impact guarantees to inspire travelers inflows. Moreover, conservation activities may become a necessary complement to tourism business in at-risk areas to offset any harmful impact.

Define Common Health & Safety Standards

The public and private sector should come together to jointly agree on the implementationof health & safety standards across industries within Travel & Tourism. It is paramount to have common protocols that ensure coherence and consistency through a collaborative and transparentrisk-based approach supported by medical evidence; an approach WTTC has taken through the development of its Safe Travels protocols [https://wttc.org/COVID-19/Safe-Travels-Global- Protocols-Stamp (published on 29/5/2020)]. In effect, such an approach will lessen the traveler's burden of having to verify protocols from various sources and enable a safer and more seamless end-to-end journey. Whilst maximizing the health and safety of travelers, the sector's workforce, and the local community, health and safety protocols must be practical and minimize disruption and costs as much as possible to enable business continuity across geographies, particularly for SMEs which account for 80% of the sector. It is in this context and with these objectives that WTTC created its Safe Travels protocols across industry verticals within Travel & Tourism. Providing businesses with a recognition of their compliance to such protocols may further boost travelers' confidence in Travel & Tourism.

Ready the Destination

As travelers remain wary of crowds, they will look to new areas for vacations, with secondary, tertiary, and even rural and smaller destinations growing in popularity. This will however require swift action for destination readiness—both to protect local communities and to ensure the safety of travelers. In effect, destinations will need to develop robust health & hygiene protocols, collaborate with the local private sector, and strengthen health infrastructure where possible. In response to COVID-19, changing regulations and customer demands, businesses willneed to re-evaluate their operating models in the short-term and, in some cases, their business models altogether. To build confidence among customers and its workforce, many Travel & Tourism businesses have implemented protocols such as screening guests and team members, physical distancing, requiring facial coverings, establishing hand-sanitizing stations, extending meal service hours and limiting capacities in venues. In Las Vegas (Business Insider,2020), for instance, casinos have set up plexiglass shields or are requiring masks at tables and are implementing mobile food ordering. Within hospitality, the franchised model could become moreattractive, in part because it may be easier to follow protocols issued by corporations. Given the need for consistency and coordination at the global level to rebuild traveler confidence, WTTC brought together the private sector across ten industry verticals to draft effective Safe Travels protocols to optimize sector-wide recovery.

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Las Vegas casinos are about to reopen, and photos show that plexiglass shields, hand-washing stations, and out-of-service slot machines will be the new normal, June 2020,Business Insider

TOURISM CAN CONTRIBUTE TO ACHIEVE SUSTAINABILITY IN 2030

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ABSTRACT

According to the agreement among World Leisure leaders at the United Nations on the Universal 2030 Agenda for Sustainable Development committed all countries to pursue a set of 17 Sustainable Development Goals (SDGs) that would lead to a better future for all. At the 17 SDGs and the corresponding 169 targets offer the world a new direction, tourism can play a significant role in delivering sustainable solutions for people, the planet, prosperity and peace. The purpose of this concept paper is to identify the role of tourism contributes to sustainability of the 2030 Agenda.

Sustainability is described with three dimensions: the social, environment and economic. It pertains to the ability of a destination to maintain the quality of it physical, social, cultural and environmental resources while it competes in the marketplace. Since tourism is one of the fastest growing industries in the world, it was the third highest world category in export earnings in 2015, representing 10 % of world GDP, 30 % of services exports and 1 out of every 10 jobs in the world. Tourism has the potential for contribute to the targets in goal 8 (inclusive and sustainable economic growth) by creating jobs and promoting local culture and products. The tourism sector that adopts Sustainable Consumption and Production in goal 12 (sustainable consumption and production), need to develop and implement tools to monitor sustainable development for sustainable tourism which creates jobs, and promotes local culture and products. In goal 14 (the sustainable use of oceans and marine resources), coastal and maritime tourism must be a part of integrated Coastal Zone Management in order to help conserve and reserve fragile marine ecosystems and serve as a vehicle to promote a blue economy. In conclusion, tourism can contribute to achieve sustainable development of the 2030 Agenda.

Keywords: Tourism, Sustainability, 2030

INTRODUCTION

In 2015 the UN General Assembly adopted the 2030 Agenda for Sustainable Development (United Nations, 2015: Online). The agreement among World Leisure leaders at the United Nations on the Universal 2030 Agenda for Sustainable Development Committee all countries to pursue a set of 17 Sustainable Development Goals (SDGs) that would lead to a better future for all. The aims of 17 SDGs are to secure a sustainable, peaceful, prosperous and equitable life on earth for everyone now and in the future. At the 17 SDGs and the corresponding 169 targets offer the world a new direction, tourism can play a significant role in delivering sustainable solutions for people, the planet, prosperity and peace.

Tourism is one of the fastest growing industries in the world. It was the third highest world category in export earnings in 2015, representing 10 % of world GDP, 30 % of services exports and 1 out of every 10 jobs in the world. Tourism has the potential for contribute to the targets in goals 8 (inclusive and sustainable economic growth), 12 (sustainable consumption and productions) and 14 (the sustainable use of oceans and marine resources) (Tourism for SDGs, 2020: Online). The purpose of this concept paper is to identify the role of tourism contributes to sustainability of the 2030 Agenda.

TOURISM

The United Nation World Tourism (UNWTO) states that tourism comprises the activities of the persons traveling to, and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes (WTO, 2006: Online). Tourism is an activity that involves a specific relationship between consumers (visitors), the industry, the environment, and local communities. It is a multidimensional activity, which touches many lives and many different economic activities (Cooper, 2016: 14). Tourism takes place in both natural and human environmental, and consequently each tourist inevitably is the cause of some form of impacts (Robinson et al., 2013; 417). There are various classification of impacts, but the most commonly used categories are economic, socio-cultural and environmental impacts (Robinson et al., 2013; 418). See figure 1.

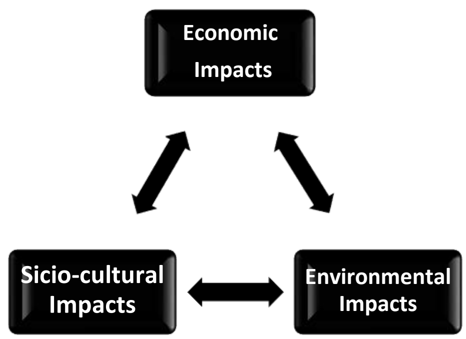

Figure 1 Interrelationship of Tourism Impacts
Source: Robinson et al., 2013: 418

The managed tourism (MT) concept is starting to arouse interest from tourists in terms of growing numbers of people becoming aware of the effects of tourism on climate change and resource use (Page, 2015: 448). Figure 2 is the willingness of government to see an alternative way to tourism development through policies that may embrace MT.

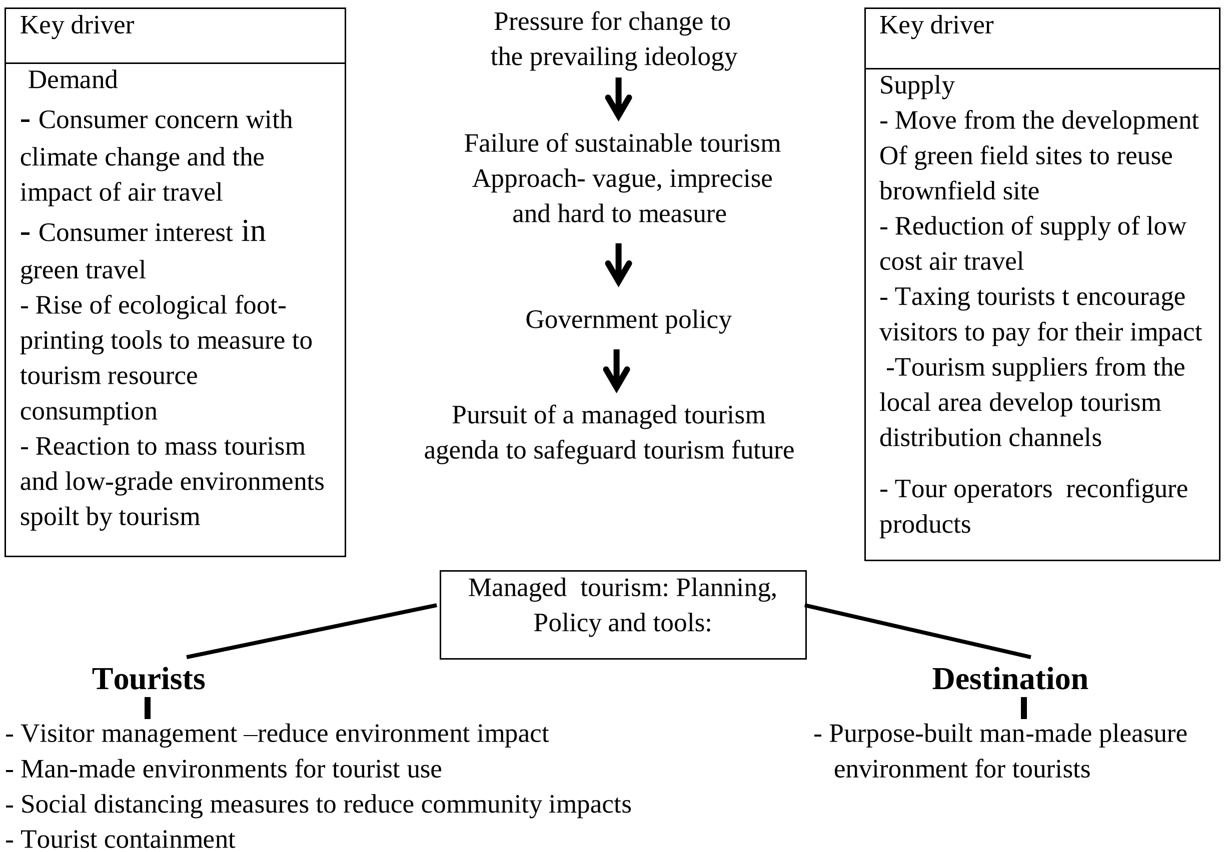

Figure 2 The concept of managed tourism
Source: Page, 2015: 448

SUSTAINABLE DEVELOPMENT

Sustainability means a capacity to maintain some entity, outcome or process over time (Basiago, 1999). Sustainability can be defined as the practice of maintaining world process of productivity indefinitely natural or human made-by replacing resources used with resources of equal or greater value without degrading or endangering natural biotic system (Kahle & Atay, 2014: 3). Sustainability is described with three dimensions: the social, environment and economic. It pertains to the ability of the destination to maintain the quality of it physical, social, cultural and environmental resources while it completes in the market place. Sustainability principles refer to the environmental, economic and sociocultural aspects of tourism development, and a suitable balance must be established among 3 dimensions to guarantee its long-tern sustainability (Goeldner & Ritche, 2012: 373). In addition, the concept of sustainability is that continues to evolve, away from a sole concern with the environment to broader concern for society (Cooper, 2016: 122).

McCool et al. (2008: 286) pointed out that sustainability should be shared among the major institutional participants in tourism development decision: - (1) public agencies that manage the natural resources and ensure their long-term health; (2) the tourism industry that provides an array of supporting lodging, eating and transportation services; and (3) the local residents whose culture may from part of the attraction and may benefit from tourism development, but who may also pay certain costs associated with impacts on quality of life, physical infrastructure and service. In figure 3 the local residents sector, the community is motivated to sustain their quality of life; that includes such issues as a healthy economy and ecosystem.

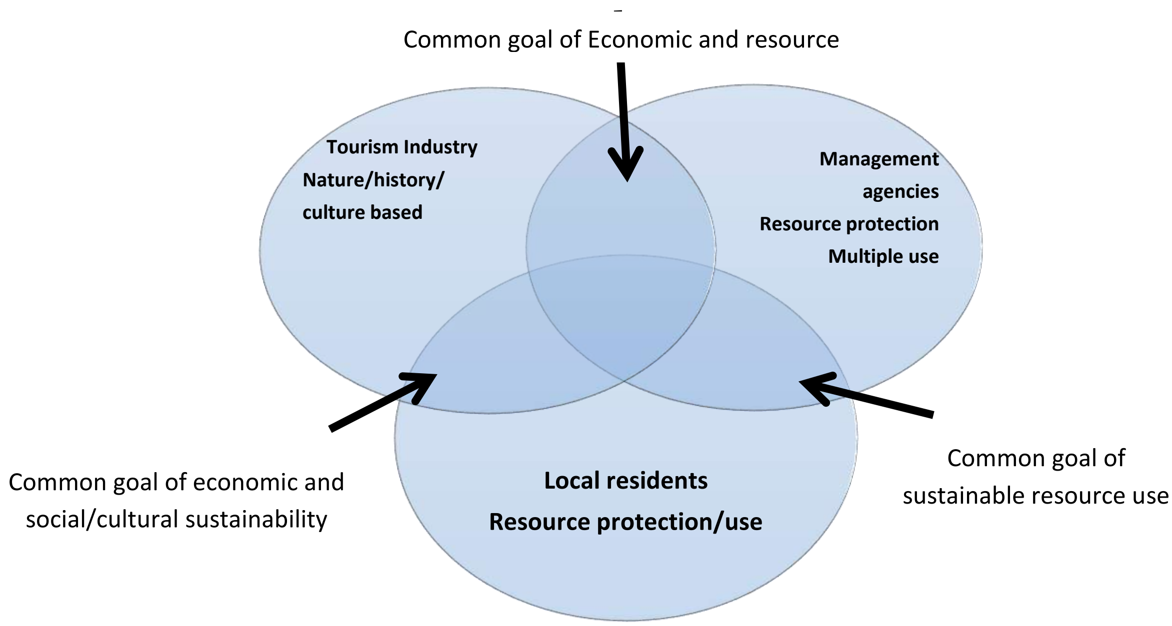

Figure 3 Major participants in tourism development and their shared goals and opportunities for social, natural resource and economic sustainability.
Source: McCool et al., 2008: 286.

Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own need. It contains within it two key concepts: - 1) the concept of need, in particular the essential needs and the world poor; to which overriding priority should be given; and 2) the idea of limitations imposed by the state of technology and social organization on the environment's ability to meet present and future needs (WCED,1987: 207). Sustainable development is under 5Ps principles, including people, planet, prosperity, place, and partnership (UNESCO, 2015: Online). Key competencies for sustainable (Rieckman, 2012: 127) were: -

1. System thinking competency.
2. Anticipatory competency.
3. Normative competency.
4. Strategic competency.
5. Collaboration competency.
6. Critical thinking competency.
7. Self-awareness competency.

8. Integrated problem-solving competency.

Since the World Commission on Environment and Development (WCED) published “Our Common Future”, a milestone in terms of the world’s development (WCED, 1987: 207). Sustainable development became a key issue in all parts of our daily lives, and tourism (Robinson et al., 2013). The nature of sustainable development includes three pillars of sustainability (Cooper, 2016: 124-125).

1. Economic sustainability revolves around the concept of enterprise supporting jobs and delivery income to communities in the long term.

2. Social sustainability focuses upon sharing benefits fairly and equitably and respecting the quality of life of communities and of human rights. It will increasingly involve “living within our means”

3. Environmental sustainability focuses upon stewardship of resources and meaning and conserving the environment, and will involve the notion of “limits to growth”

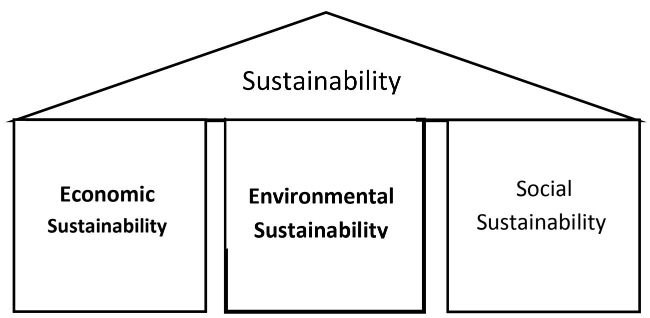

Figure 4 The three pillars of sustainability.
Source: Cooper, 2016: 124.

The 12 aims for an agenda for sustainable tourism address economic, social, and environment impacts and 3 pillars of sustainability (Goeldner & Ritche, 2012: 378) are: - 1) economic viability, 2) local prosperity, 3) employment quality, 4) social equity, 5) fulfillment, 6) local control, 7) community well-being, 8) cultural richness, 9) physical integrity, 10) biological diversity, 11) resource efficiency, and 12) environmental purity.

Education for sustainable development (ESD) is the education that is encourage changes in knowledge, skills, values, and attitudes to enable a more sustainable and equitable society. ESD aims to empower and equip current and future generations to meet the needs using a balanced an integrated approach to the economic, social and environmental dimensions of sustainable development (UNESCO, 2018: 8). Today, international recognition on ESD as the key enable for sustainable development is growing steadily. ESD is at the heart of the 2030 Agenda Sustainable development and it 17 Sustainable development Goals (United Nations, 2015: Online).

SUSTAIBABLE TOURISM

Sustainable tourism is any form of tourism that does not no irreparable damage to the natural environment, protects the cultural and community values of a destination and helps to generate income for local people (Robinson et al, 2013: 439). Meanwhile sustainable tourism has been defined, based on the principles of sustainable development, as tourism development that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future (WTTC et al, 1995: 78). Sustainable tourism development is not restricted to the sustainable development and management of the natural environment alone, but also the social, cultural and economic environment. It is equally important to note that sustainable tourism is not a goal only for ecotourism or green tourism, but that all forms of tourism should strive for sustainable development and practice. Sustainable tourism has the power to result in a higher quality of life (Edgell, 2007: 1). It, properly managed, can become a major vehicle for the realization of humankind's highest aspirations in the quest to achieve economic prosperity while maintaining social, cultural, and environment integrity (Edgell, 2007: 440).

Sustainable tourism needs to identify who could benefit and what, why and how these beneficiaries need external support and funding. The achievement of sustainable tourism evolves from a mix of public - and private sector incentives for tour operations and accommodation provides helping to monitor, manage and reviews negative social, environmental and economic impacts of tourism. Long-term sustainable tourism requires visitors and operators to consider learning ways in which tourism can provide opportunities for hosts to improve quality of life and a clearly beneficial experience for guest and hosts (Robinson et al, 2013: 211).

Sustainable tourism development requires the informed participation of all relevant stakeholders, and strong political leadership to ensure wide participation and consensus building. Sustainable tourism is a continuous process and requires constant monitoring of impact, introducing in necessary corrective measures whenever necessary (UNWTO, 2005: 11).

Hunter (1997: 850) divides four different types of tourism sustainability that there are different levels of both sustainable commitment and permissible tourism development. His typology can be seen as a continuum where tourism is strong as one end and sustainability is string at other (Figure 5)

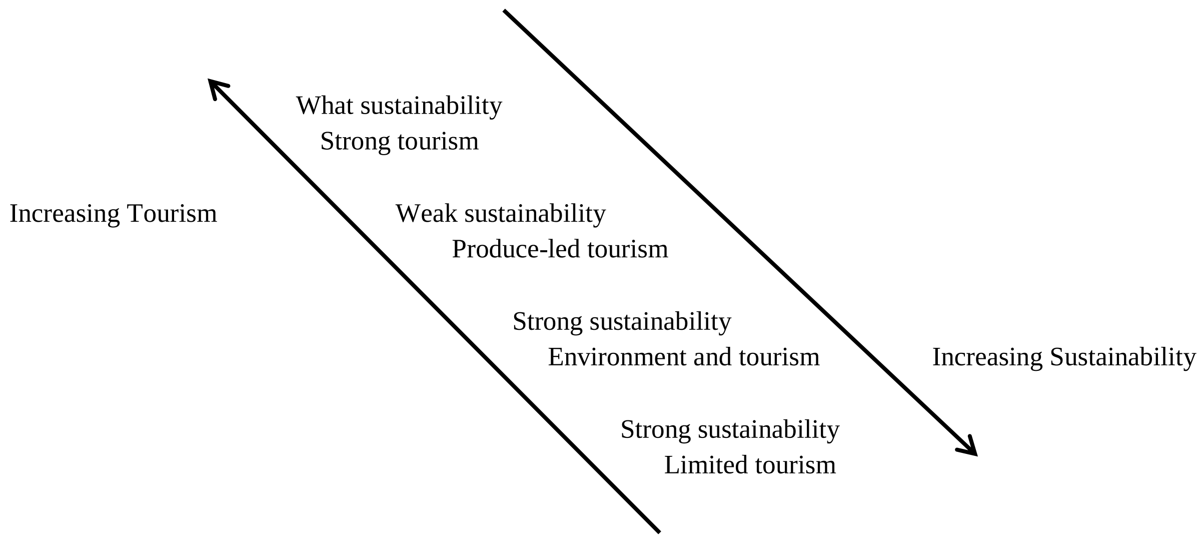

Figure 5 A continuum of sustainable tourism.
Source: Cooper, 2016: 129

The main instruments that can be used to implement the sustainable tourism (Cooper, 2016: 133), including: -

1. Command and control- legislation regulation and licensing, land use planning and development control.
2. Voluntary instrument- certification schemes and self-declaration.
3. Private sector- guidelines and code of conduct, reporting and auditing.
4. Economic instruments- taxes and changes, financial agreement.
5. Supporting instruments- marketing and information services, infrastructure provision and management.
6. Measurements and monitoring instruments- Benchmarking, indicators, carrying capacity.

Sustainable Tourism Indicators

UNWTO (2005: 5) defines sustainability indicators as information sets which are formally selected for a regular use to measure change in key assets and issues of tourism destinations and sites. Sustainable tourism is measurement and development of indicators of sustainability.

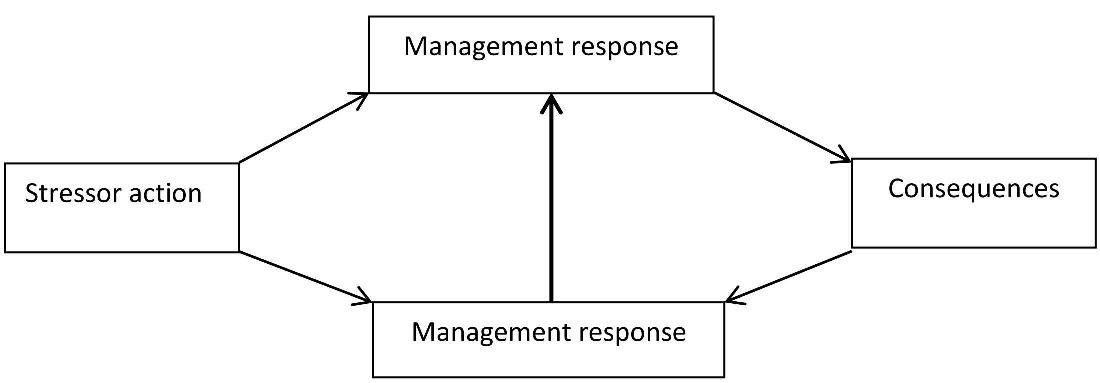

Figure 6 The role of indicator in monitoring sustainability
Source: Miller & Twining – Ward, 2005: 131

Indicators can be used to measure (Cooper, 2016: 140):

1. Changes in tourism at the destination itself;
2. Changes in the external environment which impact upon the destination; and
3. Impact caused by tourism at the destination.

Table 1 Types of sustainability indicators

Type of measurement	Indicator
Quantitative	Data, ratio, and percentage
Quality	Category indices, normative indicator, nominal indicator, and opinion-based indicator

Source: UNWTO, 2004: 140

The UNWTO Tourism and environment Task Force developed a set of internationally accepted indicators of sustainability for the tourism industry. The indicators can be used for both small-scale and large-scale tourism development projects; by national, regional, or local governments and planners; by resort owners, park managers, and even members of local communities concern with and involved in tourism and its impact (Walker & Walker, 2011: 214). There are two sets of indicators that managers can use and that we look at further are:

1. General core indicators of sustainable tourism that can be applied to all destinations.
2. Destination-specific indicators that can be applied to particular ecosystems or types of tourism at a particular site, location, or destination.

TOURISM CONTRIBUTES TO ACHIEVE SUSTAINABILITY

United Nations on the Universal 2030 Agenda for Sustainable Development committed all countries to pursue a set of 17 Sustainable Development Goals (SDGs) that would lead to a better future for all. At the 17 SDGs and the corresponding 169 targets offer the world a new direction, and 230 indicators to assess whether the goals are achieved. These Sustainable Development Goals call on all governments around the world to take transformative measure so that all parts of the world economy can function sustainably. Tourism has potential to contribute to achieve sustainability in the target of sustainable development goal 8, 12 and 14.

Sustainable development goal 8 is about “decent work and economic growth”- promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. The goal has twelve targets in total to be achieved by 2030 (United Nations, 2017: Online), including:

1. Sustainable economic growth.

2. Diversify, innovate and upgrade for economic productivity.
3. Promote policies to support job creation and growth enterprises.
4. Improve resource efficiency in consumption and production.
5. Full employment and decent work with equal pay.
6. Promote youth employment, education and training.
7. End modern slavery, trafficking, and child labor.
8. Protect labor rights and promote safe working environment.
9. Promote beneficial and sustainable tourism.
10. Universal access to banking, insurance and financial services.
11. Increase aid for trade support.
12. Develop a global youth employment strategy.

SDG 8 needs to increase skills and professional development particular youth and women contribute to create job, as well as policies that favor better diversification through tourism value chains can enhance tourism positive socio-economic impacts. This mean achieving "higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labor-intensive sectors" (The founder Institute, 2020: Online).

Sustainable development goal 12 is about **"**responsible consumption and production- to ensure good use of resources, improving energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jog and ensuring a better quality of life for all. The goal has 11 targets to be achieved by 2030 (United Nations, 2017: Online), including: -

1. Implement the 10-year sustainable consumption and production framework.
2. Sustainable management and use of national resources.
3. Halve global per capita food waste.
4. Responsible management of chemicals and waste.
5. Substantially reduce waste generation.
6. Encourage companies to adopt sustainable practices and sustainability reporting.
7. Promote sustainable public procurement practices.
8. Promote universal understanding of sustainable lifestyles.
9. Support developing countries' scientific and technological capacity for sustainable consumption and production.
10. Develop and implement tools to monitor sustainable tourism.
11. Remove market distortions that encourage wasteful consumption

Sustainable consumption and production can contribute substantially to poverty alleviation and the transition towards low carbon and green economies. A tourism sector that adopts sustainable consumption and product (SCP) practices can play a significant role accelerating the global shift towards sustainability. SDG 12 needs to develop and implement tools to monitor sustainable impact for sustainable tourism (including energy, water, waste, and biodiversity) which creates jobs, promote local culture and products. Everyone has a responsibility to live in a way that minimizes the use of resources, and the destruction of nature, and thinks of the three R's: - Reduce, Recycle and Reuse.

Sustainable development goal 14 is about "life below water" – conserve and sustainably use the oceans, seas and marine resources for sustainable development" (United Nations, 2017: Online). The goal has 11 targets to be achieved by 2030 (United Nations, 2017: Online), including as follow: -

1. Reduce marine pollution.
2. Protect and restore ecosystems.
3. Reduce ocean acidification.
4. Sustainable fishing.
5. Conserve coastal and marine areas.
7. End subsidies contributing to over fishing.
8. Increase the economic benefits from sustainable use of marine resources.
9. Increase scientific knowledge, research and technology for ocean health.
10. Support small scale fishers.
11. Implement and enforce international sea law.

SDG 14 needs to provide opportunities to help people become more aware of the important of the sea, to help travelers limit their waste, and to help fishing and harvesting marine resources to follow guideline. Tourism development must be a part of integrated Coastal Zone Management in order to conserve and preserve fragile marine ecosystems, and serve as a vehicle to promote a blue economy.

Sustainability demands an understanding of effects of tourism, the need for leadership, resources and coordination. For tourism to survive sustainability, it must take a proactive leadership role in addressing the different challenges of integrating the needs of user groups. Tourism is in the unique position of both supporting and fearing consequences of the differing concepts of sustainability. If the industry does not take a leadership role in the near future, it may not survive (McKercher, 2015: 286). To achieve to the SDGs, the SDGs are reframing the direction of Corporate Social Responsibility by developing and delivering solutions for the achievement of the SDGs: -

1. Companies will discover new growth opportunities and lower their risk profiles.
2. The private sector has a role to play in ensuring the tourism destination relies on a well-functional society, a healthy environment and stable economy.
3. Businesses aim to take care of the environment they operate in, and create a position social impact and often through their Corporate Social Responsibility programs.

CONCLUSION

Tourism has the potential for contribute to the targets in goal 8 (inclusive and sustainable economic growth) by creating jobs and promoting local culture and products. The tourism sector that adopts Sustainable Consumption and Production in goal 12 (sustainable consumption and production), need to develop and implement tools to monitor sustainable development for sustainable tourism which creates jobs, and promotes local culture and products. In goal 14 (the sustainable use of oceans and marine resources), coastal and maritime tourism must be a part of integrated Coastal Zone Management in order to help conserve and reserve fragile marine ecosystems and serve as a vehicle to promote a blue economy. Achieving sustainable tourism is a continuous process, and it requires consistent monitoring of impacts, introducing the necessary preventive and corrective manners. In conclusion, tourism can contribute to achieve sustainable development of the 2030 Agenda.

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META SYNTHESIS OF BRAND EQUITY MEASUREMENT AND THE ADAPTATION IN TOURISM INDUSTRY

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ABSTRACT

To summarize the development of scale in application, this research aims to explore several existing researches to conclude the present status of the development of brand equity scale measurement in application. Also, the second objective is to summarize the adaptation of the concept in tourism industry. Qualitative analysis namely Meta synthesis was used as methodology. Population was related academic papers in Scopus and SSCI databases. Convenience sampling was applied to choose samples. The data was analyzed according to the scale development process. First, the primary concept and constructs were explained. Items and words used in primary and tourism context were compared. The validity, reliability and internal consistency proved in papers was identified. The synthesis expressed that the concept of consumer based brand equity was steadily defined as the value added to a brand. No significant controversial meaning was found. However, the constructs were different in details. Some papers measured the equity as a single variable without constructs. Most papers measured by breakdown into two to eight constructs including brand awareness, brand association, perceived quality, brand loyalty and some extended constructs. The items and words used in primary context such as brands or products and in tourism context such as in hotels, airlines and destinations were found similar. Just a few adaptation were required. All papers verified the measurement with some or all proofs of validity, reliability and internal consistency after adjusting. The implication is that the concept is no needed for deeper investigation, while the different constructs applied are needed for prove the results and assign name.

Keywords: Brand Equity, Tourism, Meta synthesis

INTRODUCTION

Brand Equity is important to businesses. It help in measuring whether brands are good enough (Aaker, 1996). It is the antecedent of behavior and attitude form of customer loyalty, (Taylor, Celuch & Goodwin, 2004) financial performance, (Kim, Gon Kim & An, 2003) revenue (Kim & Kim, 2004) and price premium (Ailawadi, Lehmann & Neslin, 2003). It also has a relationship with brand preference and purchase intention (Chen & Chang, 2008). Brand equity increases a favorable for brand extension (Fayrene & Lee, 2011) as well as organizational success as a whole (Berry, 2000).

It is appeared to be used widely in many industries for example heavy equipment, (Taylor, Celuch & Goodwin, 2004) soft drink, (Myers, 2003) package goods, (Ailawadi, Lehmann & Neslin, 2003) sportswear, (Tong & Hawley, 2009) tissue and suit (Bong Na, Marshall & Lane Keller, 1999). It is also used to measure tourism or tourism-related industry such as in airline (Chen & Chang, 2008), hotel (Kayaman & Arasli, 2007; Kim, Gon Kim & An, 2003), restaurant service (Kim & Kim, 2004), destination (Boo, Busser & Baloglu, 2009) or even conference (Lee & Back, 2008). The scales in each studies are different in some points.

Therefore the scale is required to be explored how it is developed in different context. Since the concept was proposed around 1990s until nowadays, it still seems never-end in developing and validating. Fayrene & Lee (2011) had done a good literature review on the concept and measurement of brand equity. The concept was quite agreeable as there were four dimensions of brand equity and determinants of each dimension were summarized. However, as the application varies, the study about the variation in applying existing scales is still required with the claim that one scale cannot fit all (Washburn & Plank, 2002). But there was no summarized about scale application. Several studies were in pieces.

OBJECTIVE

To summarize the development of scale in application, this research aimed to explore several existing researches to conclude the present status of the development of brand equity scale measurement in application. The result was not the scale but the result will be how the scale was developed, what were the gaps in developing scale. The result would lead to the development of scale in the appropriate way, not repeat with the existing development. Then the application of the scale in tourism industry was explored to clarify the adaptation of the scale in the specific industry.

Rationale of the Study

This study would help find out the area that need to be developed. It would reveal what issues were already done and what issues were lack. The future area of research can be defined. The development will progress and not repeat to the existing researches. The marketer who want to measure brand equity will know whether they want a particular scale for their industries or their countries or their purposes. In tourism industry, the marketer will get some guidelines to use this measurement in tourism industry.

Delimitation

This study tried to explore the documents from published researches. Therefore in progress and unpublished research will be out of the exploration. Additionally, there are two perspectives of brand equity: financial and consumer based brand equity. Keller (1993) Aaker (1996) define consumer-based brand equity as differential effect of a branded product over unbranded product, while Wood (2000) suggested that this value should be recognized in the accounting system which refer to financial based brand equity. Only consumer based brand equity will be explored in this research.

LITERATURE REVIEW

To study the present status of the scale development, the basic issues of scale development have to be reviewed.

Clark & Watson (1995) suggested the scale development processes as follow. First, make conceptualization of construct clear. Second, include items pool. Third, be careful on items wording. Fourth, test items with related construct to test construct validity. Fifth, test item on heterogeneous samples to prove external validity. Sixth, select items on unidimensional basis to make sure there is no internal consistency.

Rossiter (2002) suggested C-OAR-SE procedure which means construct definition, object classification, attribute classification, rater identification, scale formation, and enumeration and reporting.

Two studies suggested similar idea and could be combined. The issues to be concerned in scale development will be based for the issues to be studied in the paper. Therefore the topics to be analyzed in this paper are as the conceptual framework followed.

Conceptual Framework

Study the concept of brand equity and construct

Study items and word used in each construct

Study the construct validity

Study the scale applications on heterogeneous sample

Study whether items have unidimensional characteristic

From the process in scale development, this research applies the processes to become the topics of studying as shown in conceptual framework. First, this paper will study the concept of brand equity and construct. Second, items and word used in each construct will be examined. Third, the construct validity will be explored. Fourth, this paper will explore the application of this scale in different context which mean in heterogeneous sample to prove external validity. Lastly, this study will explore weather items have unidimensional characteristic.

Initial Propositions

The concept and construct is clear

Fayrene & Lee (2011) summarized four dimensions to measure brand equity including brand awareness, brand associations, perceived quality and brand loyalty. Brand awareness includes brand recognition, brand recall, top-of-mind, brand dominance, brand knowledge and brand opinion. Brand associations include functional product attributes, non-functional product attributes, corporate ability and corporate social responsibility. Non-functional product attributes include social image, trustworthiness, perceived value, differentiation and country of origin. Perceived quality include intrinsic attributes and extrinsic attributes. Brand loyalty includes frequency of repurchase, top-of-mind and price premium.

External validity is still low across different contexts

There are some researchers studied the scale to use across nationality (Buil, de Chernatony & Martinez, 2008; Yoo & Donthu, 2001). The scale is also developed specifically for particular industry (Konecnik & Gartner, 2007) or a particular product categories such as Green brand (Chen, 2010). These showed that the same scale may not be used in different contexts. The scale is also compared when it is measure by each construct and by overall perception (Yoo & Donthu, 2001) The scale is developed by mixing the traditional concept with the utility concept (Rodolfo, Belén & Víctor, 2002) the scale is developed by combining the perspective from customers and employee together (Burmann, Jost-Benz & Riley, 2009). It seems that scales from several studies are different and appropriate for a particular situation.

Some internal consistency left for some items

The constructs that seem to be similar are changed to make them more different in the research of Pappu, Quester & Cooksey (2005).

METHODOLOGY

This paper will use literature review analyzes as a tool. The data will be focused on qualitative part which can be called Meta synthesis. The processes start from identify pertinent literatures, structure and write the review by concepts, identify plethora and critical knowledge gaps and present concluding implications for researchers and managers.

The source of literatures is the documents published in well accepted academic journals in the recent years from 2018 – 2020 because of trustworthiness and refresh reason. Several related documents will be reviewed to increase the benefits of triangulation, complementarity, development and expansion. Unrelated documents such as one of Kapareliotis & Panopoulos (2010) which measured financial based brand equity will not be reviewed. The numbers of documents to be reviewed is depended on weather information is saturate.

Each topic according to the conceptual framework including concept and construct, items and word used, construct validity, application in heterogeneous sample and unidimensional characteristic will be analyzed one by one by qualitative comparative analysis (Onwuegbuzie, Leech & Collins, 2012). Documents will be compared across to find similarities and differences allowing reviewer to make meaning from each topic. Then the plethora and critical knowledge gap will be identified and present. The methodology is also applied for papers in tourism industry.

RESULTS

The results was presented in the order according to conceptual framework. First was the synthesis of concept and construct. Second, the items and words used in each construct was explained. Lastly, the construct validity, the application on heterogeneous sample and the unidimensional characteristic were described.

Table I showed that there are three broad concepts of brand equity found. First related to the key word “value” in terms of adding to a brand such as in papers of Foroudi, Jin, Gupta, Foroudi, & Kitchen (2018), Stojanovic, Andreu & Curras-Perez (2018), González-Mansilla, Berenguer-Contrí, & Serra-Cantallops (2019), Heinberg, Katsikeas, Ozkaya, & Taube (2019), Algharabat, Rana, Alalwan, Baabdullah, & Gupta (2020), Chi, Huang, & Nguyen (2020), Ebrahim (2020).

Second related to the key word “asset” a brand possess and use in creating competitive advantage such as in papers of Seo & Park (2018), Lesmana, Widodo, & Sunardi (2020), Zhou, Mou, Su, & Wu (2020). Third related to the key word “knowledge” of consumers pertaining to a brand such as in paper of Quan, Chi, Nhung, Ngan, & Phong (2020). All three concepts are consistent. Even though the asset is more tangible than value, the meaning of these two words refer to usefulness or worth the brand creates over non-brand. Knowledge, the last key word, is the consequence upon consumers’ recognition that usefulness. The sources of concept in each paper is various but the definition is quite agreeable. There is no apparent argument posted against this stable concept. The newer concept is seem to build on the antecedent.

Table I The concept of brand equity and construct

Author(s)	Concept (from)	Construct								
		Overall brand equity item	**Brand awareness**	**Brand associations**	**Perceived quality**	**Brand fondness**	**Brand image**	**Product country image**	**Brand loyalty**	**Brand purchasing intention**
Foroudi, Jin, Gupta, Foroudi, & Kitchen (2018)	Added value to a brand name (Aaker, 1991; Cobb-Walgren et al. 1995; Keller, 1993; Yasin et al., 2007)	x	Perceptional components						Behavioral components	
			/	/	/	/	/	/	/	/
Seo & Park (2018)*	net consequences of assets and debts related to a brand name and/or symbol (Not determine sources)	x	/	x	x	x	/	x	x	x
Stojanovic, Andreu & Curras-Perez (2018)*	Brand value in consumer's perception (Aaker, 1991, 1996, Keller, 1993)	x	/	x	/ brand quality, / customer value	x	/ cognitive image, / brand image	x	/ wom, / e-wom	x
González-Mansilla, Berenguer-Contrí, & Serra-	Value build up by customers (Not determine sources)	x	/	/	/	x	x	x	/	x
Heinberg, Katsikeas, Ozkaya, & Taube (2019)	Value added by its brand (Park and Srinivasan, 1994; Keller, 1993)	/	x	x	x	x	x	x	x	x
Algharabat, Rana, Alalwan, Baabdullah, & Gupta (2020)	Value gifted by the brand (Yoo & Donthu, 2001; Aaker, 1996; Keller, 1993)	x	/ Combine		/	x	x	x	/	x
Chi, Huang, & Nguyen (2020)*	Value of the brand (Mishra and Datta, 2011)	x	/	/	/	x	x	x	/	x
Ebrahim (2020)	Added value of the brand (Yoo & Donthu, 2001)	/	x	x	x	x	x	x	x	x
Lesmana, Widodo, & Sunardi (2020)	Net consequences of assets and debts related to a brand name (Alghofari, Pratiwi, & Astuti, 2009)	x	/	x	/	x	x	x	x	x
Quan, Chi, Nhung, Ngan, & Phong (2020)	Users’ knowledge of certain brand names (Liyin, 2009)	x	/	/	/	x	x	x	x	x
Zhou, Mou, Su, & Wu (2020)	Core asset to maintain corporate competitive advantage (Aaker, 1991)	x	x	/	/	x	x	x	x	x

Remarks: / = use the construct to measure the concept, x = not use the construct to measure the concept
* = paper related to tourism industry

The concept is agreeable but the constructs is disperse. Two papers measured brand equity as a whole, not breaking down into constructs, while others broke downed into two to eight constructs. Papers with two or three breakdown constructs did not choose the same. For two constructs, first paper chose brand awareness and brand image. Second paper chose brand awareness and perceived quality. Third paper chose brand association and perceived quality. Paper choosing three constructs selected brand awareness, brand association and perceived quality. According to Fayrene & Lee (2011)’s paper which studied brand equity measurement, brand equity mostly broke down into brand awareness, brand associations, perceived quality and brand loyalty. Even though all of these papers did not choose all fours, the combined outcome was named as brand equity. It is worth to mark that brand loyalty is the one cut out commonly. Ebrahim (2020)’s paper even considered brand loyalty as the dependent variable of brand equity.

Three papers can be considered choosing all of these four constructs. In González-Mansilla, Berenguer-Contrí, & Serra-Cantallops (2019)’s, Chi, Huang, & Nguyen (2020)’s paper, all four constructs were chosen and named brand awareness, brand associations, perceived quality and brand loyalty as normal. In Algharabat, Rana, Alalwan, Baabdullah, & Gupta (2020)’s paper, all four constructs were chosen but brand awareness and brand association were combined.

Two papers broke down into more than 4 constructs. In Foroudi, Jin, Gupta, Foroudi, & Kitchen (2018)'s paper, there were two major constructs called perceptional and behavioral components. Brand awareness, brand association, perceived quality, brand fondness, brand image and product country image were sub constructs of perceptional one. Brand loyalty and brand purchasing intention were sub constructs of behavioral one. In Stojanovic, Andreu & Curras-Perez (2018)'s paper, there were seven constructs including brand awareness, brand quality, customer value, cognitive image, brand image, word-of-mouth (wom) and electronic word-of-mouth (e-wom). Brand quality and customer value were grouped together. Cognitive image and brand image were together in another group. Also, wom and e-wom were in another group which author considered as part of loyalty.

Table II Items and words used in each construct

Brand equity	Brand awareness	Brand associations	Perceived quality	Brand loyalty
makes sense to buy	interested in	come to mind	value for money	willing to pay premium price
prefer to buy	familiar with	recognize	confident	buy although higher price
smarter to buy	know how it looks like / memorable characteristics	reflect global	good reputation	enjoy purchasing
	recall	like	remember buyer habit	remain a customer / keep
	in the memory	trust	worth	not buy / choose other brand*
	know/aware more*	expertise	consistent quality	loyal*
	come/come first to mind*	proud	reliable	first choice / option*
	distinguish*	not take advantage	good quality / excellent / outstanding*	advise others / recommend / promote*
	good name / reputation / famous / a lot of publicity*	socially responsible / contribution	coherent with price / reasonable price*	speak positively*
	recognize*	recall value*	large choice/range*	share (on social media)*
	remember*	can guess characteristic*	safe / secure*	fan*
	imagine / picture in mind*	think highly*	high expectation*	prefer*
		fit personality / self-image*	superior/ better*	
		reflects self*		
Brand fondness	**Brand image**		**Product country image**	**Brand purchasing intention**
like	image consistent to self		country origin is innovative	my choice
satisfy	like		good in design,	plan to buy
recommend	comunicative logo / image enhancing logo		creative	prefer
reflect lifestyle	customer-centered		prestigious	select on brand not on price
	leader*			
	impressive / atractive / variety / a lot / rich / beautiful / pretty / vibrant / exciting / interesting / nice / pleasant / fun / relax*			

* = paper related to tourism industry

Items and words used in each construct is quite consistent and sometimes similar across constructs. Words used in measuring overall brand equity is make sense, prefer and smarter to buy. Words used in measuring other constructs are showed under the names of constructs in table II. To measure brand awareness, words used were such as "know", "interest", "familiar", "famous", "aware" and "remember". For brand association, words used broadly were trust, proud, expertise and recall value. However, some papers had specific nature, the words used depended on nature of each paper. For example, papers measuring global sport brands used the word reflect global (Zhou, Mou, Su, & Wu, 2020). Papers measuring website focusing social concerns used the word socially responsible or contribution (Quan, Chi, Nhung, Ngan, & Phong, 2020). The words come to mind and recognize were used both in brand awareness and brand association. For perceived quality, the words used were about quality and the consistent of quality such as good, excellent and outstanding. Some words were the behavior of perceiving quality such as confident, feel safe, have high expectation and reliable. Some words relating quality with price such as value for money, worth and reasonable price. For brand loyalty, the words used conveyed about repeat purchasing, recommending others and willing to pay premium price. For brand fondness, the words used in measuring were quite similar to brand association such as like and reflect lifestyle. But the word recommend was the same as the word for measuring brand loyalty. Brand image measuring was appropriate in measuring destination. Many words were used to reflect the destination image such as fun, relax, exciting, interesting, beautiful, vibrant and rich. Product country image was more related to innovative and creative. The words used in purchasing intention were such as my choice or plan to buy. Words used in tourism papers were also adjusted according to nature of context.

Table III Application in heterogeneous sample

Author(s)	**Application in heterogeneous sample**
Foroudi, Jin, Gupta, Foroudi, & Kitchen (2018)	several fashion brands in Mexico
Seo & Park (2018)*	airline company in Korea
Stojanovic, Andreu & Curras-Perez (2018)*	tourist destination in Spain
González-Mansilla, Berenguer-Contrí, & Serra-Cantallops (2019)*	hotel in Europe
Heinberg, Katsikeas, Ozkaya, & Taube (2019)	nostalgic brand in China and Japan
Algharabat, Rana, Alalwan, Baabdullah, & Gupta (2020)	social media pages of certain brands in Jordan
Chi, Huang, & Nguyen (2020)*	destination in Vietnam
Ebrahim (2020)	telecommunications companies on social media in Egypt
Lesmana, Widodo, & Sunardi (2020)	smartphone brand in Indonesia
Quan, Chi, Nhung, Ngan, & Phong (2020)	website brand in Vietnam
Zhou, Mou, Su, & Wu (2020)	global sport brands in China

All papers have proved construct validity and unidimensional characteristic. Each paper explained about the development of the scale. Some items or words used in the antecedent models were cut or adjusted when used in other contexts. Oppositely, some items or words were added to fit with nature of contexts. Finally, the adjusted scales applied in different situation were valid and reliable. The application of the scale to measure brand included measuring fashion brand, nostalgic brand, social media pages of certain brands, sport brand, website brand, telecommunication companies and smart phone brand. The application of the scale to measure in tourism industry included measuring airline company, hotel and destination. The scale also has proved when using across countries including Mexico in South America, Jordan in Asia, Korea, China, Japan in East Asia, Vietnam, Indonesia in South East Asia and Egypt in North East of Africa. (Table III)

DISCUSSION AND CONCLUSION

The first proposition that the concept and construct is clear is partly accepted. The concept is quite stable but the constructs are needed to be adjusted for each context.

Most papers used the well-developed concept by David Aaker and Kevin Keller since 1990's. The rest used the concept by next generation academicians, however build on the original idea. No critical arguments against the developed concept found. The concept of brand equity is more or less similar to that the value added to a product by its brand. In the tourism context, the concept is not different. The only change is in the products which are changed into hotel brand, destinations or airlines.

However, the constructs were different across different papers. Basically, there are four constructs including brand awareness, brand association, perceived quality and brand loyalty. Some papers cut some constructs out. Some papers combined constructs. Some paper expanded constructs. Researchers who want to measure brand equity have to consider which constructs should be included.

Second proposition is that external validity is still low across different contexts and third proposition is that some internal consistency left for some items. This proposition is true before adjusting, but after adjusting the validity and reliability became acceptable. The results showed that the scale can be applied in several contexts from products to services including in tourism industry or from brands of products to brands of communication tools such as websites or social media pages, from private to public organizations. The concept is found in measuring brands which are private organizations and measuring destination which is public organization. However, the constructs have to be adjusted according to the nature of measuring. Upon adjusted, the scale needed to be proved validity and reliability in specific contexts.

In conclusion, the present status of the development of brand equity scale is well-developed. The concept is no needed for deeper investigation. The constructs can be adjusted based on four root constructs: brand awareness, brand association, perceived quality and brand loyalty. The adjustment depends on nature of studies. Additionally, in tourism industry the scale is applicable. The scale is not limited to only product brands.

RECOMMENDATION

For academicians, the scale is required deeper investigation in different measurements. The examples of questions for investigation is as followed.
First is whether the different numbers of constructs used effect the outcome of researches.
Second is whether the focus of each context is needed a different name to call brand equity such as social responsible brand equity, attractive brand equity or global brand equity.

For managers, the scale is required adjustment on items or words to measure brand equity for each context. The validity and reliability test of the adjusted scale is worth.

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ANALYSIS OF TRAVEL DECISION MAKING PROCESS AND RISK PERCEPTION OF THAI TOURISTS TRAVELING DURING COVID-19 CRISIS

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ABSTRACT

COVID-19 in Thailand initially started in January 2020 and became to be a severe threat since March 2020 when the state of emergency was declared. People had to change their way of living. Tourism was also no exception, and it caused severe damages to many tourism-related firms and their employees. However, Thai domestic tourism was expected to be the hope for tourism sectors during this uncertain time. Therefore, to encourage and promote domestic tourism, tourism-related businesses and the Thai government need to understand the travel decision making process and risk perception during the COVID-19 pandemic period of Thai tourists.

This research aims to 1) analyze the travel decision making process of Thai tourists during the COVID-19 outbreak, 2) examine the travel risk perception of Thai tourists during COVID-19, and 3) study the relationship between the travel decision-making process and risk perception.

The study's target group was Thai people aged 18 or higher and who travelled within Thailand during January 2020 and December 2020. A sample of 400 Thai tourists was drawn by the convenience sampling method. Data were collected using an online questionnaire consisting of 4 sections, including personal information, travel behaviour, decision-making process, and risk perception during COVID-19. Appropriate statistics were applied to analyze data. The study revealed the essential needs to travel recognized by Thai tourists; sources and contents of information searched; criteria used for decision making, and the level of perceived risk in different dimensions.

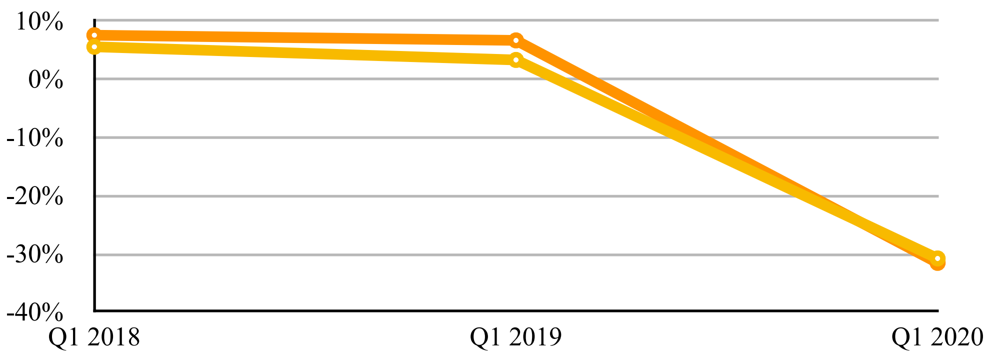
Besides, the study found the relationship between the decision-making process and the perceived risk. The results provided several insights and implications for practitioners and government authorities to develop the right strategies in this uncertain time.

Keyword; Tourism, COVID-19, Decision making process, Risk perception

INTRODUCTION

The beginning of COVID-19 started in December 2019 when Chinese health authorities closely monitored a cluster of pneumonia cases in the city of Wuhan in Hubei province, China. Initially, this disease was viral pneumonia which affected individuals, and it was known as the newly recognized coronavirus so-called severe acute respiratory syndrome–coronavirus 2 (SARS-CoV-2). After that, its name was changed to be COVID-19 later on, and it was declared as a pandemic in March 2020 (WHO, 2020). This pandemic significantly impacted health and the economic, political, socio-cultural systems, and it is not only in the mainland of China but worldwide (Gössling, Scott & Hall, 2021).

COVID-19 was initially found in Thailand in January 2020 when the first case was found, foreign tourist. Then the situation became more serious. The virus started spreading to Thai people domestically in late of the same month, the taxi driver who had no travelling profile abroad. That was the first sign of domestic infection, and the number of COVID-19 started to rise. Furthermore, Thailand received a big hit or first wave March 2020 when the cases such as night club, pub, bar, boxing stadium, and people who came back from attending religious ceremony in Malaysia, had driven up the number of cases seriously so that the government had to announce for lock down and declared the state of emergency, (NRCT, 2020; DDC, 2020; Bangprapa, 2020). These changed people's way of living. Tourism was also no exception. Almost zero international tourists and fewer Thai tourist travelling during this uncertainty so, it took severe damages to many tourism-related firms and its employees. For instance, regarding to the latest tourism economic review by Ministry of Tourism and Sport of Thailand, number of Thai tourists traveling domestically and revenues decreased dramatically under this uncertainty. It showed about 30% decrease in the first quarter of 2020 compare to the same period of year 2019 and 2018, (Office of the Permanent Secretary, 2020).



Percentage changes in Number of domestic travel and revenues
by Thai Tourists, 2018-2020

However, Thai domestic tourism was expected to be the hope during this uncertain time. Therefore, to encourage and promote domestic tourism, the tourism-related business and government need to understand travel decision making and risk perception during the COVID-19 pandemic period of Thai tourists. This research will provide several insights and implications for practitioners and government authorities to develop the right strategies in this uncertain time to encourage and promote Thai domestic tourism.

OBJECTIVES

Regarding to the background information mentioned earlier, the objectives of this research were set up as shown below;

1. To analyze the travel decision making process of Thai tourists during COVID-19 outbreak.
2. To examine travel risk perception of Thai tourists during COVID-19.
3. To compare risk perception between/among tourists with different gender, age, education and income.

LITERATURE REVIEW

Basic concept of Tourism/ travel

John Swarbrooke and Susan Horner (Swarbrooke & Horner, 2007) defined "Tourism" as "a short-term movement of people to places some distance from their normal place of residence to indulge in pleasurable activities."

United Nations (Affairs, 2010) gave the meaning of "Travel" as travellers' activity. A "Traveler" is someone who moves between different geographic locations for any purpose and any duration.

Tourism is different from other products or services as multi-facet components characterize it. Swarbrooke & Horner (2007) defined Tourism product as complex and multilayered. It has both tangible elements (hotel beds, food etc.) and intangible elements (service delivery). The tourist buys an overall "experience" rather than a clearly defined product. The experience has several clear phases, including the anticipation phase before the trip commences, the consumption phase during the trip, and the memory phase after the trip has ended.

Consumers' behavior

Consumer behaviour is the study of how people, either individuals, groups, and organizations, select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants, Kotler & Keller (2016). A consumer's behaviour is influenced by three factors, including cultural, social, and personal factors. Culture, subculture, and social class are particularly important influences on consumer behaviour. For example, the person who was born in Thailand will have a different culture from the person who was born in other countries such as Japan, USA, or etc. Social factors can be things such as reference groups, family, and social roles and statuses. Reference group refers to all groups with either direct or indirect influences on other person's attitudes or behaviours. Family, friends, neighbours, and coworkers are the nearest, so these can be called primary groups.

On the other hand, religious or professional, which tend to be more formal, will belong to so-called secondary groups. For a personal factor, it is obvious to be about their personal story. Age, occupation, personality, or lifestyle are included in personal factors. These 3 factors leads to influence consumer behaviours.

Decision making process

It was defined as series of steps taken by an individual to determine the best option or course of action to meet their needs. Lukrecija Djeri, Sanja Bozic, and Sanja Saslic (Djeri, Bozic, & Saslic 2017) stated that decision-making is one of the most critical issues in the research of consumer behaviour in tourism. The Five-Stage Model of the decision-making process was referred to and used by many scholars in tourist decision making research (Bonera, 2008). The model is shown in the figure below.

Problem → Information → Evaluation → Purchase → Post-

Decision making process

1.1 Problem or need recognition

First stage in decision making process, theoretically, it can be defined as the interaction between 2 main components including desired state and actual state. Two different styles of need or problem recognition styles exist within consumers, (UKessays, 2018).

Basically, problem or need is triggered by internal and external stimulus. Internal stimulus can be one of the person's normal needs, hunger, thirst, or sex. On the other hand, external stimulus is from outside such as seeing on advertisement, or talking with friends, Kotler & Keller (2016).

1.2 Searching information

Theoretically, the second stage after recognizing travel need is to search and gather information so that the right decision is made. The source of information can be personal (family, friend, neighbour), commercial (internet, advertising, salesperson), public (mass media, social media, consumer rating organization), and experimental (self and other's experience), Kotler & Keller (2016).

Engel, et al. (1978) stated that there are three sources of information: impersonal, marketer, and personal. The impersonal can refer to mass media that cascades general information. The marketer can refer to activities of personal selling, advertising and point-of-sale contact point. The personal can refer to friends, peer groups, family. By the way, the process of searching could be starting from initial information gathering from the impersonal and marketer or word-of-mouth (WOM) recommendation from someone in the personal group.

Abraham Pizam, Yoel Mansfeld & Kaye Sung Chon (1999) pointed out in their textbook called Consumer behaviour in travel and tourism that after need or a problem is recognized, a consumer will start searching for relevant information from long term memory at first. This is called internal information search. And if it is not enough to decide, a consumer will go further for more information by acquiring information from external sources. This is called external information search. Sources of external information have four basic categories including personal (advice from friend, relatives), marketer-dominated (brochure, advertisements, electronic media), neutral (travel club, travel guides, travel agent), and experiential sources (inspections, pre-purchase visits, store contacts).

1.3 Evaluation of alternatives

After travellers collected information, now they will compare different alternative based on certain features. These features could include benefits, attributes, features, attitudes, emotion, etc. At the end of the evaluation, intention to purchase will be established, Kotler & Keller (2016).

Evaluation can be influenced by both the internal and external factors, which we mentioned earlier during the stage of recognition (Engel, et al.,1978).

The pleasant and unpleasant experiences from shopping or previous consumption could affect the evaluation process or even lead to making a decision to stop purchasing or consumption (Underhill, 1999). Besides, the external influencers such as mass media, online community boards, advice from family and friends, or even economic factor can also affect the evaluation and decision making of consumer (Lerner, Small & Loewenstein, 2004),

Sonmez, Apostopoulos, & Tarlow (1999) and Green, Bartholomew, & Murrmann (2004) concluded that tourists would often choose the alternative which actual or perceived risks are low. In other word, tourists will select other destination if they found to be less pleasing because of the risks they perceived. Again Sonmez et al. (1999) and Floyd & Pennigton-Gray (2004) show the global statistic, which suggests that tourism demand decreases when the perception of risks toward the destination increases. The more risk increases, the more information search results in more rational decision-making (Maser & Weiermair, 1998).

1.4 Making decision

The fourth stage is to select a particular product or service after evaluation. This purchase can be the first trial or even second or third time purchase, Kotler & Keller (2016).

1.5 Post purchase behavior

After the consumer making a purchase, the consumer will start using and experiencing that particular product or service. The result of experiences can be satisfaction (meet expectation), dissatisfaction (below expectation), or even delighted (exceed expectation). This stage is important since the experience will be memorized and affects future purchase decision, Kotler & Keller (2016).

Practically, the level of satisfaction with the selected tourist destination is the key factor upon which the following selection of the tourist destination is made (Djeri, Plavša, & Čerović, 2007).

However, there were some arguments about this. We as humans are not always perfectly rational in decision-making because there are tons of factors that may limit or lead them to act or decide irrationally (Bettman, Luce, & Payne, 1998). Therefore, it is not necessary that every consumer have to pass all the decision-making process stages (Djeri, et al., 2007).

Risk perception

It was defined as the subjective evaluation of a threatening situation's risk based on its features and severity (Moreira, 2008).

Risk perception in tourism is linked to evaluating a situation regarding the risk to make travel decisions, purchase and consume travel products or experiences (Reisinger & Mavondo, 2005).

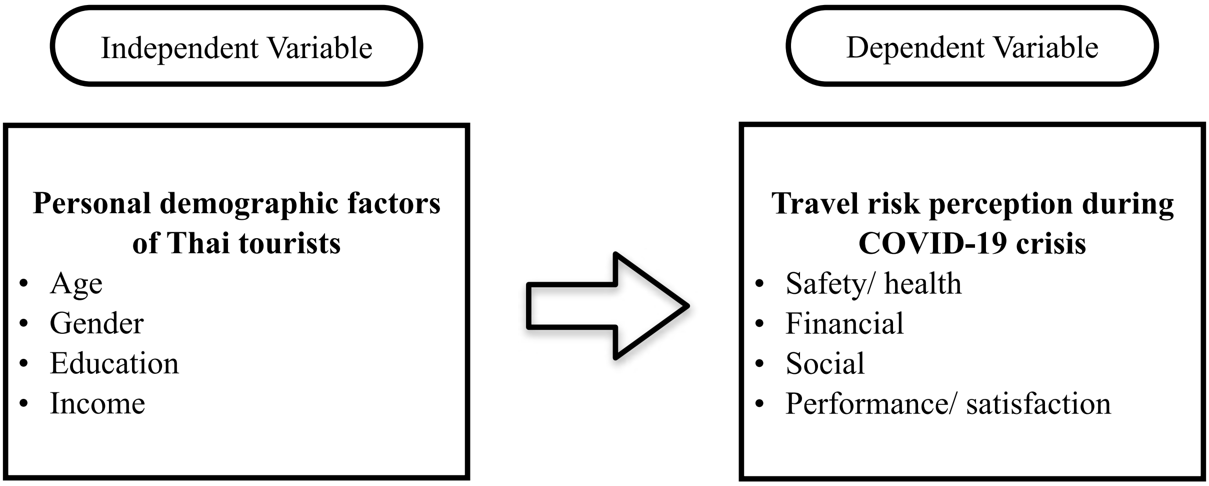
Tourists will often choose the alternative in which actual or perceived risks are low. In other word, tourists will select other destination if they found to be less pleasing because of the risks they perceived (Sonmez, Apostopoulos, & Tarlow, 1999 and Green, Bartholomew, & Murrmann, 2003). Sonmez, et al. (1999) and Floyd & Pennigton-Gray (2004) show the global statistic that suggests that tourism demand decreases when the perception of risks increases. The more risk increases, the more information search results in more rational decision-making (Maser & Weiermair, 1998).

Sonmez (1998) classified perceived risk in tourism into the categories financial, psychological, satisfaction risk and time, while Maser & Weiermair (1998) categorized travel risks into natural disasters, hygiene and diseases, crimes and accidents as well as health concerns (Richter, 2003).

Many scholars indicate in the previous studies that perception of risk are related or affected by personal characteristics (Brug, et al., 2004; Floyd & Pennington-Gray, 2004; Lepp & Gibson, 2003; Reisinger & Mavondo, 2005; Sönmez & Graefe, 1998a). For example, in the study of travel risk perception and travel behaviour during COVID-19 pandemic; a case study of DACH region, (Neuburger & Egger, 2020). They found that age, travel frequency, and gender had significant differences. Travel risk perception will increase with age, as well as gender. Females had a higher risk perception comparing to males. Education also affected peoples' perception of risk (Sönmez & Graefe, 1998b). Another dimension is income based on US soccer club members' study and their interest and intent to attend the 2002 World Cup (Kim & Chalip, 2004). They found that those who have higher incomes tended to be motivated by escaping life’s routines, had an increased interest in the players, and perceived more risk.

CONCEPTUAL FRAMEWORK AND HYPOTHESES

After literature review, the conceptual framework was created as shown in the figure below. The study was emphasized on travel risk perception during the COVID-19 crisis of Thai tourists. The Independent variable represented Thai tourists' demographic factors, while the dependent variables were risk perception of travelling during the COVID-19 crisis of Thai tourists.



Conceptual framework

According to conceptual framework, hypotheses was developed as;
H1; Travel risk perception during COVID-19 is different between/among Thai tourists with different gender.
H2; Travel risk perception during COVID-19 is different between/among Thai tourists with different age.
H3; Travel risk perception during COVID-19 is different between/among Thai tourists with different education.
H4; Travel risk perception during COVID-19 is different between/among Thai tourists with different income.

METHODOLOGY

The target group was Thai people aged 18 or higher and who travelled within Thailand during January – December 2020. A sample of 200 Thai tourists was drawn by convenience sampling method, and it was calculated by using Taro Yamane's formula (1967).

The study used a self-administered questionnaire as a data collection method. Data was collected in January 2021 via social media and websites such as Facebook, Pantip, Line, etc.

The questionnaire consisted of 4 parts, including personal information, travel behaviour, decision-making process, and risk perception of travelling during COVID-19.

The first part, personal information, included gender, age, marital status, income, main occupation, and education.

The second part, travel behaviour, measured, including the number of travelling times, mostly transportation mode, mostly travelling partners, average traveling distances, and type of traveling during COVID-19 crisis. Questions or statements were adapted from previous research studies (Abdullah, Dias, Muley, & Shahin, 2020; Santos, Madrid, Haegeman, & Rainoldi, 2020; Shamshiripour, Rahimi, Shabanpour, & Mohammadian, 2020; TATIC, 2020).

The third part, the travelling decision-making process of Thai tourists during COVID-19 crisis, measured mainly in 3 dimensions: problem or need recognition, searching information, and criteria of evaluation. Questions or statements were adapted from previous research studies (Madubuike, 2020; Pappas & Glyptou, 2021; Santos, Madrid, Haegeman, & Rainoldi, 2020, Balakrishnan Nair & Sinha, 2020; TATIC, 2020).

The fourth part, travel risk perception of Thai tourists during the COVID-19 crisis, measured mainly in 4 dimensions: health risk, financial risk, social risk, and performance risk. Questions or statements were adapted from previous research studies (Zhan, Zeng, Morrison, Liang, & Coca-Stefaniak, 2020; Madubuike, 2020; Pappas & Glyptou, 2021; Neuburger & Egger, 2020).

The third and fourth part items were measured by Likert's five-point scale representing the level of agreement from strongly disagree to agree strongly.

Moreover, reliability was tested by applying Conbrache's Alpha (Alpha coefficient). The scale of Thai tourists' travelling decision-making process during the COVID-19 crisis shows a result of 0.904, while the scale of travel risk perception of Thai tourists during the COVID-19 crisis shows 0.842, which were acceptable.

The data collected were analyzed by descriptive statistics, including frequency, percentage, mean, and standard deviation and hypothesis were studied by inferential statistics, including T-test and one-way ANOVA.

RESULTS

Thai tourists' personal demographic information

The research indicated that the great proportion of respondents were female (64.5%). The most frequent age was between 18-30 years old (41%). More than half of respondents held the bachelor degree (59.5%). Income was frequently showed between 15,000-30,000 baht (41%). 67% of them are single and 36.5% are employee. Details was shown in the table 1.

Gender	Frequency	Percentage
Male	71	35.5
Female	129	64.5
Total	200	100.0

Age	Frequency	Percentage
18-30	82	41.0
31-40	30	15.0
41-50	34	17.0
51-60	44	22.0
61-70	10	5.0
Total	200	100.0
Marital status	**Frequency**	**Percentage**
Single	134	67.0
Marriage	58	29.0
Divorced/seperated	7	3.5
Widowed	1	0.5
Total	200	100.0
Education	**Frequency**	**Percentage**
Lower than Bachelor	23	11.5
Bachelor	119	59.5
Master	50	25.0
Ph.D.	8	4.0
Total	200	100.0
Income	**Frequency**	**Percentage**
Less than 15,000	20	10.0
15,000-30,000	82	41.0
30,001-45,000	39	19.5
Above 45,000	59	29.5
Total	200	100.0
Main occupation	**Frequency**	**Percentage**
Employee	73	36.5
Manager	16	8.0
Self-employed	31	15.5

Public service	22	11.0
Student	11	5.5
Without occupation	15	7.5
Others	32	16.0
Total	200	100.0

Table 1; Thai tourists demographic information

Travel behavior of Thai tourists during COVID-19 crisis

The results showed that 55.5% of respondent traveled for 1-2 times counted from January-December 2020. 26% traveled for 3-4 times and 18.5% traveled more than 5 times as shown in the table 2.

Traveling times	Frequency	Percentage
1-2 times	111	55.5
3.5 times	52	26.0
More than 5 times	37	18.5
Total	200	100.0

Table 2; Traveling times during covid-19 crisis

Family was the mostly traveling partners during COVID-19 crisis represented for 47.5%. Traveling with friends showed the results of 38.5%. Traveling alone was 8.5% and 5.5% traveling with colleagues respectively as shown in the table 3.

Traveling partners	Frequency	Percentage
Alone	17	8.5
Colleagues	11	5.5
Family	95	47.5
Friends	77	38.5
Total	200	100.0

Table 3; Mostly traveling partners

Mostly transportation during COVID-19 crisis, most of respondents preferred to use their own private car represented for 74.5%, Public transportations for 33%, accompany with friends' car for 16%, renting a car and drive by themselves for 14%, and renting a car with driver for 8% respectively as shown in the table 4.

Transportation mode	Frequency	Percentage
Private transportation		
Yes	149	74.5
No	51	25.5
Total	200	100.0
Public transportation		
Yes	66	33.0
No	134	67.0
Total	200	100.0
Rent a car and drive by yourself		
Yes	28	14.0
No	172	86.0
Total	200	100.0
Rent a car with driver		
Yes	16	8.0
No	184	92.0
Total	200	100.0
Accompany with friend's car		
Yes	32	16.0
No	168	84.0
Total	200	100.0

Table 4; Mostly transportation mode

Under 12 types of tourism, 66.5% of respondent preferred for natural attraction. 49% of them would select for beach attraction. 25% of them would go for recreational attraction. Details was shown in the table 5.

Types of tourism	Frequency	Percentage
Eco-tourism		
Yes	36	18.0
No	164	82.0
Total	200	100.0

Arts and sciences educational attraction		
Yes	7	3.5
No	193	96.5
Total	200	100.0
Historical attraction		
Yes	26	13.0
No	174	87.0
Total	200	100.0
Natural attraction		
Yes	133	66.5
No	67	33.5
Total	200	100.0
Recreational attraction		
Yes	50	25.0
No	150	75.0
Total	200	100.0
Cultural attraction		
Yes	35	17.5
No	165	82.5
Total	200	100.0
Natural hot spring attraction		
Yes	15	7.5
No	185	92.5
Total	200	100.0
Beach attraction		
Yes	98	49.0
No	102	51.0
Total	200	100.0
Waterfall attraction		
Yes	31	15.5

No	169	84.5
Total	200	100.0
Natural cave attraction		
Yes	22	11.0
No	178	89.0
Total	200	100.0
Island attraction		
Yes	41	20.5
No	159	79.5
Total	200	100.0
Rapids attraction (Kaeng)		
Yes	7	3.5
No	193	96.5
Total	200	100.0

Table 5; type of tourisms

Regarding to all replies from respondents, average distance from the departure point during COVID-19 crisis showed to be 363.14 kilometers.

Travel decision making process of Thai tourists during COVID-19 crisis

Problem/ need recognition, the results showed top 3 of traveling need recognitions that most of the respondents traveled because they want to enjoy life and have fun (Mean = 3.81), following by getting boring for only staying home so it needs change of environment at somewhere else (Mean = 3.65), and enjoying favorite food at desired destination (Mean = 3.62) as shown in the table 6.

Problem/ need recognition	n	Mean	Std. Deviation
Want to enjoy life and have fun.	200	3.81	1.074
Get bored from only staying in house so need to change the environment at somewhere else.	200	3.65	1.041
Want to enjoy having favorite food at desired destination.	200	3.62	1.025

Table 6; Problem/ need recognition

Searching information, the results showed top 3 of information sources during COVID-19 crisis that most of respondents searched from traveling related website such as Traveloka, Agoda, Pantip, Wongnai, etc (Mean = 3.70), following by asking family, friend, and relative (Mean = 3.65), and recalling from experiences or memories (Mean = 3.62) respectively. The most popular content searched were accommodation (Mean = 4.22), transportation mode (Mean = 4.11), and recommended restaurant (Mean = 4.07) as shown in the table 7.

Criteria of evaluation, under this uncertainty circumstance, the most critical criteria of evaluation was about safe transportation mode (Mean = 4.19), sanitary condition at the planned destination or tourism services (Mean = 4.10), and tourist density at destination (Mean = 3.98) respectively as shown in the table 8.

Search information	n	Mean	Std. Deviation
Sources			
From the traveling related website such as Traveloka, Agoda, Wongnai, Pantip, Chillpainai, or etc.	200	3.70	0.935
From my family, relative or friends.	200	3.65	0.966
Rely on my past experiences or memories.	200	3.62	0.883
Contents			
Accommodation.	200	4.20	0.808
Transportation mode such as traveling by own car, public car, or airplane.	200	4.11	0.804
Recommended restaurants.	200	4.07	0.833

Table 7; Search information

Criteria of evaluation	n	Mean	Std. Deviation
Safe transportation mode to travel during COVID-19 such as private car or others.	200	4.19	0.779
Sanitary condition at the planned destination or tourism services during COVID-19 pandemic such as cleaning policy in hotel, restaurant, and tourist attractions.	200	4.10	0.836
Low tourist density at the planned destination such as traveling at less visited area or เมืองรอง during COVID-19 pandemic.	200	3.98	0.938

Table 8; Criteria of evaluation

Travel risk perception of Thai tourists during COVID-19 crisis

Among 4 dimensions in this study, mean score showed the highest in health risk perception (Mean = 3.8060) as shown in the table 9.

For Health risk itself, results showed that Thai tourists really concerned about sanitary of tourist facilities the most (Mean = 3.99), possibility of virus carried by other tourists nearby (Mean = 3.95), and risk of chance to get infection during trip (Mean = 3.82).

Travel risk perception	n	Mean	Std. Deviation
Health risk			
Tourist facilities such as toilet, furniture in hotel, or restaurant might not be sanitary.	200	3.99	0.814
The virus would be carried by other tourists to my near surroundings.	200	3.95	0.828
My trip would increase the change of virus infection.	200	3.82	0.781
Concerned about getting COVID-19 infection during my travel.	200	3.74	0.792
Diet at planned destination might be contaminated with the corona virus.	200	3.54	0.976
Total	200	**3.8060**	0.68784
Social risk			
Other people such as friends or neighbors would be anxious about me if I would get infected when I traveled during COVID-19 pandemic.	200	3.79	0.832
Other people such as friends or neighbors would think I was irresponsible when I traveled during COVID-19 pandemic.	200	3.57	0.995
Total	200	**3.6775**	0.78121
Performance risk			
Tourism facilities would not be good enough during my trip.	200	3.67	0.816
Tourism services would not be good enough during my trip.	200	3.63	0.829
Total	200	**3.6475**	0.77459

Financial risk			
My travel during COVID-19 would not be worth for money I spent because some tourism services were not provided.	200	3.46	0.966
There would be some unexpected expenses. For instance, pay more expensive air ticket because number of passengers were limited.	200	3.27	0.990
Travel costs would be higher than before COVID-19 pandemic.	200	3.00	1.003
Total	200	**3.2417**	0.83938

Table 9; Travel risk perception

Social risk, results showed that most of respondents were concerning about other people would be anxious about them if they would get infected when they traveled during pandemic period (Mean = 3.79).

Performance risk, the most concerned was about tourism facilities would not be good enough during their trip under this COVID-19 situation, for instance, no full services of hotel, etc (Mean = 3.67).

Financial risk, major concern of respondents was about money they spent would not be worth enough during COVID-19 crisis (Mean = 3.46).

Hypotheses testing

H1; Travel risk perception during COVID-19 is different between/among Thai tourists with different gender.
H2; Travel risk perception during COVID-19 is different between/among Thai tourists with different age.
H3; Travel risk perception during COVID-19 is different between/among Thai tourists with different education.
H4; Travel risk perception during COVID-19 is different between/among Thai tourists with different income.

This study found that travel risk perception during COVID-19 was different between/among Thai tourists with different characteristics. Hypotheses testing was conducted using by t-test and One-Way ANOVA. The t-test was applied when comparing the mean score of two groups of populations like gender. The One-Way ANOVA was applied when comparing the mean score of more than two groups of populations, including age, educational level, and income, respectively.

The findings in big picture indicated that only tourists with gender had different travel risk perception during COVID-19. Based on statistic analysis, t-test, H0 was rejected since the sig. (2-tailed) showed the value of 0.019 which was lower than α (0.05). Moreover, the mean score showed that female tourists (3.6828) had a higher risk perception than male tourists (3.4977). However, when we separately analyzed into 4 dimensions, including health risks, financial risks, social risks, and performance risks, respectively, the results showed that only health risks had significant differences between Thai tourists with different gender. As shown in table 10, the statistic showed a significant value of 0.000 which was lower than α (0.05).

	Gender					
	Male		Female			
	n=71		n=129			
	Mean	SD	Mean	SD	t	Sig
Average health risks	3,5803	0.78205	3.9302	0.59773	-3.541	0.000
Average financial risks	3.1972	0.77782	3.2661	0.87339	-0.555	0.579
Average social risks	3.6056	0.82339	3.7171	0.75737	-0.965	0.336
Average performance risks	3.6338	0.75099	3.6550	0.79007	-0.185	0.853
Overall	**3.4977**	**0.53803**	**3.6828**	**0.52726**	**-2.359**	**0.019**

Table 10; Results of independent sample test of travel risk perception during COVID-19 and Thai tourists with different gender

For H2-4, we used ANOVA analysis to test the difference of risk perception mean score among Thai tourists with different age, education, and income. The results showed that these 3 hypotheses were rejected because there was no significant difference in travel risk perception among Thai tourists with different age, education, and income respectively. The statistic showed sig. value of 0.711, 0.354, and 0.060 respectively which were higher than α=0.05. Therefore hypotheses were rejected. The results were shown in table 11-13.

	Age											
	18-30		31-40		41-50		51-60		61-70			
	n=82		n=30		n=34		n=44		n=10			
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	F	Sig
Average health risks	3.6878	0.71187	3.8467	0.64259	3.8118	0.50678	3.9364	0.77131	4.0600	0.70585	1.379	0.243
Average financial risks	3.2439	0.85434	3.1667	0.76188	3.1569	0.85767	3.3258	0.87305	3.3667	0.83813	0.308	0.872
Average social risks	3.7073	0.82384	3.8500	0.64527	3.7353	0.90650	3.4773	0.72300	3.6000	0.45947	1.194	0.315
Average performance risks	3.6098	0.78183	3.7500	0.72813	3.6912	0.67437	3.5341	0.85180	4.0000	0.81650	0.960	0.431
Overall	**3.5671**	**0.56420**	**3.6611**	**0.46626**	**3.6152**	**0.48765**	**3.6402**	**0.56840**	**3.8000**	**0.56966**	**0.533**	**0.711**

Table 11; Results of One way ANOVA test of travel risk perception during COVID-19 and Thai tourists with different age

Moreover, if we separated the test into 4 dimensions, we also found that there were no significant differences in age and all 4 dimensions of risks as shown in table 11.

	Education									
	Lower than Bachelor		Bachelor		Master		Ph.D.			
	n=23		n=119		n=50		n=8			
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	F	Sig
Average health risks	3.8000	0.65227	3.7160	0.72696	4.0440	0.58455	3.6750	0.50071	2.850	0.039
Average financial risks	3.2754	0.91371	3.2577	0.83411	3.1800	0.83084	3.2917	0.89863	0.125	0.945
Average social risks	3.5000	0.73855	3.6849	0.78887	3.8000	0.71429	3.3125	1.09992	1.400	0.244
Average performance risks	3.8261	0.82032	3.6176	0.80440	3.6800	0.71257	3.3750	0.51755	0.824	0.482
Overall	**3.6232**	**0.58542**	**3.5798**	**0.56492**	**3.7267**	**0.43677**	**3.4688**	**0.52504**	**1.090**	**0.354**

Table 12; Results of One way ANOVA test of travel risk perception during COVID-19 and Thai tourists with different education

To compare the risk perception mean score among tourists with different education, we found that only health risks had significant difference among Thai tourists with different educational level as shown in table 12.

	Income									
	Lower than 15,000		15,000-30,000		30,001-45,000		Above 45,000			
	n=20		n=82		n=39		n=59			
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	F	Sig
Average health risks	3.9300	0.71458	3.8634	0.65235	3.6410	0.73725	3.7932	0.69079	1.165	0.324
Average financial risks	3.6833	0.74516	3.3415	0.75173	3.1111	0.86968	3.0395	0.90356	3.845	0.011
Average social risks	3.6250	0.93012	3.7317	0.72092	3.6282	0.77560	3.6525	0.82657	0.231	0.875
Average performance risks	3.8500	0.77968	3.7317	0.70358	3.5513	0.90898	3.5254	0.76239	1.478	0.222
Overall	**3.8042**	**0.59621**	**3.6890**	**0.50189**	**3.4915**	**0.59413**	**3.5367**	**0.50388**	**2.506**	**0.060**

Table 13; Results of One way ANOVA test of travel risk perception during COVID-19 and Thai tourists with different income

Lastly, only financial risk perception was found significantly difference among Thai tourists with different income level as shown in table 13.

DISCUSSION/ CONCLUSION

According to the results of data analysis, most of respondent were female with the age between 18-30 years old. More than half of respondents held the bachelor degree. Income was frequently showed between 15,000-30,000 baht. 67% of them are single and 36.5% are employee.

Most of respondents traveled during COVID-19 crisis for 1-2 times and mostly they traveled with their family. They preferred to travel with their own private car due to the sanitary conditions. Under this uncertainty, respondents mentioned that they preferred to go for natural attraction the most, beach attraction, and recreational attraction respectively. Moreover, the average travel distance during COVID-19 was 363.14 km.

During the COVID-19 crisis, traveling needs were driven by the need to enjoy life and have fun the most. Second reason is that they got bored for only staying in the house so they wanted to change the environment at somewhere else. Another reason is that they wanted to enjoy having their favorite food at desired destination. After recognizing travel need, most of respondents went to search information such as accommodations, transportation mode to reach the destination, or recommended restaurants from traveling related website such as Traveloka, Agoda, Pantip, Wongnai, etc., asking from family, friends, or relative, and based on their experiences or memories. Under this uncertainty circumstance, the most critical criteria of evaluation was about safe transportation mode, sanitary condition at the planned destination or tourism services, and tourist density at destination respectively.

During the trip under the COVID-19 pandemic, the most concern issue of most respondents was about health, social, performance, and financial respectively.

Hypotheses testing, based on results, it showed that risk perception is different between male and female tourists. Female tourists will have higher risk perception comparing to male tourists which is consistent with previous researches, (Floyd & Pennington-Gray, 2004; Lepp & Gibson, 2003; Neuburger & Egger, 2020). However, risk perception showed no differences among Thai tourists with different age, income, and educational level which is not consistent with the previous researches, (Floyd & Pennington-Gray, 2004; Lepp & Gibson, 2003; Neuburger & Egger, 2020; So¨nmez & Graefe, 1998b; Kim & Chalip, 2004).

RECOMMENDATIONS

For academics, we hope that the results of this research could be the references for future study of other research works.

For management, we hope that government and tourism related agencies could adapt our research results into their works.

1. Adaptation to the travel campaign by using the concept of enjoying life, relaxation, and enjoying food to encourage travel need of Thai tourists.
2. Marketing advertisement on traveling related websites such as Traveloka, Agoda, Wongnai, Pantip, Chillpainai, or etc. to promote domestic tourism.

3. Provide attractive and clear tourism information such as accommodation, transportation mode, recommended restaurant, and plus with news related to COVID-19 around the tourism destination. For instance, number of new case or death of COVID-19 found in that area.
4. Provide sanitary practices at the tourism destination and tourism facilities and services during COVID-19 pandemic such as cleaning policy in hotel, restaurant, and tourist attractions.
5. Promote more tourism destination where it has low density of tourists, less visited area or เมืองรอง

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SUSTAINABLE TOURISM DEVELOPMENT OF NAN PROVINCE

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ABSTRACT

Nan Province is in the northern area and is famous for tourism. Nan has created the Nan model to manage a large area and make it become a high-quality tourist attraction which has received awards in terms of the quality from the Tourism Authority of Thailand for 3 consecutive times. The objective of this research were to study 1) the levels of sustainable tourism development, government roles, impact of tourism development policy, awareness and involvement of local communities, and benefits from tourism; and 2) the influence of government roles, impact of tourism development policy, awareness and involvement of local communities, and benefits from tourism on the sustainable tourism development. This research used quantitative research methods. The sample group consists of 320 people in the Nan Province area. The sample size was determined using the criteria of 20 times of the observed variables. The research tools were the questionnaires using a multi-stage sampling method. The data was collected from the questionnaires and was analyzed by descriptive statistics and structural equation modeling. The research results revealed that 1) sustainable tourism development, government roles, impact from tourism development policy, awareness and involvement of local communities, and benefits from tourism were at a high level, and 2) benefits from tourism had the highest overall influence on sustainable tourism development, followed by government roles and awareness and involvement of local communities, respectively. These research findings are beneficial for the public section, the private sectors, and the community as they can be used as the guidelines to develop strategies for sustainable tourism management which are appropriate to the context of Nan province. These guidelines can also be applied with other provinces in the future.

Keywords: tourism development, Sustainable tourism development, government roles

INTRODUCTION

In 2017, the world tourism had redefined the new form of travel that has become popular among the new generation into 3 trends; 1. Bleisure (business and leisure), 2. Travel to open up new experience as you can see in the Northern Lights chasing in Iceland that the coordinates of the previously hidden territories were discovered by young travelers, and 3. Sustainable Travel. In 2017, the United Nations declared the International Year of Sustainable Tourism for Development to tackle the problems of poverty, gender equality, and environmental sustainability by using tourism as an important factor (UNWTO, 2015).

In 2019, the Booking.com website conducted the survey about the insights on sustainable tourism from more than 18,000 travelers from around the world and found that most travelers intended to travel sustainably but they encountered various problems. For example, 37 percent of the tourists did not know how to make their travel sustainable tourism, 36 percent said they could not afford the increasing expenses from sustainable tourism, while 34 percent said that sustainable tourism sites were few and hard to find compared to general tourism (Booking.com, 2019). The survey results show that foreign tourists encounter problems, shortage, or access to sustainable tourism destinations. Meanwhile, looking back to Thailand, it was found that more than 26.5 million tourists visited Thailand generating more than 1.2 trillion baht of income to the country (Division of Economy, Tourism and Sports, 2019). It is an interesting figure for the tourism industry of Thailand. Whether there is a natural disaster, a political disaster, or any event, many tourists still flock to Thailand every year. That means a good economy in the community. However, the local communities in the main tourist destinations such as Bangkok, Chiang Mai, Phuket, Pattaya have reflected the problems arising from tourism such as traffic jam, congestion, and migration because of not affording the cost of living (Special Area Development Administration Organization For sustainable tourism (Public Organization), 2018).

The problems that arise with large tourist cities do not occur with smaller secondary cities such as Nan Province whose Muang Municipality received the Kinnaree award which was an award for quality tourism from the Tourism Authority of Thailand for 3 consecutive times. Until last year (2019), the Tourism Authority of Thailand awarded Kinnaree and Kinnaree Gold Hall of Fame to the Muang Nan Municipality from creating the model for managing a large area to become a quality tourist destination. Thus, the importance of sustainable tourism development resulting from the role of government expression and the response of the people made the researchers interested in studying sustainable patterns for tourism development in Nan Province in order to apply the obtained knowledge in developing the policies and various measures related to the sustainable tourism development of Nan Province and the neighboring areas further.

OBJECTIVES

1. To study the levels of sustainable tourism development, government roles, impact of tourism development policy, awareness and involvement of local communities, and benefits from tourism.

2. To study the influence of government roles, impact of tourism development policy, awareness and involvement of local communities, and benefits from tourism on the sustainable tourism development.

METHODOLOGY

This research is the quantitative research. The target population is 428,227 people in Nan province of which 388,921 people are older than 18 years (Department of Provincial Administration, 2019). The researcher determined the sample size according to Kline's concept (Kline, 2005). It was suggested that there should be 20 samples per observed variable. In this study, there were 20 empirical variables. The sample group consisted of 320 persons using multi-stage sampling.

The research tools were questionnaires with the content validity and IOC value of greater than 0.50 in every item. The reliability of the measure revealed that the Cronbach's alpha coefficient was entirely 0.981. It could be said that the measure was reliable. The data was collected by distributing questionnaires.

The data was analyzed using descriptive statistics including mean, standard deviation, and structural equation modeling (SEM).

RESULTS

1. The levels of sustainable tourism development were at the high level (mean = 4.06). The government roles were at the high level (mean = 3.86). The awareness and involvement of local communities were at the high level (mean = 3.87). The impact of tourism development policy was at the high level (mean = 3.92). The benefits from tourism was entirely at the high level (mean = 4.13).

2. For the results of the model analysis, when considering the overall, it was found that: 1) The Chi-square/df was 1.92, 2) RMSEA = 0.048, 3) SRMR = 0.033, 4) GFI = 0.95, 5) AGFI = 0.91, 6) CFI = 0.99, 7) PGFI = 0.56, and 7) CN = 214.52. This means the empirical data and the model are good fit (Suphamas Angsuchote, et al, 2011; Kline, 2005).

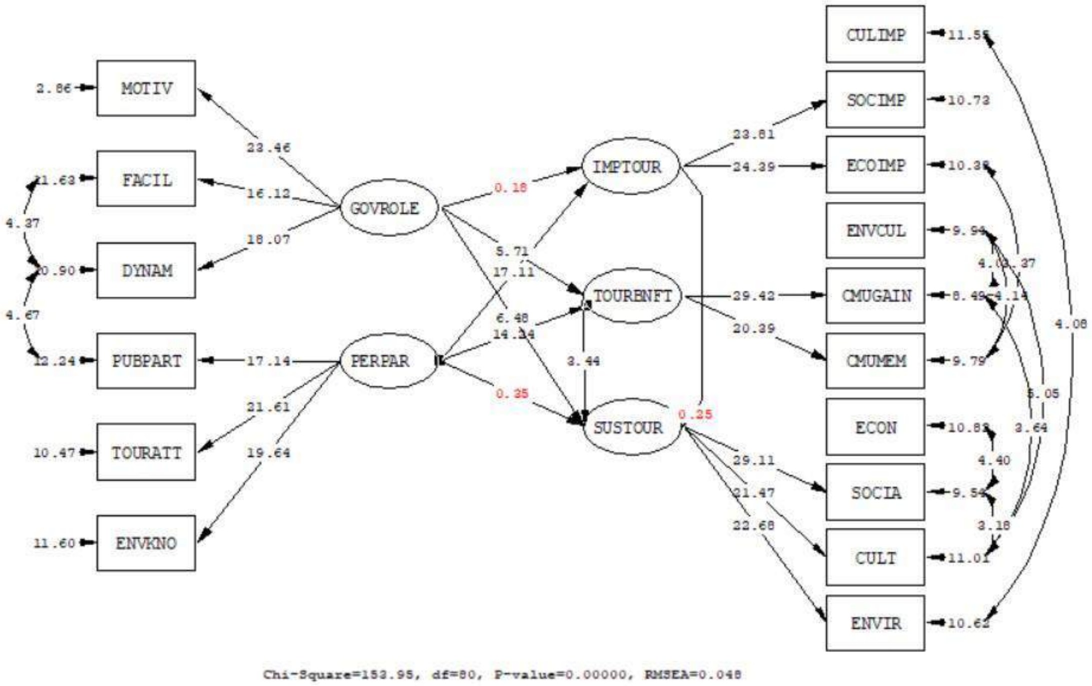

Figure 1: Path diagram of SEM model (t-value)

Table 1: Direct, indirect, and total effect

Independent variables	Causal relationship		
	Direct	**Indirect**	**Total**
Government roles	0.37**	0.13**	0.50**
Local community awareness and involvement	0.42	0.11*	0.11*
Impact from tourism development policy	0.31	-	0.31
Benefits gained from tourism	0.55**	-	0.55**

** significant level of 0.01. *significant level of 0.05

According to Table 1, it was found that had the highest overall effect on sustainable tourism development, followed by government roles and awareness and involvement of local communities, respectively. When considering only the direct effect on the sustainable tourism development, benefits gained from tourism had the highest influence on sustainable tourism development followed by government roles. However, the impact from tourism development policy has no direct or indirect effect on sustainable tourism development.

DICUSSION/CONCLUSION

1) Benefits from tourism are the variables that directly affect and overall to the sustainable tourism development of Nan Province the most due to the awareness of the tourism impacts of the villagers in the community from tourism development and the support of the local

community to achieve sustainable development (Perdue, Long, & Allen, 1990). Developing any area to become a tourist attraction yields the great effect on the way of life of the local people. Getting support from local people is a very important part of the planning, development of the operation, and the sustainability of tourism (Uysal, & Jurowski, 1994). In order for people in the community to cooperate in the development of tourism in the province, it is important to the benefits that the local people or the community or the province will receive. Local people will see how tourism development will benefit from development. It can be explained by social exchange theory that local residents will continue to support tourism development as long as they can expect or perceive that the benefits derived from tourism will become greater than the costs that will incur. This concept, therefore, divides consumers' perceptions into 2 aspects; benefits and cost incurred from tourism. The recognition of benefits of tourism plays an important role in encouraging communities to embrace and support tourism development. On the other hand, the cost recognition will result in communities resisting or refusing to accept the tourism development plans (Dyer, Gursoy, Sharma, & Carter, 2007; Mason & Cheyne, 2002; Huttasin, 2008).

When considering the benefits received from tourism development, it was found that tourism increased the demands for local arts (Gursoy, & Rutherford, 2004). It helped developing cultural identity, local pride, and cohesion of villagers. It also enhanced cultural knowledge among local people (Huttasin, 2008). Tourism, therefore, plays an important role in creating opportunities for intercultural exchange as well as preserving the local arts and culture not to be lost over time (Ibrahim, & Razzaq, 2010). It can help developing the image of the community (Shani, & Pizam, 2012) and promote the quality of life of the people in the community to a higher level (Huttasin, 2008).

The above concept of social exchange was consistent with the research results of many researchers finding that the perception of tourism benefits has a significant effect on local tourism support, i.e., when people perceive the great benefits of tourism, they are more likely to accept tourism development plans. The basic concept of benefit perception focuses on economic, cultural, social and environmental benefits (Choi, & Murray, 2010; Dyer, et al., 2007; Lankford, & Howard, 1994; Vargas-Sanchez, et al., 2011). When considering, it will find that tourism benefits can be classified as environmental and cultural benefits, community benefits and the interests of community members. All benefits in various fields give returns to the community in different perspectives.

2) The government roles had direct and indirect influence with the second overall influence on sustainable tourism development in Nan. The government is extremely important in tourism planning and policy formulation as well as implementing policies into practice. In addition, the important role of the government is the promotion of tourism industry in various forms such as finance, training, and infrastructure (Mahajar & Mohd Yunus, 2006; Robertson, Collins, Medeira, & Slater, 2003). The tourism development could not be successful without government support (Hughes, 1984). This is correspondent with Perce's idea (Perce, 1989) suggesting that the government plays a key role in the use of authority to formulate policies for the development of local tourism.

At present, the government has played more active role in planning the tourism development and processes related to tourism especially in terms of tourism's economic returns. This is considered the legitimate income the government receives from taxes on business, creation of business opportunities from tourists, and creation of jobs for people in the community. The government needs to be involved in management for the tourism development plan to achieve continuous and sustainable results (Weaver, 2007). Apart from the duties in initiating and promoting tourism, in another role, the government must also manage and develop tourism personnel to have potential. This includes playing the role of policy maker for tourism, development and planning of events and activities which are varied following each tourist attraction (Baum & Szivas, 2008).

The findings are consistent with the findings of Ruhanen and Weaver (Ruhanen, 2012; Weaver, 2007) that the increasing government's role in tourism development planning and processes are related to tourism especially in regards to tourism's economic returns which are considered legitimate income that the government receives from the taxes on the business. Meanwhile, the tourism development also provides people in the community with economic, social and environmental benefits from creating business opportunities from tourists and creating jobs for people in the community. The government is required to be involved in management to achieve the tourism development plan that has been achieved continuously and sustainably. As the tourism development will inevitably affect communities in one way or another, the performance of government therefore needs supports from the local community (Hanafiah, Jamaluddin, & Zulkifly, 2013).

The role of the government will not only affect the development of sustainable tourism, it will also influence other factors related to tourism development. From the social exchange theory, it can be seen that the communities will respond favorably to or support tourism development plans when they can perceive more outcomes than the negative effects of that tourism. From this reason, the government roles are inevitably associated with communities. Sulaiman, Othman, Samah, Yero, D'Silva, and Ortega (Sulaiman, Othman, Samah, Yero, D'Silva, & Ortega, 2014) studied the community involvement in setting social rules of the community. A part of the study showed the importance of community participation from individual factors, community factors, organizational factors, to government factors joining in regulating the regulation for living altogether of the community. This study demonstrated the holistic participation model and the government roles in initiating and setting policies as well as providing cooperation and communication approaches to make sense to all sectors which will affect the formulation of rules of the community in the future.

In the same way, the tourism development under the government's initiative contributes to community mobility. However, the implementation in various areas also inevitably affect the perception of both positive and negative impacts on tourism development policies in the economic, cultural, social and environmental aspects (Choi, & Murray, 2010; Dyer, et al., 2007; Lankford, & Howard, 1994; Vargas-Sanchez, et al., 2011) especially in the recognition of benefits from tourism development. This is consistent with the social exchange theory that explains if communities perceive positive impacts that are beneficial to the community rather than the negative impacts of the increasing cost or difficulty in living from community tourism, it will result in more villagers in the community willing to contribute to the development of community tourism (Allen, Hafer, Long, & Perdue, 1993; Ap, 1992; Gursoy, & Kendall, 2006; Gursoy, & Rutherford, 2004).

3) The awareness and involvement of the local community had indirect influence and had the final overall influence on the sustainable tourism development of Nan. The positive cultural awareness plays a very important role in contributing to the tourism development of the local people. This agrees with the findings of Yoon, Gursoy, and Chen (Yoon, Gursoy, & Chen, 2001). It is found that tourism development has a negative impact on social and environmental perception but has a positive effect on cultural and economic perception of local people. In

addition, the study of Andereck, Valentine, Knopf, and Vogt (Andereck, Valentine, Knopf, & Vogt, 2005), it is found that tourism development creates positive perception of the community in economic and environmental aspects. It also shows that the economic condition of the community is very important to support the tourism development of the people in that community.

Apart from the perception of people in the community to develop sustainable tourism, it is necessary to allow people in the area to take part in solving their problems through the process of thinking and analyzing the situation in which they are present and ready to change when necessary. The development process will take place when the participation of the people is voluntary and people in the community play a major role in the development of community tourism from thinking and analyzing problems and obstacles, taking part in responsibility, evaluating and equitably sharing the benefits gained from community tourism development projects.

The awareness and involvement of local communities influence the perception of impacts from tourism development policies and the benefits of tourism. This is in line with Bennett (Bennett, 2016) proposing the idea of perceptions of the people in the area about the guidelines for conservation of nature in protected areas. This can be classified into 4 types; social impact from conservation guidelines, natural impacts from conservation approaches, correctness according to the principles of conservation, and the acceptance of conservation management guidelines. These make people involved in conservation area management understand the response of the people in the area leading to the planning of conservation policies that are appropriate for the area and the local communities as well as the social exchange theory. The perceived disadvantage of local residents from government conservation plans would oppose programs and activities in conservation as well (Klain, Beveridge, & Bennett, 2014; Pascual, et al., 2014). When considering, it is found that the local community's attitude towards tourism has a profound effect on tourism development. Understanding the community's views towards tourism development in different directions helps those who are involved be able to plan appropriate tourism development whether it is a positive effect that allows the project to be driven at full strength from the support of the people of the community or negative attitude that forces project administrators and stakeholders to reconsider or revise guidelines for community tourism development (Sharma, & Dyer, 2009; Williams, & Lawson, 2001). However, the diverse opinion of the community contributes to thought dynamics and promote the management of tourism development in various communities towards good success (Gursoy, et al., 2010; Zamani-Farahani, & Musa, 2008).

Likewise, a community with knowledge of the environment gives importance to the environment around the community, especially natural environment. Several academicians (Gursoy, et al., 2002; 2010; Gursoy, et al., 2009; Gursoy, & Rutherford, 2004; Jurowski, et al., 1997) found that the community with high environmental attitude tends to have relatively low perception of the impact of tourism. In the same way, the communities with high environmental attitude will also be more likely to provide a high level of support for tourism development. This is consistent with the proposed social exchange theory that tourism improves the community's economy in exchange for its social and environmental impacts in the community (Gursoy, & Kendall, 2006; Harrill, 2004). If the community perceives the positive impacts that are more beneficial to the community than the negative impacts of the increasing cost or difficulty of living in community tourism, this will result in more villagers in the community willing to support the development of community tourism (Allen, et al., 1993; Ap, 1992; Gursoy, et al., 2010, Gursoy, & Kendall, 2006; Gursoy, & Rutherford, 2004).

Local residents have the right to express opinions or take part in any project that is useful to themselves and to the community. Cohen and Uphoff (Cohen & Uphoff, 1980) proposed that real participation is participation in the project ever since the decision-making process, participating in the practice, contributing to the benefits as well as participating in the evaluation. It can be said that with the participation of the community, the local people can understand the problems and obstacles from tourism development policy and equally participating in perception of the benefits that will be received from the tourism development plan. It also plays an important role in assessing the success of the sustainable tourism development in another way.

The strategy for enhancing Thai tourism to benefit the community (community-based tourism (CBT Thailand) of 2018 proposed that in developing tourism to benefit the local community, it was important for the community to be involved from the beginning. However, the challenges that arise in the current situation that prevent communities from participating in tourism development have two main factors; 1) the community does not understand how to enter, why to participate, for what purpose, and where they are in the tourism, and 2) the community does not know how to get involved. The most important thing to overcome those two challenges is to develop the capacity of local communities to have knowledge and skills necessary to participate in tourism whether it is knowing pros and cons of travel management and adding value to local resources, being a good host, realizing the opportunities to connect the community with tourism, etc.

RECOMMENDATIONS

Management recommendations

1. Sustainable Tourism Development Policy of Nan province required the collaboration among the stakeholders' interests as such public, privates and community sectors. Especially, for those citizens living in the local community can be able to improve their quality of life, well-being and local prosperity by development of its tourist destination. If these people in the community can gain the benefit from tourism in terms of improving their quality of life and responding to the tourists' prerequisite, it will lead to the successfully sustainable tourism for local community.

2. Tourism development policy of Nan should not disturb the community's way of life and also their cultural and social identity. At the same time, social identity must attract tourists as well as responding to their tourist need.

3. The public sector should apply decentralization approach by establishing a tourism authority office to provide any suggestion and supports for the local organizations and significance mechanisms instead of depending on the administration and decision-making by central organization, which is enormous and complex structure within the Thai bureaucratic systems.

4. The public sector should improve local skills and knowledge, community and educational institutions in order to encourage them to participate in tourism businesses such as the development in youth tour guides.

Practical recommendations

1. For the government sector and relevant sector need to improve and restore the cultural assets and heritage to generate the new tourism place and also construct the new shopping center for tourist.

2. The government sector has to encourage communities to become participate in tourism management, develop in community and promote the development of new tourist attractions

3. The public sector should be the first sector to support and promote also coordinate the advantage between government sector, private sector and also local community in order to have the efficient outcome

4. Encouraging to communities to participate in development from the first step including brainstorming, planning, solving problems, joining, working and also sharing the benefit monitor and evaluation to achieve the objective which is becoming a sustainable tourism destination

5. From coronavirus outbreak 2019 (Covid-19 situation), local must have the new way for travel by limit the number of tourists in order to protect the local environment and control coronavirus outbreak 2019 (Covid-19 situation) also the increase the safety standard

6. The government has to accelerate the creation of benefits for community by focusing on community to apply knowledge and resource to produce the products and services. This can generate the better local economy to generate them for having more salary and support their product and making more level of local enterprise

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SUSTAINABLE DESTINATION IMAGE: A TOOL TO MARKET SUSTAINABLE DESTINATIONS?

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ABSTRACT

In the recent decade, there has been a growing demand for sustainable destinations, mainly due to higher sustainability awareness amongst consumers. Various destinations around the globe have recognized early on that branding the place and building the image of a sustainable destination could attract more visitors. The aim of this paper is to explore, based on the theoretical and empirical literature review, the role of sustainable destination image in building sustainable destinations. The findings of the literature review show that sustainable destination image is build based on environmental, economic, socio demographic, cultural and historical context, as well as visitor and tourist profile of the destination. Sustainable destination image is used as a marketing tool to engage with specific market segments that are willing to pay higher prices to spend holidays in destinations that emphasize economic, environment and social sustainability.

Keywords: sustainable image, destination, marketing, sustainable destination.

INTRODUCTION

The question of competitiveness, and hence of advertising and marketing, is important in the context in many regions and cities (Berjozkina, 2020). Destination image can simply be referred to as people's perceptions of a destination (Lee & Xue, 2020). Perceptions are more important than reality, because perceptions affect consumers' actual behaviour (Kotler & Keller, 2012). Sustainable travel has become a mainstream research subject in the travel industry. In the recent decade, there has been a growing demand for sustainable destinations, mainly due to higher sustainability awareness amongst consumers. The majority of today's tourist markets live in urban areas, while tourist destinations are frequently sought because they are perceived as different from their everyday living context (Silva et al., 2013). Many destinations across the globe started to move towards sustainable tourism initiatives in order to attract more tourists and expand on an international level. One of the important components of the tourism industry, namely the destination, is a well-recognized image. It is becoming more and more popular to design and manage the image of a destination accordingly. The image is generated by the continual assimilation of information and experience, however its recognisability is developed under the impact of marketer-led travel campaigns, such as ads (Hang et al., 2015). Word-of-mouth has a significant impact on tourists' intention to choose a sustainable tourism destination. This is why it is important to create a good image for the destination.

OBJECTIVE

Global Sustainable Tourism Council (GSTC) is certifying sustainable destinations around the globe. In its 2019 report, GSTC highlights growing consumer demands for sustainable travel experiences, mainly due to growing threats of climate change, over-tourism and over development. Sustainable destination image is an important part of traveller experience, as well as, the industry itself. By creating sustainability in our destinations we can provide better experience and memories for the potential customers that are engaged with the destination. Therefore, the objective of the current paper is to explore, based on the theoretical and empirical literature review, the role of sustainable destination image in building sustainable destinations.

METHODOLOGY

The current study uses literature review as study methodology, and revises and reviews the findings of previous theoretical and empirical research to address the research question of the current study (Snyder, 2019), which is *What is the role of sustainable destination image in building sustainable destinations?* To answer the question, following objectives have been set: (a) to summarize the building blocks of the sustainable destination image and to (b) revise the contribution of sustainable destination image towards tourist intentions to visit the destination. The findings of the literature study are presented in the following chapter.

RESULTS

Results of the current literature review study shows that the sustainable destination image is built based on dimensions and complexity of the sustainability concept. First, many destinations build their sustainability image based on the environmental factors (Yüzbaşıoğlu et al., 2014). For example, reports like TravelDailyMedia on most environmentally friendly cities in Europe promote green cities that have green spaces, access to clean water, low air pollution and other factors that build sustainable image. Moving forward, another important contributing factors towards destinations sustainability image are socio demographic environment, as destinations tend to promote communities and their lifestyles (Mathew & Sreejesh, 2017), as well as cultural environment of the destination, as there is growing focus on cultural issues (Artal-Tur et al., 2018) and promotion of cultural and heritage sites in destinations (Jeon et al., 2016). According to some, cultural brand assets, such as cultural and historical attractions, festivals, arts, and traditions, are substantial determinants of destination brand image (Lee & Xue, 2020), especially when building sustainable image. Next, promotion of historical assets in the destination (Stepanova, 2019) can also contribute. Despite the multiple building blocks of a sustainable brand image, destinations have to always account for the visitor and tourist profile of the destination. Environmentally Significant Behaviour theory postulates that people's personal norms directly affect sustainable behaviour. Personal norms, defined as the ''sense of obligation to take pro-environmental action" (Stern, 2000) develop if people are aware of environmental problems (awareness of consequences) and believe to be responsible for alleviating such problems. There is no doubt that tourists' profiles have undergone a significant change in recent years (Almeida-Santana & Moreno-Gil, 2019). Factors like habits, personal capabilities and environmental attitudes, as well as personal factors play a role in sustainable destination choice and preference of the sustainability dimensions and aspects (López-Bonilla et al., 2019).

Sustainable destination image is considered to be the contributing factor towards tourist choice to engage in sustainable tourism which is defined as 'tourism which is economically viable but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community' (Swarbrooke, 1999). Several empirical studies show that sustainable destination image positively affects the intentions to visit the destination and engage in sustainable travel (Line & Hanks, 2016; Mohaidin et al., 2017; Pham et al., 2020).

DISCUSSION, CONCLUSIONS

The complexity of the sustainability term allows destinations to pick, combine or even benchmark which sustainability dimensions they could possibly use as building blocks of a sustainable destination image. The majority of today's tourist markets live in urban areas, while tourist destinations are frequently sought because they are perceived as different from their everyday living context (Silva et al., 2013), meaning that tourists' tend to pay more attention to the environment, social, demographic, cultural and historical aspects of the destination.

RECOMMENDATION

It is suggested for destinations to cover multiple sustainability aspects when building a sustainable destination image, which will allow to attract a wider variety of tourists to the destination.

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