



Ministry of Tourism,
Creative Industry and
Performing Arts Sarawak

REBORN
RESPONSIBLE BORNEO



INTERNATIONAL CONFERENCE ON
RESPONSIBLE TOURISM AND HOSPITALITY
(ICRTH) 2024

ICRTH2024 PROCEEDINGS

*Tourism and Peace: Promote
Peaceful and Inclusive
Societies for Sustainable
Development*



Prepared By
ICRTH SECRETARIAT

2024
ISBN 978-0-648175-1-8

Published by:
Sarawak Research Society (SRS)
01 April 2025 | Kuching, Sarawak, Malaysia



International Conference on Responsible Tourism and Hospitality (ICRTH) 2024

Responsibility of the contents belongs to the authors.

Copyright © 2024 Sarawak Research Society

All right reserved by Sarawak Research Society

No part of this publication may be reproduced or transmitted or utilized in any form or by any means, electronic, mechanical, photocopying or otherwise, without the prior permission of the publisher.

Publisher: Sarawak Research Society

No 38, Tiya Residency, Lorong Pustaka 2E

Petra Jaya, 93050 Kuching, Sarawak, Malaysia

Table of Content

Table of Content	ii
PREFACE	viii
ICRTH2024 Committee	ix
ICRTH2024 Partners	xi
1. Regenerative Creative Tourism and Community Revitalization	1
2. Maintaining Saint Lucia’s Cultural Roots: Agrotourism as a Path to Heritage Preservation	2
3. The Role Played by Hotels in Zamboanga City, Philippines in relation to Human Trafficking	6
4. Promoting Reconciliation through Peace Tourism: Transformational Experience of American Visitors in Vietnam	13
5. Community-based Regenerative Tourism: Building Back Better at Huai Kha Khaeng Wildlife Sanctuary, Thailand	19
6. An Investigation into Community Satisfaction on Quality of Life and Community Factors to Support in Ecotourism Towards Fostering Community Engagement	24
7. Destination Branding Development Towards Sufficiency Economy and Sustainable Tourism Development Goal (SDG): A Case Study of Khao Kram Community, Krabi, Thailand	39
8. Muslim-Friendly Spa Wellness: Examining the Entrepreneur Needs and Motivation Through Maslow Theory	44
9. Mini Review of Tourism and Peace in Southeast Asia	48
10. An Extended 6M Gender-Aware Framework for Sustainable Womenpreneurs: Evidence from Rural Community-Based Tourism Homestays	54
11. Rinjani Geopark Tourism Marketing Strategy, East Lombok District	60
12. Exploring the Cultural Heritage Significance of Traditional Alcoholic Beverages of CALABARZON Region	61
13. A Framework for Sustainable and Responsible Cultural Tourism Destination	86
14. The Effects of Travel Short Video on Destination Visit Intention	90
15. Balancing Heritage Conservation and Tourism Development In Polonnaruwa: A Qualitative Analysis of Stakeholder Perspectives	99
16. Optimizing Guidelines for Flashlight Usage in Camping: Enhancing Safety, Environmental Responsibility, and Outdoor Experience	107
17. Unveiling The Narratives of Dark Tourism Development from Local Communities’ Perspectives In Penang, Malaysia	114

18.	The Lived Experience of Filipino Tourist Seeking Employment in Dubai United Arab Emirates.	119
19.	Unveiling the Visitors' Experiences in BASECO Manila's Slum Tourism: A Content Analysis of TripAdvisor Reviews as a Springboard for Community-Based Tourism	132
20.	Brewing Change: How Eco-Friendly Practices and Engaged Customers Shape Coffee Shops' Role in Rizal Communities	137
21.	Empowering Green Practices: How Manila Tour Operators Can Lead the Way	142
22.	Beyond the Pizza: Unveiling the Recipe for Success Through Cultural Fusion and Sustainable Hospitality at Pizza 4P's Vietnam	148
23.	Exploring Environmental and Social Sustainability Practices and their Impacts on Tourist Experiences	154
24.	Beekeeping Farms Implications on Ecosystem, Human, And Business Factors Leading to Melitourism Development Plan	158
25.	Green campus: Does it Living as it is Name?	162
26.	Digital Heritage: Exploring TikTok Strategies of Two Museums in Malaysia	170
27.	Modelling the value-belief-norm (VBN) theory on tourists' propensity to visit time-honored restaurants: a mediating role of intentional loyalty	174
28.	Innovative Cultural Products and Their Role in Tourism Marketing: Exploring The Mediating Role Of Generation Z's We-Media Marketing Behaviour	199
29.	Development Path and Effects of Leisure Culture Tourism in the Dong Ethnic Minority in China	203
30.	Crossing Cultural Boundaries: International Dissemination and Innovative Development of Ethnic Leisure Culture: A Case Study of the Grand Song of the Dong Ethnic Group	219
31.	Standardization of the Pedicab Transportation and its Role in the Livelihood of Pedicab Drivers in Intramuros, Manila	231
32.	An Exploration of Tourists' Experience at a War Relic	235
33.	Tourist Market Profile and Behaviour Analysis of Carabao Island Visitors: Understanding Preferences and Travel Patterns	242
34.	Strategies for Food Waste Management System of Small Restaurants in Sta. Mesa, Manila	246
35.	Development of Community-Based Tourism Village in Kelurahan Binong, Bandung City	251
36.	Improving Digital Tourism Experience for Older Tourists: Understanding User Types and Needs	252

37.	Transforming Stories into Revenue: An Analysis of Marketing Strategy at a Traditional Hotel	256
38.	Competencies Required and Challenges Encountered in Homestay Marketing: An Analysis of the Sabah Homestay Program	260
39.	The Multidimensional Integration of Color and Space in Architectural Design: Creating Meaningful Place Branding	266
40.	Therapeutic Communication for Sustainable Health Services Based on Indonesian Medical Tourism	269
41.	Enhancing Dive Guides' Competency Skills for Sustainable Tourism in Malaysia	273
42.	Inclusive Design in Tourism Villages: A Case Study of Kampung Ulos Huta Raja, Samosir, Indonesia	278
43.	Marketing Strategies in Geoparks: A Review of Responsible Tourism Initiatives	283
44.	Exploring Natural and Cultural Wealth: Geopark Development in Pangandaran	286
45.	Unveiling the Influence of Satisfaction on Domestic Tourism Intentions: The Key Predictors	294
46.	A Triple Helix Partnership: Tourism and Peace for Sustainable Development in Bromo Mountain	300
47.	The Role of Tourism Interpretation in Shaping The Attitude Of Generation Z Tourists Towards The Preservation of Cultural Reserves	304
48.	Conflicts Among Tourism Stakeholders: A Bibliometric Analysis and Literature Review	307
49.	Navigating Stakeholders' Perspectives Towards Coffee Farms as a Tourist Attraction: The Case of Amadeo and Silang, Cavite	312
50.	Binondo's Evolving Sense of Place: A Mixed-Method Exploration of Heritage and Identity in a Changing Urban Landscape	326
51.	Analysis of Sustainable Tourism Development in the Situs Gunung Padang Tourism Village	327
52.	Soundmarks conservation for sustainable and immersive tourism; learn from the cases of Yogyakarta and Kotagede	331
53.	Green Organizational Culture as a Moderating Factor to Eco Sustainable Policies and Hotel Employees' Commitment Towards Their Organization	336
54.	Sustainable Tourism Initiatives for Urban Transformation in Valenzuela City: A Case Study of Emerging Urban Tourism	337
55.	Building Learner Agency through a Heutagogical Approach to Teaching Tour Guiding	340

56.	Students' Preferences in using Online Food Delivery Platforms	345
57.	Students' Perspectives on the Delivery of Bar and Beverage Management Education	349
58.	Reviving the Chabacano dish ciento quince to promote local cultural heritage	354
59.	Storynomics Tourism for Cultural Heritage Sustainable Development in Bandung City-Indonesia	357
60.	Harboring Peace and Understanding: A Qualitative Inquiry on Halal Tourism in Intramuros, Manila, Philippines	362
61.	'Stop Exclusion, Dare to Care': Customers' Perspective towards Service Staff with Intellectual Disabilities in Foodservice Industry	366
62.	Factors inhibiting the success of CBT: Causes and Consequences (Case Study in Rawa Mekar Jaya Mangrove Ecotourism, Riau)	372
63.	Lived Experiences of Visually Impaired Local Filipino Visitors in the City of Manila Towards Inclusivity in Accessible Urban Destinations	378
64.	Inclusive Tourism in Mauban, Quezon Province, the Philippines	382
65.	Tourists' Revisit Intention and Evaluation of Attractions, Accessibility, Accommodations, and Ancillary Services in Corregidor Island	394
66.	Dumagat People as Environmental Protectors and their Role in Sustainable Development using Traditional Ecological Knowledge	399
67.	Exploring the Potential of the Polytechnic University of the Philippines as Campus Tourism Destination: A Mixed Method Study of Students' Perspectives	402
68.	Explicating the Lived Experiences of PWDs in Southeast Asia When Traveling: A Phenomenological Study	406
69.	How Financial Literacy Could Contribute Towards Sustainable Tourism?: A Systematic Literature Review	410
70.	The Impact of Educational Tourism on Eco Tourism Park, SK Kundasang: Insights from Its Status as a UNESCO Geopark Gazette	415
71.	Residents' Sentiments Towards Collaborative Destination Governance: The Case of Lakshadweep Islands	420
72.	Traditional and Complementary Medicine as a Potential Niche for Health Tourism in Malaysia and Its Challenges and Barriers in Achieving Sustainable Development	425
73.	Navigating the Challenges of Rising Airfare Costs: Sector Responses and Competitive Strategies in Vietnamese Tourism	430
74.	The Future of Ho Chi Minh City Cruise Tourism: Competition and Impact of Climate Change	435

75.	Space Tourism: Within Our Reach or Only for The Rich? A Scoping Review	437
76.	Responsible Leadership and Sustainable Tourism: the case of Homestays	442
77.	Snap, Share, Beware: The Risks of Instagram Oversharing Among Malaysian Tourists	447
78.	Fostering Actors Engagement to Strengthen Value Co-creation: A Case Study on a Mobile Application of Tour Guide Service	452
79.	Local Residents' Perception and Interest on Las Piñas Coconet Factory as a Creative Tourism Site: Basis for a Sustainable Livelihood Program for Urban Tourism	458
80.	The Potential of Gunung Stong and Lojing Highland as a Geopark Heritage Destinations in Malaysia	462
81.	A Home-Grown Coffee Beans: A Roadmap of Economic Development and Sustainable Competitive Advantage in Ormoc City, Philippines	463
82.	On Keeping the Stairways to Heaven: The Case of the Philippine Ifugao Rice Terraces Amidst Climate Change	478
83.	Do Destination Social Responsibilities, Social Media Engagement, And Place Attachment Influence Residents' Environmental Responsibility Behaviour In Marine Park Protected Areas.	484
84.	Designing a Game for Tourism Village Management to Develop Tourism Products-A Case in Tegal Loegood Village, Yogyakarta City, Indonesia	489
85.	Exploring Influencer Endorsement Effects on Attitude, Environmental Concerns, and Marine Travel Destinations	496
86.	Community-based Tourism and Management for Sustainability: A Bibliometric Analysis	501
87.	Beyond Curiosity: The Role of Emotional Engagement and Ethical Practices in Shaping Tourist Intentions for Baguio City's Dark Tourism Sites	506
88.	PULAU KETAM: Promoting Intangible and Tangible Heritage of A Fishing Village Through Art Tourism	511
89.	Optimizing the Hybrid Hospitality Experience: Co-working Needs and Challenges in Hotel Spaces	523
90.	Nusa Penida Open Trip, Impulsive Purchase Intention in Social Commerce	528
91.	The Role of Local Communities in Preserving and Enhancing the Heritage of LandLady (Bà Chúa Xứ) Festival in Chau Doc, An Giang, Vietnam	532
92.	The Relationship Between Tourism Development and Income Inequalities: A Systematic Literature Network Analysis	538
93.	Corporate Strategy and Sustainability Performance: A bibliometric review and research directions	541

94.	The Potential of Wellness Tourism Development in Ho Chi Minh City	542
95.	Digital Entrepreneurship and Marketing Responsibility: A Bibliometric Analysis	547
96.	The Tales of 3 Kampung: Enhancing Rural Tourism and Empowering B40 Communities in Kampung Kuala Juru, Sekinchan, and Kuala Sepetang	553
97.	Global Competencies and Employability of Hospitality Management Graduates and Factors Influencing Adoption Decision Practices in Knowledge Process Outsourcing for Hospitality Industry	557
98.	The role of Personal Traits on Gen Z's willingness to pay for technology adoption in restaurant services	563
99.	Understanding the Tourists' Perspective and Behaviours of Social Sustainability in Tourist Destinations	569
100.	Tourism for All- Collaboration of Stakeholders in Development of Accessible Tourism by Adopting Universal Design in Malaysia	575
101.	Evaluating Tourism Potential and Community Engagement in Rural Tourism Development: Enhancing Economic Opportunities for the B40 Community – A Case Study of Bukit Tengah	579
102.	English for Hospitality: How Is It Taught at Tertiary Level?	585
103.	Responsible Practices and Transforming Communities through Social Entrepreneurship: A Study of the Shri Mata Vaishno Devi Shrine Model	586
104.	Exploring the Impact of Rural Short Videos on Sustainable Tourism: Case Studies from China	606
105.	The Attitude of Local Communities Towards Community Tourism Development in Mountainous Districts of Khanh Hoa Province, Vietnam	607
106.	The impact of Digital Transformation on Employee Performance in Promoting Tourism Wellbeing at Malaysian Art Galleries	612

PREFACE

It is our great honour to present to you the International Conference on Responsible Tourism and Hospitality (ICRTH) 2024 conference proceedings. This is the fourth edition of an annual conference that brings together academics, students, industry experts, and practitioners, as well as policymakers that advocate for responsible tourism and hospitality in the Southeast Asia region, and beyond. For this year's conference, ICRTH has expanded its reach and depth to attract more than 300 participants from 30 countries. The Sarawak Research Society and Responsible Borneo hosted the ICRTH edition this year in Kuching, Indonesia, from August 7-11, 2024, with the theme "Tourism and Peace: Promote Peaceful and Inclusive Societies for Sustainable Development". ICRTH 2024 paid close attention to the notion of peace as highlighted by UN Tourism in earmarking 2024 as the theme of tourism and peace. Peace is an important tenet for sustainable development and responsible tourism because it advocates for mutual respect with communities and harmony with nature. ICRTH 2024 was also the platform in the launch of the International Centre for Responsible Tourism, and the presentation of the Responsible Tourism Southeast Asia Awards. The success of the conference would not have been realised in the absence of a range of supporting roles, resources, and networks of local authorities, governments, professional agencies, and academic institutions. Sincere thanks and gratitude go towards the Ministry of Tourism, Creative Industry and Performing Arts (MTCP) Sarawak, Tourism Malaysia, Sarawak Tourism Board, and other key sponsors for their invaluable endorsement and assistance throughout the conference. The conference featured for the first time an Impact Stories session, allowing presenters to showcase responsible tourism and hospitality snippets to generate wider impacts to their respective communities. Delegates also had the opportunity to visit Bau, as well as the primary school where each conference bag was individually designed by a young student there. The post-conference fieldwork trip to Empurau Farm Resort and the local ethnic village provided further interactions and engagements of responsible tourism and hospitality in action. This conference proceeding is organised based on the order of abstracts/full papers as they are received for the conference. Once again, we would like to thank everyone who has made ICRTH 2024 a success. Let us remain committed to responsible tourism and peace even as the world around us continues in a delicate and yet unpredictable geopolitical landscape.

Best Regards,

Prof. Dr. Hiram Ting

Assoc. Prof. Lenny Yusrini

Dr Aaron Tham

Co-Conference Chairs of ICRTH 2024

ICRTH2024 Committee

Patron

YB Dato Sri Haji Abdul Karim Rahman Hamzah, Ministry of Tourism, Creative Industry and Performing Arts Sarawak and Ministry of Youth, Sports and Entrepreneur Development Sarawak, Malaysia

Chairperson

- Prof. Dr. Hiram Ting, Sarawak Research Society, Centre for Responsible Borneo, i-CATS University College Malaysia
- Assoc. Prof Lenny Yusrini, Akademi Pariwisata Indonesia Jakarta, Indonesia
- Dr. Aaron Tham, University of the Sunshine Coast, Australia

Advisors

- Datu Hii Chang Kee, Premier of Sarawak Department, Malaysia
- Prof. Dr. Puah Chin Hong, Universiti Malaysia Sarawak, Malaysia
- Mr. Wan Yat Seng, Emerald Publishing, East Asia
- Prof. Dr. Cheng Ming Yu, Universiti Tunku Abdul Rahman, Malaysia
- Prof. Dr. Joseph M. Cheer, Western Sydney University, Australia
- Prof. Dr. Yanto Santosa, IPB University Bogor, Indonesia
- YB Datuk Sebastian Ting Chiew Yew, Ministry of Tourism, Creative Industry and Performing Arts Sarawak

Secretariat

- Prof. Daryll Ace Cornell, Polytechnic University of the Philippines, Philippines
- Assoc. Prof. Benhui Ren, Raffles Education Corporation, China
- Assoc. Prof. Mia Bella R. Fresnido, Central Bicol State University of Agriculture, Philippines
- Asst. Prof. Titing Kartika, STIEPAR YAPARI Bandung, Indonesia
- Ts. Dr. Renugah Rengasamy, Social Institute of Malaysia, Malaysia
- Dr. Phuong Bui Thi Ngoc, Hong Bang International University, Vietnam
- Dr. Pichsinee Soonsap, King Mongkut's Institute of Technology Ladkrabang, Thailand
- Mr. Nhem Sochea, Ministry of Environment and World Bank, Cambodia
- Mr. William Loh, Emerald Publishing, East Asia
- Mr. Jerry Chin, Centre for Responsible Borneo
- Ms. Khairani, Centre for Responsible Borneo
- Ms. Nurul Ruwaidah Ahamad, Centre for Responsible Borneo
- Mrs. Lauannah EBeo Manigo, UPSkilled Advancement Hub, Malaysia
- Mdm. Rozita Nordin, Emerald Publishing, East Asia

Scientific Committee

- Prof. Dr. Jayson Cham, UCSI University, Malaysia
- Prof. Dr. Mohd Hafiz Hanafiah, Universiti Teknologi Mara (UiTM), Malaysia
- Assoc. Prof. Dr. Kreangkrai Kirdsiri, Silpakorn University, Thailand
- Assoc. Prof. Dr. Mandy Sim Siew Chen, University of Nottingham, Malaysia

- Assoc. Prof. Dr. Pham Hong Long, Vietnam National University, Vietnam
- Assoc. Prof. Dr. Ann Suwaree Ashton, National institute of Development Administration (NIDA), Thailand
- Assoc. Prof. Dr. Soni Sharma, Jaipuria School of Business
- Assoc. Prof. Dr. Phang Ing @ Grace, Universiti Malaysia Sabah, Malaysia
- Assoc. Prof. Dr. Meng Qu, Hokkaido University, Japan
- Assoc. Prof. Lenis Aislinn C. Separa, Massey University Wellington, New Zealand
- Assoc. Prof. Dr. Jessica Sze Yin Ho, Herriot-Watt University, Malaysia
- Assoc. Prof. Dr. Astrid Kusumowidagdo, Universitas Ciputra, Indonesia
- Asst. Prof. Dr. Victor T. Reyes, University of Santo Tomas-General Santos, Philippines
- Asst. Prof. Dr. Nimit Soonsan, Phuket Rajanhat University, Thailand
- Asst. Prof. Anak Agung Gde Satia Utama, Universitas Airlangga, Indonesia
- Dr. Indra A/P Selvarajah, LASALLE College of the Arts, Singapore
- Dr. Quang Dai Tuyen, Nguyen Tat Thanh University, Vietnam
- Dr. Liu Shengyu, Silpakorn University, Thailand
- Dr. Frank Gong Jiankun, Universiti Malaya, Malaysia
- Dr. Lilibeth Aragon, Lyceum of the Philippines University, Philippines
- Dr. Ong Yi Xuan, Hokkaido University, Japan
- Dr. Đỗ Thị Mai Đoàn Thực, Thai Binh Duong University, Vietnam
- Dr. Nga Vo Thi, Hoa Sen University, Vietnam
- Dr. Lawrence Gao Ziyi, Yunnan University of Finance and Economics, China
- Dr. Tan Kim Lim, James Cook University, Singapore
- Dr. Rahmat Yuliawan, Universitas Airlangga, Indonesia
- Dr. Leong Choi Meng, Swinburne University of Technology Sarawak Campus
- Dr. Karisma Sri Rahayu, Brawijaya University, Indonesia
- Mr. Kevin Phun, Centre for Responsible Tourism, Singapore
- Mr. Ashur Muhammad, University of Muslim Indonesia, Indonesia
- Mr. Jojo Villamin, Philippines Association of Researchers for Tourism and Hospitality, Inc, Philippines
- Mrs. Mary Rose Cruz, Polytechnic University of the Philippines, Philippines
- Ms. Sovannnden Moeung, Ministry of Tourism, Cambodia
- Ms. Deng Jing, Fujian Business University, China
- Mdm. Rozita Nordin, Emerald Publishing, East Asia

ICRTH2024 Partners

Organizers of ICRTH2024:



With Participants of:



Main Partners of ICRTH2024:



Strategic Partners of ICRTH2024:



1. Regenerative Creative Tourism and Community Revitalization

Meng Qu¹

Simona Zollet²

¹Center for Advanced Tourism Studies, Hokkaido University, Japan

²Graduate School of Humanities and Social Sciences, Hiroshima University, Japan

*Correspondence E-mail: kinghoodqu@gmail.com

Keywords: Regenerative Tourism, Creative Tourism, Community Revitalization, Regenerative Creative Tourism, Post-Epidemic Tourism.

ABSTRACT

As the global tourism industry attempts to recover from the COVID-19 pandemic, small-scale, community-based regenerative tourism is bringing a creative transformation to declining neighbourhoods and areas struggling to attract visitors. This case study focuses on a tour project that aims at regenerating a degraded suburban landscape in Hiroshima, Japan, and turning it into a location for Creative Tourism in cooperation with the local community. The study connects Regenerative Tourism and Creative Tourism, revealing that creative tourism serves as a catalyst for community revitalization. The research methods involve participant observation, interviews with tour operators and tourists, and secondary data analysis, with thematic analysis revealing insights into sustainable tourism, community engagement, and the company's efforts to preserve and promote local culture and nature. The case study suggests that the growing demand emerging after the pandemic also creates new opportunities for transformation through small-scale regenerative and Creative Tourism that is respectful of local culture and creates revitalization opportunities with residents. The growing demand emerging after the pandemic also creates new opportunities and transformation through small-scale regenerative and Creative Tourism that is respectful of local culture and creates revitalization opportunities with residents. The study argues that the combination of Creative Tourism and a regenerative framework result in a mutually beneficial relationship. Although regenerative creative tourism products are more difficult to design and manage, it is a more responsible approach. This case shows that Regenerative Creative Tourism promotes local well-being and long-term sustainability, emphasizing the necessity of a holistic, creative, and regenerative approach in the changing global tourism landscape, especially for community and environmental regeneration.

2. Maintaining Saint Lucia's Cultural Roots: Agrotourism as a Path to Heritage Preservation

Rocksun Mathurin*¹

Leonardo Nava Jiménez²

¹Rocksun Mathurin, National Kaohsiung University of Hospitality and Tourism, Taiwan

²Leonardo Nava Jiménez, National Kaohsiung University of Hospitality and Tourism, Taiwan

*Correspondence E-mail: rocksun.mathurin@gmail.com

Keywords: Agriculture, Agrotourism, Cultural Heritage Preservation, Saint Lucia, Tourism Innovation.

EXTENDED ABSTRACT

BACKGROUND

Saint Lucia is a democratic island located in the lesser Antilles of the Caribbean archipelago with a population of approximately 180, 000 (World Bank, 2024). During colonial times, the island was used as part of the slave trade from Africa to the Caribbean for the purpose of building wealth on the part of the Europeans. The island was fought over by the British and French 14 times with the British winning the final battle. The country gained independence in 1979 (Turner, 2014) and today, traces of African, and European among others, are still seen through their culture.

The early history of the island includes a prominent agriculture industry with a shift from sugar cane to bananas. However, the tourism industry took over after a drop in the agricultural sector due to a trading agreement change. Despite the revenue brought in by tourism, there were negative socio-cultural, economical and environmental impacts of the industry, two of which include the loss of cultural identity and a high food import bill. Furthermore, the tourism industry is currently in stagnation planning their next move that will determine the future of the Saint Lucian economy.

In light of these, the merging of the tourism and agriculture industries may be a solution to alleviate the negative impacts of stagnant tourism, as well as help a dying agriculture industry. This study was aimed to understand how the merging of the agriculture and tourism industries can bring about cultural preservation in Saint Lucia. In addition, to understand the efforts, challenges and opportunities present as an entrepreneur and business owner in the agrotourism industry today.

LITERATURE REVIEW

During the early history of the island, the agriculture industry was the largest contributor to the country's economy with a shift from sugar making to cultivation of bananas (Walters, 2016). However, after a change in the trading agreements of the then European Economic Community, now

the European Union, which allowed for an increase in open trade with other regions rather than giving preferential treatment to the African, Caribbean and Pacific states (ACP), which included Saint Lucia (Montoute, 2019).

This was the beginning of the decline of the banana industry in Saint Lucia and sharp increase in the tourism industry, as many farmers left agriculture to pursue a career in tourism (Walters, 2016). Tourism gradually became the country's highest income earner with the country being marketed as a romantic honeymoon destination offering all-inclusive, luxurious packages for foreign tourists (Tittley, 2005) and as a stopover destination for tourists on cruise ships or yacht expeditions.

Although the country has benefited from tourism, there are negative socio-cultural, economical and environmental impacts of the industry. Socio-culturally, the country is gradually losing its cultural identity as less local produce to make local cuisine are being cultivated as well as more foreign ingredients to make international cuisines are being imported to satisfy the foreign tourists' tastes (Mangal, 2009). Economically, the food import bill for Saint Lucia is rising every year (Thomas-Venugopal et al, 2023), and environmentally, destruction of coral reefs and water pollution caused by pollutants released by tourism vessels.

Furthermore, with the tourism industry currently reaching its peak and its dire need for innovation to make forward, the introduction of agrotourism as a permanent industry may be a solution. This may help reduce the negative impacts of tourism, as well as help the agriculture industry rejuvenate.

RESEARCH METHOD

Qualitative data collection in the form of online interviews were used to collect the data needed for this study over a period of three (3) weeks via WhatsApp voice calls and google meets. Interviews with local entrepreneurs and business owners were carried out to gain insights of the efforts, challenges and opportunities available in the agrotourism industry. Their current experiences and observations while working in the field were discussed.

The representative from the ministry of agriculture in Saint Lucia was interviewed to get the perspective and initiatives on the part of the government and to give information on the current state of the agro tourism industry. The main purpose of this interview was to gain insights on the general overview of industry as a proposed future industry from the government's point of view.

RESULTS

Efforts To Promote Agrotourism

There are government initiatives that are Export Saint Lucia, Farmer's Market, Food Festivals, Community Tourism Agency Saint Lucia and the Tourism Advisory Committee. These initiatives, according to the government official, are there to help promote agrotourism and support entrepreneurs in the field. The government also claims to be making strides in the promotion and

establishment of the agrotourism industry to the public, however the interviewed entrepreneurs are not fully aware of the efforts in helping start up agrotourism businesses is inconsistent.

Challenges Within the Agrotourism Industry

Major challenges by an entrepreneur in the agrotourism industry that were mentioned includes, the effects of inflation especially after covid, lack of proper access to start up finance, and marketing on behalf of agrotourism businesses. Interviewees also mentioned the lack of education on this topic to the young people who are the future to the country.

Opportunities Within the Agrotourism Industry

Potential opportunities within the industry included farm to table tours, natural soap making experiences, tea culture and local fruit exploration. These potential opportunities were given by entrepreneurs who daily interacted with foreign visitors. These visitors expressed their curiosity about the Saint Lucian culture and that businesses who do share the culture are not marketed to them before, during and after their stay in Saint Lucia. The only way to find out is by independent explorations that are not guided by resorts.

DISCUSSIONS

Upon analysis of the data collected, it showed that there are in fact local entrepreneurs and business owners who are involved in the industry which indicates that agrotourism is on the rise. The observations by the entrepreneurs regarding the tourists' interest in indulging in the Saint Lucian culture revealed that currently, there is gradual shift in the taste of foreign nationals visiting the country from luxurious, all-inclusive to cultural exploration.

Although not yet fully established as a permanent sector in Saint Lucia, agrotourism has potential within the country. This industry can aid in revamping the agricultural industry, as well as mitigate the negative impacts of tourism.

MANAGERIAL IMPLICATIONS

Interviews were done with individuals of an older group which limits the variety in the point of view of this study. These individuals gave useful insights into the current state of the industry however, a younger generation may feel indifferent about the older generation's ideologies. Due to time restraints, less information than intended was gathered by some interviewees. This study is also focused more on the tourism side which leaves room for more exploration on the agricultural side of this industry.

FUTURE RESEARCH DIRECTIONS

A deeper understanding into not only how agrotourism can help sustain cultural heritage but also how it can help increase domestic tourism can be explored further. Every nation should embrace their own cultural heritage and locals should be able to affordably participate in tourism initiatives commercializing their various cultural aspects.

REFERENCES

- Mangal, H. (2009). *Final Report On Best Practices for Youth in Agriculture: The Barbados, Grenada & Saint Lucia Experience Submitted to the Co-ordinator of At the United Nations Development Programme (UNDP) Office for Barbados and the Organisation of Eastern Caribbean States.*
- Montoute, A. (2019). Civil Society Responses to Trade Liberalisation: The Case of the Banana Industry in St. Lucia. *Journal of Eastern Caribbean Studies*, 44(3), 78–114.
- Thomas-Venugopal, R., Hem-Lee-Forsyth, S., Gomez, A., Edwards, N., & James, D. (2023). Review: Evaluating existing policies to address overweight and obesity in the Anglophone Caribbean: A narrative review of Barbados, Grenada, St. Lucia, and Trinidad & Tobago. *Obesity Pillars*, 6 (100060). <https://doi.org/10.1016/j.obpill.2023.100060>
- Titely, G. (2005). All Sights Reserved: All-Inclusive Resorts and the Imagined Caribbean . *Beyond the Blood, the Beach & the Banana: New Perspectives in Caribbean Studies*, 42(07), 205–220. <https://doi.org/10.5860/choice.42-4194>
- Turner, B. (2014). ST LUCIA. In *The Statesman's Yearbook*. Palgrave Macmillan, a Division of Macmillan Publishers Limited.
- Walters, B. B. (2016). Migration, land use and forest change in St. Lucia, West Indies. *Land Use Policy*, 51, 290–300. <https://doi.org/10.1016/j.landusepol.2015.11.025>
- World Bank. (2024). *Population, total - St. Lucia | Data*. Data.worldbank.org. Retrieved from <https://data.worldbank.org/indicator/SP.POP.TOTL?locations=LC>

3. The Role Played by Hotels in Zamboanga City, Philippines in relation to Human Trafficking

Delmalyn S. Hajal*¹

Dr. Leonardo Nava Jimenez²

¹Delmalyn Hajal, NKUHT, Philippines

²Dr. Leonardo Nava Jimenez, NKUHT, Mexico

*Correspondence E-mail: delmalynhajal@gmail.com

Keywords: Collaboration, Hotel, Human Trafficking, Stakeholders, Prevention.

EXTENDED ABSTRACT

Human trafficking is currently one of the most urgent worldwide issues. Zamboanga City has uncovered most human trafficking cases in the Philippines, primarily because of its strategic geographical proximity to neighbouring countries like Malaysia. Furthermore, investigators discovered that the victims of human trafficking in Zamboanga City originated from various parts of the Philippines. Several news sources report the apprehending of human trafficking victims in Zamboanga City hotels. However, the stories did not disclose the exact identities of these hotels.

The objective of this study is to examine the perceived functions of hotels in addressing and combating human trafficking, analyse the Corporate Social Responsibility initiatives implemented by the hotel industry, and assess the extent of hotels' participation in human trafficking awareness campaigns and educational initiatives. This research adopts an exploratory qualitative technique and utilizes in-depth interviews with several stakeholders. Findings indicated that hotels in Zamboanga City rely on the government for training, lack a corporate social responsibility strategy to address human trafficking, and have insufficient technology capabilities for monitoring trafficking. This study highlights the importance of awareness campaigns against human trafficking, corporate social responsibility in the hotel industry, and stakeholder collaboration, which can help develop local, national, and international policies to address hotel involvement in human trafficking.

LITERATURE REVIEW

This chapter establishes the fundamental knowledge that is currently available about 1) Definitions of Human Trafficking, 2) Human Trafficking in the World 3) Human Trafficking in Southeast Asia, 4) Human Trafficking in Philippines, 5) Human Trafficking in Zamboanga City, 6) Corporate Social Responsibility in the Hotel. This chapter provides a thorough analysis of the existing body of information pertaining to the current phenomenon that this study seeks to analyse and establish a basis for it.

RESEARCH METHOD

This chapter presents the research framework that examined the involvement of hotels in Zamboanga City, Philippines, in human trafficking. The chapter presents a summary of the research design, which includes the use of qualitative exploratory approaches. The data collection technique employed in this study involves conducting comprehensive interviews. The employed sample methodology is snowball sampling. The data study utilized inductive thematic analysis to identify patterns, themes, and insights from the data.

In addition, the data analysis techniques prioritize the need to uphold rigorous ethical standards throughout the study.

RESULTS

Three themes were identified, organized, and polished, and each of these themes is further divided into three sub-themes, which were also named: Roles Perception, Awareness Campaign and Corporate Social Responsibility Practices.

The first theme explores the hotels' consciousness of their responsibilities within an organization. This includes tactics for proactively addressing potential hazards linked to combatting human trafficking. The three sub-themes covered are the complexities of trafficking, staff training, and collaboration and coordination. The second theme explores the hotels' awareness campaign, which encompasses various efforts and partnerships aimed at combating human trafficking. These three sub-themes are: Educational Programs, Partnership with Advocacy Groups, and Partnership with Government Agencies. Furthermore, the hospitality sectors play a crucial role in tackling contemporary forms of forced labour, and corporate social responsibility (CSR) reports in these sectors frequently outline initiatives aimed at combating modern slavery and safeguarding human rights. The third theme explores the hotels' corporate social responsibility (CSR) practices. These three sub-themes are CSR policies, community support, and technology-driven efforts.

DISCUSSIONS

The participants provided a wealth of intricate and insightful information and viewpoints for the study. The study demonstrates the imperative need to address this crime, as well as the roles and perceptions of each actor. It delineates the intricacy of trafficking, the significance of staff training, and the coordination and collaboration of the hotels. The findings suggest that hotels are awaiting government agencies to conduct training on how to combat human trafficking. However, they immediately collaborate with law enforcement officers in the event of human trafficking incidents within their hotels.

The study also underscores the significance of awareness campaigns, which are implemented through educational programs, partnerships with advocacy organizations, and partnerships with government agencies. The findings indicate that hotels do not take the initiative to raise awareness about human trafficking; rather, they await invitations from government agencies or letters of support from NGOs for their projects.

Lastly, the study focused on the hotels in Zamboanga City's CSR practices, showing how they help the community and use technology to run their programs. Some hotels don't know what CSR is, and others have a clear CSR plan that doesn't put human trafficking at the top of its list of priorities. As part of your CSR, you can give money, resources, or your time to good causes and groups, like local and national charities, educational programs, disaster aid, and more. Companies that practice philanthropic CSR get involved in the places where they do business. They help by volunteering, sponsoring local events, giving money to local charities, or backing programs that teach skills. Some respondents also said that local laws should require hotels to either fix CCTVs that aren't working right or put new ones for safety reasons.

FUTURE RESEARCH DIRECTIONS

Given the exploratory nature of my research and the short period of time, the utilization of ethnographic research can further our comprehension of the roles that hotels play in relation to human trafficking. Using Ethnography in future research can uncover stories about the lived experiences of hotel staff, stakeholders, and even the rescue team in rescuing victims through observation, field notes, and interviews. This will illuminate the real world and provide a detailed and accurate representation of users' behaviours and attitudes of the different actors involved on this fight against human trafficking.

REFERENCES

- Abad, M. (2020, February 17). NBI, PNP reveal red flags for hotels, condominiums used as sex dens. Rappler.
- Abocejo, F. T., & Gubalane, F. K. (2013). Implementation of the anti-human trafficking law in Cebu City, Philippines. *Globalization, Ethics, and Higher Education*, 16(1), 36–48.
- Adams, D. P., & Miles, T. P. (2013). The application of Belmont Report principles to policy development. *Journal of gerontological nursing*, 39(12), 16-21.
- Amahazion, F. J. (2015). Human trafficking: the need for human rights and government effectiveness in enforcing anti-trafficking. *Global Crime*, 16(3), 167–196. <https://doi.org/10.1080/17440572.2015.1019613>
- Alipala, J. (2015, August 9). 18 women rescued from Zamboanga City hotels. Inquirer.
- Andrews, S. K., & Crawford, C. M. (2022). Synthesizing anti-human trafficking efforts: The paths already taken, amplifiers of risk, and the paths forward. In S. K. Andrews & C. M. Crawford (Eds.), *Paths to the prevention and detection of human trafficking* (pp. 1-23). Hershey, PA: IGI Global. <https://doi.org/10.4018/978-1-6684-3926-5.ch001>
- Ang, A., & Tiongson, E. R. (2023). Philippine migration journey: Processes and programs in the migration life cycle. In World Bank (Ed.), *World Development Report 2023: Migrants, Refugees, and Societies* (pp. 1-19). World Bank. <https://www.worldbank.org/en/publication/wdr2023/backgroundpapers>

- Aspers, P., & Corte, U. (2019). What is qualitative in qualitative research. *Qualitative Sociology*, 42, 139-160.
- Aston, J., Wen, J., Goh, E., & Maurer, O. (2022). Promoting awareness of sex trafficking in tourism and hospitality. *International Journal of Culture, Tourism and Hospitality Research*, 16(1), 1-6.
- Banks, G. (2020, January 2). National hotel chains Hilton, Wyndham, and Choice named in Texas lawsuit for promoting sex trafficking. <https://www.business-humanrights.org/en/latest-news/usa-national-hotel-chains-hilton-wyndham-and-choice-named-in-texas-lawsuit-for-promoting-sex-trafficking/>
- Barrios-Fabian, M. L. D. (2004). Case Study of Zamboanga City (Forced Migration Area) (PIDS Discussion Paper Series No. 2004-50). Philippine Institute for Development Studies.
- Betz, D. L. (2009). Human trafficking in Southeast Asia causes and policy implications (Doctoral dissertation, Monterey, California. Naval Postgraduate School).
- Blackburn, A. G., Taylor, R. W., & Davis, J. E. (2013). Understanding the complexities of human trafficking and child sexual exploitation: The case of Southeast Asia. In *Human sex trafficking* (pp. 104-125). Routledge.
- Casula, M., Rangarajan, N., & Shields, P. (2021). The potential of working hypotheses for deductive exploratory research. *Quality & Quantity*, 55(5), 1703-1725.
- Chan, J. (2023, June 16). How to reference this. *Malay Mail*. <https://www.malaymail.com/news/malaysia/2023/06/16/malaysia-back-on-tier-2-watchlist-of-us-human-trafficking-report-after-two-years/74574>
- Clariza, E., & Aquino, B. (2006). Trade liberalization and the increasing trend in human trafficking in Southern Philippines (Mindanao).
- Clariza, M. E. (2007). Human trafficking in Mindanao, Philippines (Doctoral dissertation).
- Clawson, H. J., Dutch, N., & Cummings, M. (2006). Document Title: Law enforcement response to human trafficking and the implications for victims: Current practices and lessons learned.
- CNA (2016, August 8). Undercover Asia: Philippines' children of the cybersex dens. Youtube. <https://www.youtube.com/watch?v=ZaHi3F78jPs>
- CNBC (2022, April 2). Why hotels like Marriott have a human trafficking problem. Youtube. <https://www.youtube.com/watch?v=TtjhHYi95rQ&t=20s>
- Dayang Dayang, K. M., & Hajal, D. (2022). A case analysis on KKI Tanglaw Buhay Center: Evaluating the government response towards human trafficking in Zamboanga City. Unpublished master's thesis. Western Mindanao State University.
- Davy, D. (2016). Anti-human trafficking interventions: How do we know if they are working?. *American Journal of Evaluation*, 37(4), 486-504.
- DM News. (2022, September 8). Human traffickers target social media users in Southeast Asia. Youtube. <https://www.youtube.com/watch?v=ak8SbLkKjNE>
- Exodus Cry. (2020, March 23). Buying children in Cambodia. Youtube. <https://www.youtube.com/watch?v=IIsCEprvtJM&t=19s>

- Farrell, A., McDevitt, J., & Fahy, S. (2008). Understanding and improving law enforcement responses to human trafficking.
- Forsyth, C. M. (2016). The impact of vicarious traumatization on lay counselors working with survivors of human trafficking in the Philippines. Azusa Pacific University.
- Fuentes, K. A. V., & Nanaman, M. F. S. (2012, July). Patterns and challenges of human trafficking in Southern Philippines. Paper presented at the BIMP EAGA conference, Sabah, Malaysia. https://www.researchgate.net/publication/291945373_PATTERNS_AND_CHALLENGES_OF_HUMAN_TRAFFICKING_IN_SOUTHERN_PHILIPPINES
- Gbiorczyk, A. (2021). Human trafficking: A rural and an urban problem (Doctoral dissertation, Harvard University).
- GMA Integrated News. (2023, May 5). Higit 1,000 Pinoy at banyaga na biktima ng human trafficking, nasagip sa Clark, Pampanga. Youtube. <https://www.youtube.com/watch?v=UgRcG6uaKQE>
- Graham, J. K. (2023). The dark web and human trafficking.
- Haradhan, K. M. (2012). Cultural dynamics and human interaction. *International Journal of Cross-Cultural Studies*, 2(1), 45-60. Universal-Publishers. <https://doi.org/10.xxxx/yyyy>
- IJM. (2023). 2023 U.S. Trafficking in Persons Report highlights partnership with survivors - PH ranks Tier 1 for 8th straight year. *IJM*. <https://www.ijm.org.ph/articles/2023-us-trafficking-in-persons-report-highlights-partnership-with-survivors-ph-ranks-tier-1-for-8th-straight-year>
- Jeng, C. C., Huang, E., Meo, S., & Shelley, L. (2022). Combating sex trafficking: The role of the hotel—moral and ethical questions. *Religions*, 13(2), 138.
- Ha Jin I, N. D. (2023). Human trafficking in Southeast Asia during COVID-19: An overview of emerging issues and technology trends. *Journal of Southwest Jiaotong University*, 58(2).
- Jones Day. (2021, July 9). Human trafficking: A global crisis. Youtube. <https://www.youtube.com/watch?v=nf6FUiz1uRI>
- Kamath, R., Rolwes, G., Black, S., & Stylianou, A. (2021). The 2021 hotel-id to combat human trafficking competition dataset. arXiv preprint arXiv:2106.05746.
- Khan, M. I., & Zubair, M. (2023). Knowing the unknown: The dark world of human trafficking. *Journal of Policy Research*, 9(2), 117-123.
- Kleemans, E. R. (2011). Human smuggling and human trafficking. In M. Tonry (Ed.), *The Oxford handbook of crime and public policy* (online ed.). Oxford Academic. <https://doi.org/10.1093/oxfordhb/9780199844654.013.0017>
- Koettl, J. (2009). Human trafficking, modern day slavery, and economic exploitation (p. 7). *Social Protection & Labor*, the World Bank.
- Kumar, R., & Sharma, S. (2014). Corporate social responsibility-A study on hotel industry. *Asian Journal of Multidisciplinary Studies*, 2(4), 25-32.
- Kyriazi, T. (2023). The private sector against human trafficking in tourism. *Anatolia*, 34(1), 30-44.
- Lamb-Susca, L., & Clements, P. T. (2018). Intersection of human trafficking and the emergency department. *Journal of Emergency Nursing*, 44(6), 563-569.

- March, S. [ABC News In-depth]. (2023, March 2). [Video]. Youtube. https://www.youtube.com/watch?v=sYXgHV_SNeY&t=1502s
- Meo, S., & Shelley, L. (2021). Sex trafficking and hotels: Why there is a need for effective corporate social responsibility. *Global Policy*. Retrieved June 17, 2024, from <https://www.globalpolicyjournal.com/blog/11/11/2021/sex-trafficking-and-hotels-why-there-need-effective-corporate-social-responsibility>
- Michael, S. D. (2013, June). Human trafficking in Malaysia: Trends and challenges. In *Proceeding of the Global Conference on Business, Economic and Social Sciences*.
- Miller-Perrin, C., & Wurtele, S. K. (2017). Sex trafficking and the commercial sexual exploitation of children. *Women & Therapy*, 40(1-2), 123-151.
- Mindanews. (2012, May 26). 15 human trafficking victims rescued in Tawi-tawi, 3 recruiters arrested. Mindanews.
- Miralao, V. (2013). Trafficking in women and children in the Philippines: Reflections on the experiences of local NGOs. *Philippine Sociological Review*, 61(1), 37-50.
- National Bureau of Investigation. (2021, September 7). NBI Anti-Human Trafficking Division (AHTRAD) rescues 7 minors in Manila. <https://www.nbi.gov.ph/nbi-news>
- O'Brien, B. (2021). ASEAN's role in combating human trafficking: Challenges and potential solutions. *Journal of Southeast Asian Studies*, 52(2), 234-250.
- Office of the High Commissioner for Human Rights. (2011). Guiding principles on business and human rights: Implementing the United Nations "Protect, Respect and Remedy" framework.
- Philippine Commission on Women. (2022). Overview of human trafficking in the Philippines. <https://www.pcw.gov.ph/human-trafficking-overview>
- Philippine Daily Inquirer. (2012, February 12). Police rescue 60 human trafficking victims in Manila.
- Pino, N. R. (2015). Exploitation of women and children: Human trafficking in the Philippines. *Journal of Asian and African Studies*, 50(3), 237-249.
- Reuters. (2012, January 2). Law enforcement officials crack down on human trafficking in Malaysia. Reuters.
- Shelley, L. (2010). *Human trafficking: A global perspective*. Cambridge University Press.
- Shively, M., Kliorys, K., Wheeler, K., & Hunt, D. (2012). A national overview of prostitution and sex trafficking demand reduction efforts. National Institute of Justice, Office of Justice Programs.
- Stoecker, S. (2005). Human trafficking: A new challenge for the world community. In *Human traffic and transnational crime: Eurasian and American perspectives* (pp. 1-7). Rowman & Littlefield Publishers.
- Terry, K., & Dank, M. (2015). Sex trafficking and commercial sexual exploitation: How much is human trafficking in Southeast Asia? *Criminology & Public Policy*, 14(2), 205-234.
- Thomas, C. (2011). Tackling human trafficking: Shifting the focus to the demand side. *Journal of Sociology*, 47(3), 326-341.

- Tippeconnic Fox, M. J., & Tippeconnic Fox, M. J. (2014). Human trafficking in Southeast Asia: A view from the field. *Anthropology of Consciousness*, 25(1), 61-85.
- U.S. Department of State. (2023). *Trafficking in Persons Report 2023*. <https://www.state.gov/trafficking-in-persons-report-2023/>
- United Nations. (2000). *Protocol to Prevent, Suppress and Punish Trafficking in Persons Especially Women and Children, supplementing the United Nations Convention against Transnational Organized Crime*. United Nations.
- World Bank. (2020). *The World Bank Annual Report 2020: Supporting Countries in Unprecedented Times*. World Bank Publications.
- World Health Organization. (2018). *Ethical and safety recommendations for interviewing trafficked women*. World Health Organization.
- Zhang, S. X. (2007). *Smuggling and trafficking in human beings: All roads lead to America*. Praeger Publishers.

4. Promoting Reconciliation through Peace Tourism: Transformational Experience of American Visitors in Vietnam

Cheong Yeat Long^{*1}

Aji Divakar¹

Terence Goh Chye Yeow¹

¹School of Tourism and Hospitality, MDIS Singapore

*Correspondence E-mail: cjacksonyl@gmail.com

EXTENDED ABSTRACT

"Can the simple act of travel change the world? Could visiting sites of former conflict actually foster peace and reconciliation?" Tourism has been considered a vital force for world peace (D'Amore, 1988; Nyaupane, Paris, & Teye, 2008) but we also need peace to sustain tourism. *"Peace tourism is travelling to experience the places and activities that authentically represent peace stories and peacemakers of the past and present"* (Van de Dungen, 2014). Since Hiroshima and Nagasaki, millions have visited to peace monuments that authentically represent a war story, engage in activities and gain authentic experiences that promote peace. As the world continues to rage wars, ironically the need for peace tourism is destined to grow.

Does peace tourism really work? The project aims to understand if achieving peace through tourism is possible, with Vietnam being used as a case study focussing on American visitors at war monuments in Ho Chi Minh City.

As stated by Farmaki (2016), efforts to transform a conflict towards positive peace require answers to questions pertaining to why a conflict arose in the first place and how a conflict evolved and/or remains intractable. The approach of positive peace is to be denoting the simultaneous presence of many desirable states of mind and society, such as harmony, justice, equity, etc. (Higgins-Desbiolles, Blanchard & Urbain, 2021). Hence understanding the lived experiences of visitors at War monuments can help to understand the progress of peace tourism.

LITERATURE REVIEW

Immersion is a subjective experience that involves a sense of belonging in space and time, characterised by profound engagement in the present moment. The literature on immersion and other related concepts (flow, peak experience, peak performance and extraordinary experiences) indicate that immersion can be described as total and deep involvement in the present and can be regarded as a pivotal factor in determining whether the experiences of tourists are extraordinary (Hansen & Mossberg, 2013). The subjective experience integrates both the physical surrounding environment and the individual's connections and perceptions of the stimuli. This is further supported by Hansen and Mossberg (2016) stating that consumers are active co-producers of their own experiences, the ability to become immersed depends on their relations and interpretations of contexts and themes.

Despite extensive studies on authenticity and travel (Cohen, 1988; Hughes, 1995; Ning, 1999), the search for transformative experiences continues to shape how we travel, suggesting a need for fresh perspectives on this enduring desire (BoorstinDaugstad & Kirchengast, 2013; Frisvoll, 2013). Existential authenticity one pursuit for a greater degree of self-awareness, through relationships, performance and meaningful experiences at liminal spaces (Knudsen and Wade, 2010). Concepts such as “development of a sense of self” (Cranton, 2006, p. 84), “[being] true to oneself” (Brown, 2013, p.177), and “knowing one's true self and behaving in accordance with it” (Kirillova, Lehto, & Cai, 2017a, p. 14) speak to this trend (Fu, 2019). Existential authenticity is nevertheless an important lens through which to view touristic experiences (Vidon, 2018). Fu (2019) states that existential authenticity is now considered as a starting point of heritage experiences, providing a vantage point through which to understand the tourism experience.

RESEARCH METHODS

Pragmatism acts as a new paradigm to replace an older way of thinking about the differences between approaches to research by treating those differences as social contexts for inquiry as a form of social action, rather than as abstract philosophical systems (Morgan, 2014). For the study of peace study, it would be optimal to make use of the pragmatic approach in order to optimise the advantages of both qualitative and quantitative data analysis methods. The research project will dive into how historical sites' existential authenticity serves to inspire transformation among their visitors. The focal point of the project will be placed on the types of transformation in American travellers following their experiences at the several dark locations in Vietnam. The results of this research will reflect the viability of accomplishing peace through tourism in a setting of divergent political ideas and historical warfare.

Netnography is a methodology founded on ethnography that employs internet platforms for gathering data. The concept draws full advantage of the present era of digital connectedness, in which many travellers from throughout the world share their tales of travel via the internet. Tourists can publish their vacation memories on social media platforms, trip review websites, and travel forums, creating an extensive collection of qualitative information on their encounters, thoughts, perspectives, and interactions.

DATA ANALYSIS AND FINDINGS

Frequency of mention vs. Word

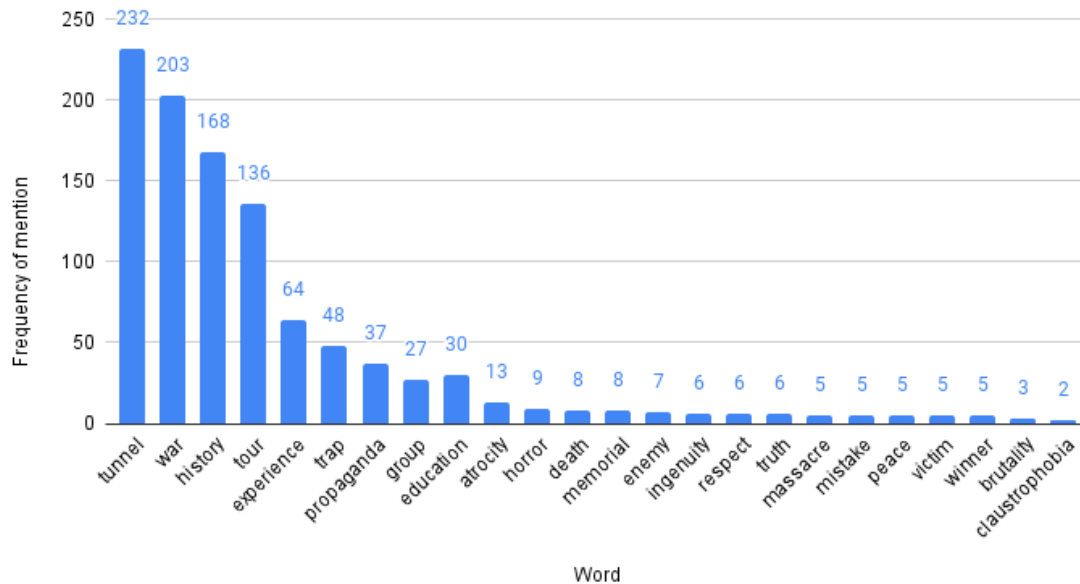


Figure 4 depicts the most frequently utilized words in online reviews by American tourists on TripAdvisor. The word "tunnel" was mentioned an incredible 232 times in the 300-person sample group. The repetitive mentions of the tunnels could also infer that the tunnel was the location that provided the most optimal experience of existential authenticity, leaving an impactful impression on the tourists, which may undergo an existential transformation due to the exposure from the dark site.

Words like "war" and "history" are also seen as high volume words likely due to the Vietnam War being a historical controversial event. "Experience" has been mentioned 64 times, but it is unclear as to which end of the spectrum it falls in from just the statistics. With reviews containing the word "tour" standing at 136 times, it reflects that most American tourist either visited the location in tour groups ("group" was mentioned 27 times) or hired a tour guide for their trips.

The Americans would describe the war, with strong emphasis placed on "horror", "atrocity", "death", "massacre", "mistake" and "brutality" being opted. The selection of descriptive words shows that the events that have transpired during the Vietnam War were harsh and not well received by the citizens of the United States.

The choice of words often reflects the tourists' emotional, psychological, and philosophical outlook. From their visit to the historical sites, words such as "traps", "propaganda", "enemy" and "victim" display a negative trend within the American tourists. When presented with a different point of view on the war, a group of American visitors displayed signs of denial and hostility, showing strong belief in their past actions and rejecting the inaccurate representation that the Vietnamese have portrayed the Americans in.

“Any American who is not profoundly moved and apologetic for our mistakes and war crimes is deaf, dumb, and blind.”

“The museum was separated into a few groups that focused on a specific topic, journalism, war crimes and agent orange were the most impactful for us.”

Both declarations agree that Americans committed "war crimes" during the Vietnam War. War crimes are breaches of armed conflict laws, which is an infraction against international humanitarian laws. The experiences have been identified as "impactful" and "our mistake" in tandem. The expression, "our mistake" emphasizes the individual's inward introspection along with positive existential growth.

“There were very few visitors when our group of 20 was there so we could take our time and reflect on what happened.”

“While at times difficult to view, the museum serves as a powerful memorial to those affected, fostering reflection on the importance of peace.”

“While clearly shown from the view of the Vietnam government, it still makes one reflect on the involvement of the US.”

“Go. Cry. Reflect. And be grateful.”

Reflection is an unquestionable sign that existential transformation is in progress. The word's repeated use implies that the existential authenticity of the activities and environments have resonated with a chord with the individual beliefs, prompting a need to reflect on the viewpoints they hold, and the possibility of change arises upon self-examination.

However, there is huge contrast in the recounts of the experience between different tourists.

“However, the introductory video that visitors are compelled to watch is pure propaganda.”

“There is a lot of anti-American propaganda to endure to visit a collection of holes, booby traps and a short crawl through a tunnel.”

“However, the site was dedicated to heavy-handed propaganda, demonstrations of gruesome booby traps, and souvenir selling.”

The "anti-American" material from the Vietnamese was not well embraced by the Americans, who declared that the sites were "dedicated to heavy-handed propaganda" and that visitors were "compelled to watch". The existential authenticity of the multiple locations confronted the visitors' perspectives and knowledge, provoking an internal struggle in which the Americans resisted accepting the realities presented by the Vietnamese.

DISCUSSION

According to the evaluations, American visitors have varied perspectives on the Vietnam War as indicated by their encounters at various destinations. The collected data reveals a distinct division in acceptance and denial of American tourists. This mix of different points of view is significantly influenced by the tourist's mind set; the open-minded went through encouraging existential growth,

whilst the closed-minded perceived the encounter as biased and misrepresented Americans. Authenticity can also be seen as a manipulated and controlled by politics of the time (Cohen, 1995). However, the reviews predominantly emphasised that the sites were historical and that the graphic content and tunnels could initiate reflective moments in visitors.

CONCLUSION

Overall, the findings of this dissertation conclude that the responses from each visitor of the United States differ between individuals and groups based on differing levels of immersion. The research has also reflected that different individual's experience will lead to varying shifts in emotional, psychological, and philosophical states of mind, through the interactions at the historic sites.

REFERENCES

- D'Amore, L. (1988). Tourism-the world's peace industry. *Journal of Travel Research*, 27(1), 35-40.
- Daugstad, K. and Kirchengast, C. (2013). AUTHENTICITY AND THE PSEUDO-BACKSTAGE OF AGRI-TOURISM. *Annals of Tourism Research*, 43, pp.170–191. doi:<https://doi.org/10.1016/j.annals.2013.04.004>.
- Cohen, E. (1988). Authenticity and commoditization in tourism. *Annals of tourism research*, 15(3), 371-386.
- Farmaki, A. (2017). The tourism and peace nexus. *Tourism Management*, 59, pp.528–540. doi:<https://doi.org/10.1016/j.tourman.2016.09.012>.
- Fu, X. (2019). Existential authenticity and destination loyalty: Evidence from heritage tourists. *Journal of Destination Marketing & Management*, 12, pp.84–94. doi:<https://doi.org/10.1016/j.jdmm.2019.03.008>.
- Hansen, A.H. and Mossberg, L. (2016). Tour guides' performance and tourists' immersion: facilitating consumer immersion by performing a guide plus role. *Scandinavian Journal of Hospitality and Tourism*, 17(3), pp.259–278. doi:<https://doi.org/10.1080/15022250.2016.1162347>.
- Higgins-Desbiolles, F., Blanchard, L.-A. and Urbain, Y. (2021). Peace through tourism: Critical reflections on the intersections between peace, justice, sustainable development and tourism. *Journal of Sustainable Tourism*, pp.1–17. doi:<https://doi.org/10.1080/09669582.2021.1952420>.
- Hughes, G. (1995). Authenticity in tourism. *Annals of tourism Research*, 22(4), 781-803.
- Knudsen, B. T., & Waade, A. M. (2010). Performative authenticity in tourism and spatial experience: Rethinking the relations between travel, place and emotion. *Re-investing authenticity: Tourism, place and emotions*, 1-19.
- Morgan, D.L. (2014). Pragmatism as a Paradigm for Social Research. *Qualitative Inquiry*, 20(8), pp.1045–1053.
- Nyaupane, G.P., Teye, V. and Paris, C. (2008). Innocents Abroad. *Annals of Tourism Research*, 35(3), pp.650–667. doi:<https://doi.org/10.1016/j.annals.2008.03.002>.

- Ning, W. (1999). Rethinking authenticity in tourism experience. In *The political nature of cultural heritage and tourism* (pp. 469-490). Routledge.
- Van den Dungen, P. (2014). Peace tourism. *International handbook on tourism and peace*, 62-77.
- Vidon, E.S., Rickly, J.M. and Knudsen, D.C. (2018). Wilderness state of mind: Expanding authenticity. *Annals of Tourism Research*, 73, pp.62–70.
doi:<https://doi.org/10.1016/j.annals.2018.09.006>.

5. Community-based Regenerative Tourism: Building Back Better at Huai Kha Khaeng Wildlife Sanctuary, Thailand

Eunice Tan*¹
Kaewta Muangasame²

¹ Eunice Tan, Singapore Institute of Management, Singapore

² Kaewta Muangasame, Mahidol University International College, Thailand

*Correspondence E-mail: euincetan@sim.edu.sg

Keywords: Community-based Tourism, Regenerative Tourism, Thailand, UNSECO World Heritage Site, Wildlife Tourism.

EXTENDED ABSTRACT

“I would like to speak on behalf of wildlife because they cannot speak for themselves.”
– Seub Nakhasathien

The above assertion by Seub Nakhasathien (1949 to 1990), Thailand’s legendary environmental activist and heroic wildlife conservationist, is an apt exordium to the motivations and core thematic dimensions that inspired this present study. This exploratory study presents preliminary findings from a research-in-progress investigating the outcomes of a community-based regenerative tourism (CBRT) initiative, Rabam Wildlife Tourism Community Enterprise (thereafter, Rabam) operating at Huai Kha Khaeng Wildlife Sanctuary (HKKWS), Thailand. Fundamentally, regenerative tourism aims to mobilize tourism transformations through a lens of regenerative living systems that supports the sustainable renewal and flourishing of the destination’s social and ecological systems (Dredge, 2022; Zaman et al., 2023). From a CBRT perspective, this approach enables rich, authentic and meaningful tourism experiences for visitors with a thriving host community. It also transforms a sector to appropriately reflect local community aspirations and its cultural and environmental contexts (Qi et al., 2024). This is particularly significant for rural and vulnerable social-ecological systems such as those established at Rabam, HKKWS and its surrounds.

LITERATURE REVIEW

There is growing interest and discourse concerning regenerative practices and ideals supporting social-ecological systems. At its core, the regenerative paradigm embraces living systems thinking, socio-ecological perspectives and biophilic approaches as anchors in which humans (people and societies) and nature (more-than-human life and planet) co-evolves within an interconnected web of life (Buckton et al., 2023; Mathisen et al., 2022). This paradigm has spanned across various disciplines and research perspectives, and in recent years has gained increased attention in tourism research (Bellato & Pollock, 2023). Regenerative tourism is advocated as a more conscious, reciprocal, and values-driven responsible approach to tourism development that promotes positive cycles of well-being between nature, people and societies. However, empirical evidence supporting

community-based tourism development through regenerative travel remains nascent (Bellato & Pollock, 2023; Qi et al., 2024; Zaman et al., 2023). Particularly, those focused on vulnerable rural communities living within natural wildlife protected areas in Southeast Asia.

Regenerative tourism urges a shift in mindsets and conscious travel habits, wherein visitors, communities and destinations are recognized as being embedded within a larger living system, enrooted in the rules of the natural systems (Hussain, 2021). Within this ethos, tourism may inspire transformative effects that give back to places, people and planet. Using the adage, “leaving the place behind, better than before”, Zaman et al. (2023, p.782) posit that regenerative tourism can inspire holistic reimagination towards values-driven, co-creative and restorative transformations within the tourism ecosystem. Similarly, Dredge (2022) suggests that regenerative tourism can support net positive benefits to people, places, societies and nature. However, she acknowledges the challenges of shifting extant social-ecological consciousness from a ‘me’ mentality, towards a ‘we’ mentality, wherein compassion, empathy and collaboration are nourished.

RESEARCH SITE AND METHOD

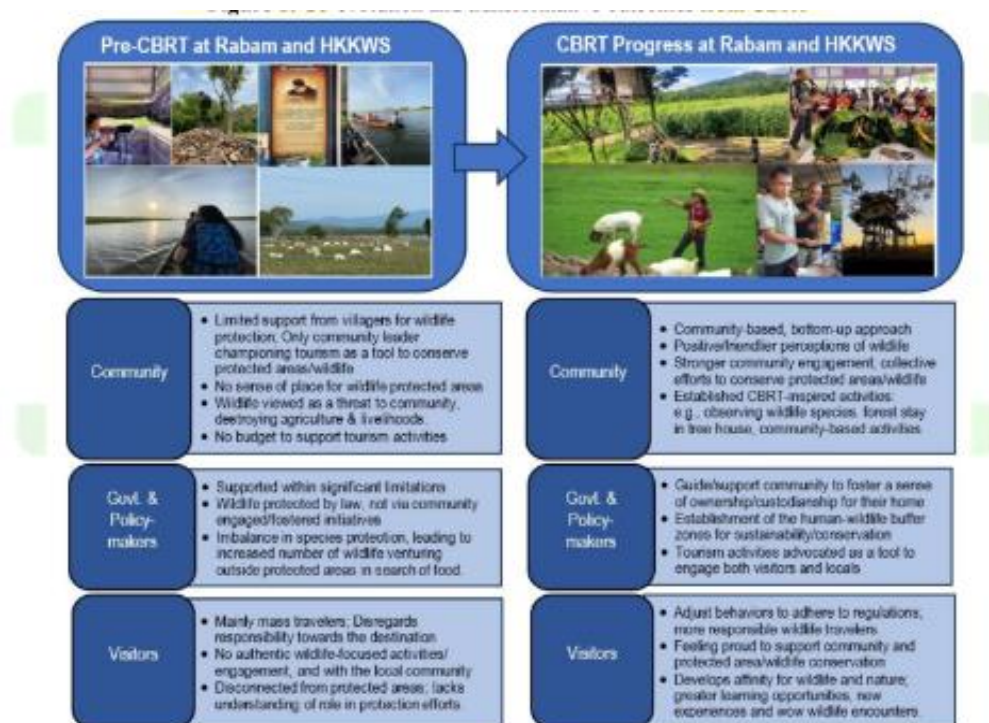
“If any animal will be killed in Huai Kha Khaeng, it must be me” – This fervent declaration by Seub Nakhasathien, former head of HKKWS, in his suicide note in 1990, not only sent shockwaves across a nation, it was the catalyst for groundbreaking transformations towards the sustainable conservation of the sanctuary and its imperiled wildlife. It also paved the way for its subsequent inscription as a UNESCO World Heritage Site in 1991 (Thai National Parks, 2024). Located in the Dawna Range in Northwest Thailand, HKKWS covers an area of 2,780 km², spread across the provinces of Uthai Thani, Kanchanaburi and Tak, making it the largest, and most biodiverse wildlife protected area in mainland Southeast Asia. Rabam is a CBRT enterprise established in 2021 by its leader, Chief Boonleard. He was deeply inspired by his former leader and mentor, Seub Nakhasathien, to protect HKKWS’ wildlife and its surrounding villages. Chief Booleard was impassioned to find a grassroots-based solution where community and wildlife spaces can harmoniously coexist within the forest ecosystem. Rabam comprises a membership of 150 villagers, cooperating with stakeholders such as academic researchers, Department of Forestry, HKKWS, and local government organizations.

Their cooperative conducts wildlife-focused tourism activities, aligned to the integrity of the forest and its more-than-human life, along the boundaries of the HKKWS protected areas. To facilitate holistic multi-stakeholder analysis and triangulation of data collection in the present study, in-depth interviews (n=8) were conducted between June to August 2023 with three distinct groups of stakeholders: (1) local community (C1, C2), (2) government officials and policymakers (G1, G2, G3), and (3) visitors (V1, V2, V3). The resultant preliminary findings are presented below.

FINDINGS AND DISCUSSIONS

The preliminary findings suggest that Rabam's initial efforts in implementing CBRT have been positive. HKKWS is rich in biodiversity and supports a myriad of communities in its environs. However, prior to Rabam's establishment, confrontations between humans and wildlife often arise, as animals venture out in search of food, impacting the villagers' agricultural and community spaces. Finding mutually beneficial solutions and collaborative action was a challenge. Through its CBRT initiatives, Chief Boonleard and Rabam strived to find ways to shift mindsets, reprioritize resource utilization, and reinstate harmonious, reciprocal connections between humans and nature. As Dredge (2022) similarly suggests, a successful leap towards regenerative tourism requires fundamental shifts (1) in social-ecological consciousness from individualistic 'me' to collective, collaborative 'we' mindsets; (2) from scientific management thinking to adaptive systems to overcome the complexities of reductionist, neoliberal ideologies; and (3) towards a deeply engaged place-based, environmentally focused, and community-centered bottom-up approach. The analysis of narratives in the present study similarly noted the need and benefits, from such shifts towards positive grassroots-led collective action (Figure 1).

Figure 1: Co-evolution and transformative outcomes from CBRT



Suitably curated CBRT can (1) encourage mindful visitor decisions and actions, (2) create awareness and conscious travel habits about how, when, and where to travel, and (3) provide a holistic approach to grassroots-initiated tourism that supports social-ecological well-being at the destination (Hussain, 2021). This was similarly noted in initial CBRT efforts at Rabam. Prior to CBRT initiation, there was limited community attention and support for wildlife conservation. Chief Boonleard was the

main advocate for tourism as a means to protect wildlife, community and the forest eco-system. Following CBRT initiation, the villagers began fostering a sense of community solidarity and ownership towards wildlife protected areas and their homelands. On account of the stronger grassroots community efforts, the local government boosted their support, establishing the human-wildlife buffer zones for sustainability, and engage visitors and locals. These significant changes triggered positive visitor behaviours, experiences and engagement. Visitors gradually adjusted their behaviours to become more responsible wildlife tourists and CBRT supporters.

CONCLUSION AND IMPLICATIONS

This work presents some preliminary findings from a research-in-progress investigating the outcomes of Rabam's CBRT initiatives at HKKWS. The findings accentuate the conceptualization of humans, wildlife, and nature as intertwined and interconnected within the dimensions of a larger, dynamic, living system. Through the establishment of the human- wildlife buffer zones and CBRT-inspired activities at HKKWS, Rabam was able to deploy and co-evolve mutually beneficial outcomes wherein, humans (people, society and industry) and nature (wildlife and forest ecosystems) can “feel at home (together)” and “build back better (cooperatively)” for the future. This in turn developed a strong sense of community pride and ownership toward the protection and transformation of HHKWS as a thriving, living socio- ecosystem for generations to come. As aptly summed up by Rabam's dedicated nature warrior, Chief Boonleard, “it is our responsibility, as families and communities living in this forest to create a home for all life – human-life, plant-life and wildlife, to thrive for all time”.

REFERENCES

- Bellato, L., & Pollock, A. (2023). Regenerative tourism: a state-of-the-art review. *Tourism Geographies*, DOI:10.1080/14616688.2023.2294366.
- Buckton, S.J., Fazey, I., Sharpe, B., Om, E.S., Doherty, B., Ball, P., ... & Sinclair, M. (2023). The Regenerative Lens: A conceptual framework for regenerative social-ecological systems. *One Earth*, 6(7), 824-842.
- Dredge, D. (2022). Regenerative tourism: Transforming mindsets, systems and practices. *Journal of Tourism Futures*, 8(3), 269-281.
- Hussain, A. (2021). A future of tourism industry: Conscious travel, destination recovery and regenerative tourism. *Journal of Sustainability and Resilience*, 1(1), 5.
- Mathisen, L., Sørensen, S.U., & Lyrek, T. (2022). The reciprocity of soil, soul and society: The heart of developing regenerative tourism activities. *Journal of Tourism Futures*, 8(3), 330-341.
- Qi, F., Pforr, C., & Justin Dit, T. (2024). Exploring the regenerative potential for community-based ecotourism in the Niah National Park in Sarawak, Malaysia. *Journal of Ecotourism*, DOI:10.1080/14724049.2024.2317315.
- Thai National Parks (2024). Huai Kha Khaeng Wildlife Sanctuary. Thai National Parks. Retrieved from: <https://www.thainationalparks.com/huai-kha-khaeng-wildlife-sanctuary>

Zaman, U., Aktan, M., Agrusa, J., & Khwaja, M.G. (2023). Linking regenerative travel and residents' support for tourism development in Kaua'i Island (Hawaii): Moderating-mediating effects of travel-shaming and foreign tourist attractiveness. *Journal of Travel Research*, 62(4), 782-801.

6. An Investigation into Community Satisfaction on Quality of Life and Community Factors to Support in Ecotourism Towards Fostering Community Engagement

Merle U. Ruiz*

Mapua Malayan Colleges Laguna

* Correspondence E-mail: muruiz@mcl.edu.ph

Keywords: Ecotourism, Community Engagement, Quality of Life, Community Support.

EXTENDED ABSTRACT

In recent years, ecotourism has gained significant attention for its potential to promote sustainable development as such concept offers a strategy rooted in the principles of conservation, community participation, and support the well-being of local residents. However, for ecotourism to be truly effective, active community engagement is crucial, as it ensures that the benefits of tourism are equitably distributed, the cultural and natural environment is respected, and tourism supports long-term community development. In the same manner, ecotourism and community engagement creates a win-win situation benefiting everyone involved. Consequently, the success of ecotourism adjacent to the protected area will be able to gauge success based on community engagement (Utama & Trimurti 2021).

In the realm of ecotourism, the complex relationship between community satisfaction in quality of life and the tolerance of host-tourist interactions plays a critical role. It becomes apparent, when communities become more engaged with ecotourism, collective satisfaction with quality-of-life factors such as health and safety, emotional, community, and material well-being contributes significantly to the willingness of local residents to interact positively with tourists and the more community support are expected among the host community. Such a reciprocal relationship is essential to community engagement because it fosters a more welcoming and sustainable atmosphere that benefits both hosts and tourists. In this notion, examining these relationships and how they manifest in various settings, stakeholders involved in tourism can develop appropriate strategies shaping the engagement of communities within ecotourism developments, highlighting the significance of these relationships in fostering resilient and thriving ecotourism destinations in the region. Consequently, the study on exploring the key indicators of community engagement in protected areas and natural park in CALABARZON region remains uncertain.

CALABARZON is situated in the south of Metro Manila in the Philippines comprising five provinces namely: Cavite, Laguna, Batangas, Rizal, and Quezon. The region is endowed with abundant natural resources and now emerging into an ecotourism destination. The study focused

on nature base located in protected areas and declared by DOT and DENR ecotourism sites. The research location's established criteria led to the identification of the following ecotourism sites namely: Mount Makiling Forest Reserve & Panguil River Ecopark, and Majayjay Falls in Laguna, Wawa Dam Nature Reserve & Mount Daraitan & Tinipak River in Rizal, and Bangkong Kahoy in Dolores, Quezon.

This study aimed at exploring key indicators of community engagement in protected areas and natural park. Specifically, First, it described the demographic profile in terms of age, gender, educational attainment, number of years involved in ecotourism, and location of ecotourism site ; Secondly, it determined the community satisfaction on quality of life in terms of health and safety, emotional, community, and material well-being; it examined the community factors to support tourism in terms of community attachment, commitment, and involvement ; and it tested if there are significant relationships between the main variables.

LITERATURE REVIEW

Ecotourism and Community Based Ecotourism Context

The International Ecotourism Society (TIES) defined ecotourism as "responsible travel to natural areas that conserves the environment and improves the well-being of local people" (TIES, 2015). The United Nation's declaration of "International Year of Ecotourism" in 2002 gave rise to the popularity of ecotourism worldwide and a new term was introduced" Community-based Ecotourism" (CBET) in which the principle of active community participation was integrated (TIES, 2015). Moreover, the term 'ecotourism' refers to responsible tourism in natural destinations, however it has become a global issue because of an increase in tourists and unsustainable development (Bernhard, 2022). Strategies on ecotourism have therefore been proposed to protect natural ecosystems and improve livelihoods in local communities (Phelan et. al. 2020). It was argued that when local communities failed to participate in the management of protected areas has led to unsustainable practices and environmental degradation (Thapa et. al. 2022).

Community Engagement

Community engagement is sometimes referred to as "participation" or "involvement" and appeared in many of the voluntary standards relating to sustainability-related matters (Guttermann, 2020). While according to (Cook, 2013), (McCloskey, (2013); and (McDonald, 2013) community engagement encompasses all collaborative actions of the members of the community in achieving common goals and making the community a better place to live in. In the same notion, involvement of local communities in tourism development is crucial once it addresses the socio-economic needs enable them to pursuit of a better quality of life (Jaafar, 2015); (Noor, 2015) and (Rasoolimanesh, 2015). Locals have demonstrated a positive outlook about participation in numerous initiatives for the development of ecotourism having empowered and supported them during the decision-making process (Mohanty, 2021); (Mishra 2021); and (Tiwari, 2021). Engaging communities leads to them becoming invested in conservation efforts. When local community better understand the tourism

advantages of natural resources, they are more inclined to safeguard them, ultimately promoting more sustainable and effective conservation practices. In the literature study of (Bagul, 2021); (Ismail, 2021); and (Yaakop, 2021), it proposed a detailed community engagement framework which assessed the impact of tourism among locals, to substantiate a more stringent and predictive structure. Based on the study, the development of consensus over participation in biodiversity conservation and promotion activities depends on the community's macro perspective and proposed community factors namely: community attachment, community commitment, community participation and community support for tourism development.

Community Satisfaction on Quality of Life

Tourist destinations that were unable to offer locals a sufficient quality of life was also unable to offer tourists high quality travel experiences that may result to short term ecotourism project engagement. Conversely, when locals perceive that tourism has a good influence, their sense of communal pride, health, and general well-being also increased and overall quality of life (Dossena, 2020); and (Magno, 2020). The study of (Kim, 2013); (Sirgy, 2013); and (Uysal, 2013), presented four domains of community satisfaction on well-being namely health and safety, emotional, community, and material well-being. Based on findings it was revealed tourism development positively influences general life satisfaction of local residents and among the four domains, material and emotional well-being have an overwhelming impact on life satisfaction. Uplifting residents' quality of life remains one of the main concerns of several nations. Examining the perceptions and attitudes of residents on how ecotourism improved their quality of life and how residents can be engaged considered as important tool to evaluate if ecotourism in protected and natural areas aiming to achieve it long term sustainability.

Community Factors to Support Tourism

Previous studies cited that involvement of communities in tourism development is crucial and must be paralleled to their socio-economic needs in pursuit of a better quality of life. Consequently, some barriers identified which attributed to inconsistencies on government policies related to ecotourism operation, lack of planning framework for ecotourism management, and low involvement of the local community often leads to conflict or disturbance in ecotourism activities (Zakia, 2021); lack of coordination among individuals participating in tourist development hinders local community involvement (Falabi, 2022); and disputes arises between management and local residents adjacent to natural areas and protected areas on livelihood issues (Atchombou, 2022); (Shidiki, 2022); (Tchamba, 2022); and (Malik, 2022). Thus, to promote sustainable ecotourism, local community must serve as the destination tourism brand ambassador for conservation through strong relationships. This study used community engagement framework of (Bagul, 2021); (Ismail, 2021); and (Yaakop, 2021) and examined community factors to support ecotourism in terms of community attachment, community commitment, community participation. Apparently, the study on significant relationship found between community satisfaction of quality of life based on four domains and community factors to support tourism remains uncertain, the study aimed to fill the research gap and

conducted a study in protected areas and natural areas comprising the five provinces namely Cavite, Laguna, Batangas, Rizal, and Quezon and also known as CALABARZON region.

Objective of the Study

This study aimed at exploring key indicators of community engagement in protected areas and natural park. Specifically, First, it described the demographic profile in terms of age, gender, educational attainment, number of years involved in ecotourism, and location of ecotourism site ; Secondly, it determined the community satisfaction on quality of life in terms of health and safety, emotional, community, and material well-being; Third, it examined the community factors to support tourism in terms of community attachment, commitment, and involvement; Fourth , it tested if there are significant relationships between the two variables.

RESEARCH METHOD

The proponent considered the most valuable representatives and people who are currently involved in an ecotourism project. As a qualifier the participants must be at least 18 years old, staying in proximity to ecotourism sites or currently working in protected areas, natural park. Based on the information by DOT CALABARZON regional office, the ecotourism sites considered nature based in Laguna consist of Mount Makiling Forest Reserve, Panguil River Ecopark, Majayjay Falls; in Rizal province it includes Wawa Dam Nature Reserve & Mount Daraitan and Tinipak River; and Bangkong Kahoy in Dolores, Quezon. Using Raosoft sample size calculator, the sample size of the study were 323 respondents participated in the study. Purposive sampling was used in the study.

This study used quantitative descriptive correlational research design. According to Creswell (2014) quantitative research design refers is a type of research design that is used to examine the relationships between variables of interest. Test of significant relationship was applied in the study to determine whether a relationship between two variables is statistically meaningful. This was done by comparing the observed relationship to what would be expected if there was no relationship between the variables. If the observed relationship is significantly different from what would be expected by chance, then it is considered to be statistically significant. The proponent considered the most valuable representatives and people who are currently involved in an ecotourism project for at least minimum of one year, must be at least 18 years old and above, and staying proximity to ecotourism sites located in protected area, natural park as declared by DENR & DOT. A total of 321 respondents participated in the study. The ecotourism sites consist of Mount Makiling Forest Reserve, Panguil River Ecopark, Majayjay Falls, Wawa Dam Nature Reserve & Mount Daraitan and Tinipak River in Rizal and Bangkong Kahoy in Dolores, Quezon. The study undergoes face and expert validation to ensure accuracy and validity the questionnaires. Prior to data gathering, Cronbach Alpha was utilized for further accuracy and validity on the content of questionnaires used in the study (Table 1).

Table 1: Cronbach Alpha of the study constructs

Variables	Cronbach's Alpha	No. of items
HSWB	.764	5
EWB	.874	5
CWB	.901	5
MWB	.911	5
CAT	.928	5
CCOM	.864	5
CIN	.928	5

The frequency distributions and rank tools were used to interpret the most common issue(s) that the respondents had, including the mean, standard deviation. The survey questionnaires consist of three parts. The first part, it described the demographic variables of respondents; second part, it determined the community satisfaction on quality of life in terms of safety and health, emotional, community, and material well-being; and it evaluated community factors to support tourism in terms of community attachment, commitment, and involvement. A 5-point Likert scale was used with the following interpretations: (SA)-5:00-4.50 (A)-3.50-4.49 (MA)1.502.49 (D) (SD)1.00-1.49. The result of Shapiro-Wilk Test showed that p-values of all variables were less than 0.05 which means that the data set was not normally distributed. Therefore, Mann-Whitney U test for two groups.

RESULTS AND DISCUSSION

Table 2 presents below the demographic profile of the respondents. Based on findings of the total 321 respondents most of the respondents aged between 31-39 and the least respondents had been indicated by age group about 60 years old above. Representing 27.7 % and 5.9 % of the total respondents respectively. This indicate that individuals in such age groups range between 31-39, most often at a point of raising children and working to augment income for their families considering ecotourism can be a source of income. In terms of sex, 225 of the respondents were male, and 96 were female, representing 70.1 % and 29.9% of the total respondents, respectively. This connoted that the high proportion of male involved in ecotourism can be attributed to the fact that most ecotourism activities involve physical exertion or working in remote locations, which can be perceived as more suitable for men due to harmful gender stereotypes restricting women's mobility and the issue of safety in certain destinations or activities might discourage women from participating in ecotourism jobs. In relation to educational attainment a large proportion of the respondents of 116 were high school graduates representing (36.1%), while elementary level had least of 36 representing (11.2%). The high percentage of high school graduates can be attributed to the fact that the nature of a job in ecotourism does not require a formal degree. The low percentage of elementary education working in an ecotourism sites may find some residents good opportunities finding work in other industries like manual labour, agriculture, or informal labour and ecotourism is a seasonal job preventing residents to look for more stable job.

Table 2: Distribution of Respondents' Profile

Profile Variables	Frequency	Percentage
Age		
18 - 30 years old	74	23.1
31 - 39 years old	89	27.7
40 - 45 years old	86	26.8
46 - 59 years old	53	16.5
60 years old and above	19	5.9
Sex		
Male	225	70.1
Female	96	29.9
Educational Background		
Elementary	36	11.2
High School	116	36.1
Technical-Vocational	115	35.8
College Graduate	54	16.8
Number of Years Involvement in Ecotourism		
1 - 3 years	132	41.1
4 - 6 years	103	32.1
7 - 9 years	49	15.3
More than 10 years	37	11.5
Location of Ecotourism		
Majayjay Falls	31	9.7
Panguil River Ecopark	41	12.8
Mt. Makiling Forest Reserve	95	29.6
Mount Daraitan & Tinipak River	54	16.8
Wawa Dam and Paminitan Protected Landscape	48	15.0
Bangkong Kahoy, Dolores Quezon	52	16.2

As to number of years involvement in ecotourism, majority of the respondents involved in ecotourism for a period of 1-3 years, about 41.1%. while only 11.5% involved more than 10 years. This denotes that bigger proportion of respondents involved for a shorter duration in ecotourism therefore needs further investigation. In terms of location, Mount Makiling Forest Reserve had the highest number of respondents about 95 representing (29.6%) while Majayjay Falls had the lowest number of respondents with 31 (9.7%) respectively. The higher response rate of Mount Makiling Forest Reserve managed by academic institution could be a factor where most residents want to be part of the successful ecotourism project compared to other residents who were hesitant to engage in the study as some local residents might not see value in participating. On the case of Majayjay, due to presence of farmland most residents involved in agricultural farming rather than in ecotourism this may due to the fact that farming provided them the basic food security and income for families, that might not be readily available in ecotourism which lead them to limited participation in the study.

Table 3: Community Satisfaction on Quality of Life in terms of Health and Safety Well-being

Indicators	WM	VI	Rank
1. The water quality is equally available and accessible.	3.56	Agree	2
2. The air quality in ecotourism site have improved	3.51	Agree	3
3. The noise and garbage pollution have been managed and well controlled	3.18	Moderately Agree	5
4. The crime and accident rates are low	3.74	Agree	1
5. The crowd have been controlled	3.31	Moderately Agree	4
Composite Mean	3.46	Moderately Agree	

Legend:4.50-5.00=Strongly Agree;3.50-4.49=Agree;2.50-3.49=Moderately Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

Table 3 shows the result of the analysis on community satisfaction pertaining to health and well-being. A composite mean of 3.46 was obtained which was interpreted as “Agree”. The indicator on crime and accident rates are low obtained the highest weighted mean of (3.74). This denotes despite present of ecotourism activities community satisfaction on quality of life in terms of health and safety, a lower rate on crime and accident being experienced by the local community. When residents feel safe in their environment and having peace of mind may lead to improving health and safety well-being. This is in contrast on the study of (Nopiyani, 2021) and (Wirawani, 2021), which the study revealed local communities was negatively affected in terms of health & safety in relation to security issues. The lowest weighted mean of 3.18 obtained based on indicators wherein noise pollution has controlled. and number of visitors is being controlled to avoid overcrowding obtained a weighted mean of (3.31). Ecotourism is often sought after for nature connection and the associated sense of peace and tranquillity. This connotes that having such least indicator obtained on noise and overcrowding control are quite alarming as this can be a factor affecting health & safety of residents which may affect local community to engage in ecotourism. A short span exposure to loud noise can have negative impacts on human health leading to increased stress, and anxiety. While overcrowding has ripple negative effect like increased littering, trampling of vegetation, and strain on natural resources and may create water contamination. (Moswete, 2020); (Saarinen, 2020); and (Thapa,2022) argued that due to noise from ecotourism activities it created disruption on peace and tranquillity in the community. especially when there is event going on.

Table 4: Community Satisfaction on Quality of Life in terms of Emotional Well-being

Indicators	WM	VI	Rank
1. I have more spare time and relaxation to spend.	3.70	Agree	5
2. I have more fun and leisure activities to enjoy.	3.86	Agree	4
3. I feel more connected to my community	3.88	Agree	3
4. I still have a peaceful private life because of tourist.	3.89	Agree	2
5. I have fostered self-esteem and a sense of cultural identity.	3.97	Agree	1
Composite Mean	3.86	Agree	

Legend:4.50-5.00=Strongly Agree;3.50-4.49=Agree;2.50-3.49=Moderately Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

Table 4 shows the result of the analysis of residents on community satisfaction in ecotourism sites related to emotional well-being. A composite mean of 3.86 obtained which interpreted as “agree”. The highest weighted mean of (3.97), on indicator how residents have fostered self-esteem and a sense of cultural identity. This indicate that having residents fostered self-esteem and sense of cultural identity as highest weighted mean are critical elements of the social fabric that contribute significantly to the overall well-being and satisfaction of community residents. Similar claims to the study of Wang et al., in (2020) the welcoming nature of residents and maintain a private life despite of emotional closeness with tourists, the attitude was resolved by emotional well-being. The lowest weighted mean of (3.70) obtained on indicator that residents have more time to spend for relaxation. Having the least indicator wherein residents in ecotourism sites find less time to spend for relaxation may be valid considering working in ecotourism involve long hours, and physically tiring activities that may limit the enjoyment of resident’s leisure activities. Adequate rest and relaxation are crucial preventing burnout, fatigue, and stress, which can negatively affect community well-being. Such implication can be a factor wherein residents may limit their engagement or lead to disengagement should locals limit their leisure time and prioritizing their own personal needs and may affect successful long term ecotourism project. Based on analysis, the findings were argued by Pressman (2013), Gallagher (2013) and Lopez (2013) which cited that emotions are significant elements of the human experience and have a considerable effect on individuals’ psychological well-being.

Table 5: Community Satisfaction on Quality of Life in terms of Community Well-being

Indicators	WM	VI	Rank
1. Surrounding and environment have improved	3.44	Moderately Agree	2
2. The health care and community services have improved	3.34	Moderately Agree	3.5
3. The community centers and facilities have improved	3.29	Moderately Agree	5
4. Electricity supply has increased and distributed equally	3.34	Moderately Agree	3.5
5. Transport access and infrastructure have improved	3.59	Agree	1
Composite mean	3.40	Moderately Agree	

Legend: 4.50-5.00=Strongly Agree; 3.50-4.49=Agree; 2.50-3.49=Moderately Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree

Table 5 displays the analysis on community satisfaction in relation to community well-being. A composite mean of (3.40) obtained which interpreted as “agree”. The indicator where transport access and infrastructure have improved obtained the highest weighted mean of (3.59) which interpreted as “agree”. This implies that transportation plays a crucial role in the infrastructure, allowing communities to actively engage in ecotourism. It represents a willingness to participate and reap the benefits of ecotourism activities, ultimately contributing to the sustainability and success of these initiatives. Similar to the previous research of Mathew (2017) and (Sreejesh, 2017) where the study revealed that tourism resulted in improved local community services like transportation and health services including extra park, and recreation and improved the well-being of destination residents. In terms of the lowest weighted mean, indicator on community centers and facilities have improved obtained a weighted mean of (3.29), which interpreted as “moderately agree”. This connotes that community centers and facilities play a vital role

among local community to engage in ecotourism as this provide spaces for their cultural exchange, education, and business related to ecotourism. The inadequate facilities may result in decreased engagement from local residents, as they may not have access to the appropriate locations to actively participate in and gain from ecotourism. Based on analysis the findings of the study were similar to Orale (2014), which revealed that many of the ecotourism sites, despite having outstanding panoramic quality, have limited facilities and available for local services. Investing in tourism such as building or improving existing access roads, resting facilities, essential to improving the overall quality of life

Table 5: Community Satisfaction on Quality of Life in terms of Material Well-being

Indicators	WM	VI	Rank
1. It increases the number of jobs in the community	3.55	Agree	3
2. It increases my personal income and standard of living.	3.58	Agree	2
3. It generates revenue for the local economy	3.38	Moderately Agree	5
4. It creates more resources for tourists than residents in the community	3.53	Agree	4
5. It does not result in increasing the cost of living and taxes.	3.84	Agree	1
Composite mean	3.58	Agree	

Legend: 4.50-5.00=Strongly Agree; 3.50-4.49=Agree; 2.50-3.49=Moderately Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree

Table 6 displays the analysis on community satisfaction in relation to material well-being. A composite mean of (3.58) obtained which interpreted as “agree”. The indicator where It does not result in increasing the cost of living and taxes obtained the highest weighted mean of (3.84) which interpreted as “agree”. This denotes that in terms of material wellbeing residents in ecotourism site believes that ecotourism brings positive impacts brings to the community. Based on analysis, such findings was argued in the study of Khizindar (2012) which revealed that tourism has little impact on the life quality and satisfaction based on material domain. However, the study of (Kim, 2013); (Sirgy, 2013); and (Uysal, 2013), argued that the perceived economic impact has positive effect on community’s sense of material well-being and overall community sense being (life satisfaction). In terms of the lowest weighted mean, the indicator ecotourism generates revenue for the local economy and obtained a weighted mean of (3.38), which interpreted as “moderately agree”. This implies that despite ecotourism contribute to the local economy, it can have a negative impact on community well-being and weakens the potential for improved livelihoods, poverty reduction, and increased investment in some basic needs of the community such as education and healthcare which most likely undermines community engagement. Based on the analysis, the study supported the claim of Berbekova (2020), Uysal (2020) and Wang (2020) the unplanned development of the tourism sector providing significant contributions for local economies such as increasing employment, contributing to the economy, may also have negative effects on the local community.

Table 6: Community Factors to Support Tourism in terms of Community Attachment

Indicators	WM	VI	Rank
1. I believe living in this community says a lot who I am	3.70	Agree	3
2. I prefer living this community over other communities.	3.72	Agree	2
3. I believe living this community means a lot to me	3.69	Agree	4.5
4. I believe that my community is a good place to live in	3.69	Agree	4.5
5. I believe this area/community is a part of me	3.73	Agree	1
Composite mean	3.71	Agree	

Legend: 4.50-5.00=Strongly Agree; 3.50-4.49=Agree; 2.50-3.49=Moderately Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree

Table 7 reveals community factors to support tourism in terms of community attachment which shows a composite mean of 3.71 interpreted as “agree”. The indicator where residents believe that they are considered part of the community ranked first (3.73). This indicates that once residents feel proud of their community, they are more likely to contribute to its well-being and development that may lead to a more positive and vibrant community atmosphere. Similar findings revealed in the study of (Baniya, 2020); (Shrestha, 2020); and Karn, 2018) where community attachment was found to be extremely strong. Residents who were more attached to their community expressed support for further development of sustainable tourism through various activities such as organizing or meetings attendance, giving donations, or making suggestions for new or voting for the proposed tourism plans (Adongo, 2017); (Choe, 2017); and (Han, 2017). In terms of the lowest weighted mean, indicators where residents believe living this community means a lot to me and residents believe that the community is a good place to live in both obtained 3.69 and interpreted as “agree”. This implies that despite other residents have strong attachment to the community there might be underlying issues within the community that need to be addressed wherein residents may feel disconnected from their community and lack a sense of belonging, leading to decreased participation and engagement in community activities. This findings argued by Gannon (2020), Rasoolmanesh (2020) and Taheri (2020) which have found, residents who reported a stronger attachment to their community may oppose if they have experienced the negative effects of tourism development.

Table 8: Community Factors to Support Tourism in terms of Community Commitment

Indicators	WM	VI	Rank
1. I believe that exchanging opinion with other members in the community is important	4.29	Agree	2
2. I believe that volunteering is important to do in the community.	4.07	Agree	5
3. I have active sense of civic pride and civic responsibility in my community	4.14	Agree	4
4. I will continuously participate in community activities	4.20	Agree	3
5. I will continuously abide local and community policies	4.37	Agree	1
Composite mean	4.22	Agree	

Table
8

reveals community factors to support tourism in terms of community commitment which shows a composite mean of 4.22 interpreted as “agree”. The indicator where residents continuously abide local, and community policies ranked first (4.37). When residents continuously abide by local and community policies and actively participate in ecotourism activities, it denotes that that residents have sense of

connecting which one important element of ecotourism. The findings contradicted in the study of Khoalenyane (2016) and Ezeuduji (2016) the lack of support of the local communities in ecotourism development attributed to the fact that residents do not see the potential benefits of ecotourism for them. In terms of the lowest weighted mean, the indicator where residents believe that volunteering is important obtained a weighted of (4.07). This denotes residents have concern which limiting their participation. Therefore, resident engagement in ecotourism is crucial for ensuring the success and sustainability of these initiatives. Based on analysis, similar result found in the study of Reindrawati (2023) which revealed the low level of participation of residents in protected areas attributed lack of access to information, lack of efficient decision-making structures, and lack of transparency and accountability.

Table 9: Community Factors to Support Tourism in terms of Community Involvement

Indicators	WM	VI	Rank
1. I will participate in ecotourism-related activities and events in my community	4.26	Agree	4
2. I will participate in cultural exchange between local residents and tourists.	4.27	Agree	2.5
3. I am willing to be involved in ecotourism planning and decision making in my community	4.27	Agree	2.5
4. I will provide assistance/resources for ecotourism development	4.23	Agree	5
5. I share freely my local knowledge with my fellow community members	4.30	Agree	1
Composite mean	4.26	Agree	

Legend: 4.50-5.00=Strongly Agree; 3.50-4.49=Agree; 2.50-3.49=Moderately Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree

Table 9 reveals community factors to support tourism in terms of community involvement which shows a composite mean of 4.26 interpreted as “agree”. The indicator where residents share freely their local knowledge with their fellow community members ranked first (4.30). This indicates a number of positive streams within the community dynamics. Having residents’ willingness to their share knowledge created a strong social bond and a sense of solidarity among community members. contrary to the claim of Mustapha (2013), some local communities rarely participate in tourist development, in spite of all the efforts to include them in the day-to-day operations of the tourism business endeavours and frequently encounter extremely limited participation in or complete exclusion from decision-making processes due to some operational issues.

Table 10: Relationship Between Community Satisfaction and Community Factors

Variables	rho	p-value	Interpretation
Health & Safety			
Community Attachment	0.459**	< .001	Highly Significant
Community Commitment	0.343**	< .001	Highly Significant
Community Involvement	0.158**	< .001	Highly Significant
Emotional			
Community Attachment	0.403**	< .001	Highly Significant

Community Commitment	0.386**	< .001	Highly Significant
Community Involvement	0.3.67**	< .001	Highly Significant
Community			
Community Attachment	0.491**	< .001	Highly Significant
Community Commitment	0.350**	< .001	Highly Significant
Community Involvement	0.228**	< .001	Highly Significant
Material			
Community Attachment	0.387**	< .001	Highly Significant
Community Commitment	0.290**	< .001	Highly Significant
Community Involvement	0.305**	< .001	Highly Significant

** . Correlation is significant at the 0.01 level

Table 10 presents below relationship between community satisfaction and community factors. As seen in the table 17, the computed rho-values ranging from 0.158 to 0.491 indicate a very weak to moderate direct relationship among the sub variables of community satisfaction and community factors. There was a statistically significant relationship between community satisfaction on community well-being and community factors because the obtained p-values were less than 0.01. There was a moderate and highly significant positive relationship between community attachment and health and safety satisfaction with a rho of 0.459 and a p-value of < .001. This indicates when residents feel a stronger connection to their community, their satisfaction with health and safety aspects also increases. There was a moderate and highly significant positive relationship between community commitment and health and safety satisfaction with a rho of 0.343 and a p-value of < .001. The increased commitment by community members can be associated with higher satisfaction regarding health and safety within the community. Despite a lower rho value of 0.158, still signified a weak but statistically significant positive relationship with health and safety satisfaction. Even slight improvements in community engagement can be linked to positive perceptions of health and safety, although the correlation was not as strong both for attachment and commitment. The consistent p-values below .001 for all these interactions provided strong statistical evidence of their significance, indicating that the connections were not random and there was a dependable correlation between community factors and the perceived satisfaction with health and safety among community members.

This denotes a strong and statistically significant correlation between community engagement factors such as attachment, commitment, and involvement, and the overall satisfaction with different domains of community life, such as health and safety, emotional well-being, community well-being, and material well-being. Residents who have a strong connection to their community often express greater satisfaction with their health and safety, emotional wellbeing, the overall community, and their material well-being. Commitment to the community was also associated with higher satisfaction in ecotourism areas that when residents are dedicated to the well-being of their community, they are more likely to view the environment of the community as satisfying. Based on analysis, such findings were in accordance with result on the to the previous study of Nkemngu (2015), a higher quality of life for individuals as well as for the community at large resulted from positive tourism impacts majority of the respondents said that community's quality of life had improved. The study found a meaningful relationship between the economic impacts of tourism

and perceived quality of life, suggesting that improvements in material well-being are positively associated with an increase in quality of life, which includes aspects of community attachment in ecotourism. Similar findings on the previous studies of Lin (2017) which revealed that the positive perception of tourism impacts positively influenced increased satisfaction with quality of life and residents' intention to be part of a value co-creation in their community (Cimbaljević, 2020; Demirovic; 2020; Radosavac, 2020; Syromiatnikova, 2020; Tretiakova, 2020) which revealed that a positive relation between residents' perceived value towards tourism development, their attachment to the community, overall quality of life and support for sustainable tourism development increases.

CONCLUSION

In conclusion, majority of the local community engaged in ecotourism were males, high school graduates, in their early adulthood and have been involved in the industry for only a few years. This limited engagement of locals poses an alarming trend and serious concern for a more sustainable and equitable approach to ecotourism development. Among the four domains, emotional well-being had the highest mean of community satisfaction in ecotourism is significant wherein ecotourism can have a profound impact on the emotional lives of residents beyond material well-being. The study revealed a compelling insight wherein involvement of the community is essential for building support for tourism. The fact that it obtained the highest average score among all community factors emphasizes that residents are not just observers in the development of tourism, but their active involvement is vital for creating a feeling of ownership and mutual benefit. The strong positive correlation found between community satisfaction in all four well-being domains and community factors supporting ecotourism indicates that residents with higher well-being are more likely to support ecotourism in their communities. Ultimately, examining emotional well-being and community involvement offers valuable insights into a community's level of engagement. While not the sole factors, a community where residents feel positive and supported, and actively participate in collective endeavours, suggests a thriving and resilient environment. By monitoring these indicators, community leaders can gain a deeper understanding of resident needs and satisfaction, and work towards fostering a more connected and well-functioning community.

FUTURE RESEARCH DIRECTIONS

The study highlighted the importance of shifting from a purely economic view of tourism to a more holistic approach that prioritizes community well-being as a key aspect of sustainable ecotourism development. By investing in initiatives that improve residents' lives, ecotourism areas can create a fertile environment for ecotourism to thrive, benefiting both people and the planet. The study had some limitations, future research could use regression analysis to have a deeper understanding of the intricate relationship between well-being and community factors as key indicators for sustainable ecotourism development.

REFERENCES

Adongo, R.; Choe, J.Y.; Han, H. (2017) Tourism in Hoi An, Vietnam: Impacts, perceived benefits, community attachment and support for tourism development. *Int. J. Tour.Sci.*, 17, 86–106. [CrossRef]

- Atchombou, J. B., Shidiki, A. A., Tchamba, M. N., Alexis, K. S., & Malik, A. A. (2022). Ecotourism an approach to the sustainable conservation of biodiversity in the Benue national park of the North Region of Cameroon.
- Baniya, R., Shrestha, U., & Karn, M. (2018). Local and Community Well-Being through Community Based Tourism—A Study of Transformative Effect. *Journal of Tourism and Hospitality Education*, 8, 77-96.
- Demirović Bajrami, D., Radosavac, A., Cimbaljević, M., Tretiakova, T. N., & Syromiatnikova, Y. A. (2020). Determinants of residents' support for sustainable tourism development: Implications for rural communities. *Sustainability*, 12(22), 9438.
- Falabi, M. O. (2022). Assessing The Barriers To Sustainable Ecotourism Potentials And Economic Development of Owu Water Fall, Kwara State, Nigeria. *Journal of Research in Hospitality and Tourism Management*, 4.
- Gannon, M., Rasoolmanesh, S. M., & Taheri, B. (2020). Assessing the mediating role of residents' perceptions toward tourism development. *Journal of Travel Research*, 1–23. <https://doi.org/10.1177//0047287519890926>
- Guterman, A. S. (2020). Introduction to Community Engagement and Investment. *Available at SSRN 3798809*.
- Jaafar, M., Noor, S. M., & Rasoolimanesh, S. M. (2015). Perception of young local residents toward sustainable conservation programmes: A case study of the Lenggong World Cultural Heritage Site. *Tourism Management*, 48, 154-163.
- Khoalenyane, N. & Ezeudji, I.O. (2016). Local Community and Ts'ehlanyane National Park in Lesotho: Perception of Participation. *African Journal for Physical Activity and Health Sciences* 22(2.1): 445–453.
- Kim, K., Uysal, M. and Sirgy, M.J. (2013). How does tourism in a community impact the quality of life of community residents? *Tourism Management*, 36, 527–540.
- Mathew, P. V. and Sreejesh, S. (2017) 'Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations', *Journal of Hospitality and Tourism Management*, 31, pp. 83–89
- Mohanty, P. P., Mishra, N. R., & Tiwari, S. (2021). Local people's attitude and perception towards ecotourism development: Empirical evidence from India. *J. Bus. Hosp. Tour*, 7, 363-376.
- Moswete, N. N., Saarinen, J., & Thapa, B. (2022). Socio-economic Impacts of Community-Based Ecotourism on Rural Livelihoods: A Case Study of Khawa Village in the Kalahari Region,
- Mustapha, N.A, Azman, I. & Ibrahim, Y. (2013). Barriers to Community Participation in Tourism Development in Island Destination. *Journal of Tourism, Hospitality & Culinary Arts* 5,1, 102-124
- Orale, R. (2014). Status and Potentials of Eco-tourism Sites in Samar Philippines. *The Countryside Development Research Journal*. 2. 101-112.
- Pressman, S. D., M. W. Gallagher, and S. J. Lopez. (2013). "Is the Emotion-Health Connection a 'First-World Problem'?" *Psychological Science* 24 (4): 544–49.

- Su, L., Huang, S., & Huang, J. (2018). Effects of destination social responsibility and tourism impacts on residents' support for tourism and perceived quality of life. *Journal of Hospitality & Tourism Research*, 42(7), 1039-1057. <https://doi.org/10.1177/1096348016671395>
- Wang, S., Berbekova, A., & Uysal, M. (Muzzo). (2020). Is This about Feeling? The Interplay of Emotional Well-being, Solidarity, and Residents' Attitude. *Journal of Travel Research*, 004728752093886. doi:10.1177/0047287520938862 10.1177/0047287520938862

7. Destination Branding Development Towards Sufficiency Economy and Sustainable Tourism Development Goal (SDG): A Case Study of Khao Kram Community, Krabi, Thailand

Kanyapat Pattanapokinsakul*¹

Suphattra Sangthong²

Worrapot Treesuk³

Nimit Soonsan⁴

¹Kanyapat Pattanapokinsakul, Phuket Rajabhat University, Thailand

²Suphattra Sangthong, Phuket Rajabhat University, Thailand

³Worrapot Treesuk, Phuket Rajabhat University, Thailand

⁴Nimit Soonsan, Phuket Rajabhat University, Thailand

*Correspondence E-mail: kanyapat.p@pkru.ac.th

Keywords: Tourism branding, Tourism potential, Development, Sufficiency Economy, Sustainable Tourism Development Goal.

EXTENDED ABSTRACT

Krabi Province is a province with high tourism potential and has the potential to develop tourism through the implementation of sustainable concepts. The Khao Kram Community, located in Krabi Province, has natural attractions, multiculturalism, and friendly locals. This research aimed to study the sustainable creative tourism potential of the Khao Kram Community and identify potential areas for tourism development and branding. A study using qualitative methods. The result displays that the Khao Kram Community has the potential to build four tourism brands: Brand 1 creative agricultural tourism, Brand 2 creative multicultural tourism, Brand 3 world-class Muslim-friendly tourism, and Brand 4 creative nature tourism. However, the community lacks a clear tourism brand and an active marketing plan to motivate tourists. This research could benefit the government, private sector, and community in developing tourism branding and elements.

LITERATURE REVIEW

The tourism development in Krabi

Krabi Province has seen a significant transformation in its tourism since 1985, with foreign tourists increasingly visiting its marine attractions (the Krabi Provincial Office, 2022). The province is now known as "Krabi Global City" with a vision of an international quality tourist city, sustainable agricultural industry, and livable society. The Krabi Province Development Plan aims to elevate it to a green destination or popular sustainable tourist destination for Thai and foreign tourists. Joint operations with government and private agencies aim to develop Krabi toward net-zero carbon by 2024 (Krabi Provincial Office, 2024). This has led to increased tourism, with Krabi Province generating the 5th highest tourism income in the country and 2nd on the southern Andaman coast. The province's strategies include

strengthening the economic potential of tourism, agriculture, and industrial sectors, developing quality and morality, and maintaining biological diversity (Krabi Provincial Office, 2024).

Destination Branding Development

Destination branding has become a crucial aspect of the tourism industry, with various studies focusing on different elements that contribute to the formation of destination brand image. Lee and Xue (2020) further contributed to the understanding of destination branding in sustainable tourism by proposing a model of destination loyalty that integrates destination image and sustainable tourism. They suggested that a positive destination image, particularly in terms of sustainability efforts, can significantly influence tourists' loyalty to a destination. This finding underscores the importance of effectively communicating a destination's sustainability initiatives as part of its branding strategy. Additionally, Kladou and Kehagias (2014) provided an integrated approach to assessing destination brand equity, emphasizing the multifaceted nature of brand equity in the context of tourism destinations.

Sufficiency Economy

King Rama 9 introduced the concept of a sufficiency economy to the Thai people in 1974. This framework empowers humanity to be self-sufficient, focusing on moderation, fairness, and good immunity. It is based on Thailand's traditional way of life and provides a methodical view of the ever-changing world. The sufficiency economy is crucial for sustainable development and achieving the Sustainable Development Goals, particularly in the tourism industry. It ensures efficiency, sustainability, reduces inequality, and creates long-term stability, making it an essential foundation for local community development. (Jeenaboonrueang, S., 2019).

Sustainable Development Goal (SDG)

The concept of a Sustainable Development Goal (SDG) is that the United Nations' Sustainable Development Goals (SDGs) aim to end poverty, protect the planet, and ensure peace. Tourism can contribute to these goals by promoting sustainable development principles that focus on the economy, society, culture, and environment, such as poverty alleviation, gender equality, sustainable cities, responsible consumption, and marine ecosystem preservation (McCarton, et al, 2020; Shulla, et al, 2020).

RESEARCH METHOD

This study is based on a qualitative methodology by applying Participatory Action Research (PAR) which includes the Community Study checklist, Tourism Resource Audit, In-Depth Interviews, and focus group. The approach meets the objectives of this study to find the potential areas for tourism branding development. There are three groups of key informants used in this research, totaling 15 participants, including the public sector involved in tourism development and strategic planning of Khao Khram Subdistrict, the private sector, tourism business operators in Khao Khram Subdistrict Krabi Province, and local people who live in Khao Khram Subdistrict. Data analysis was conducted primarily by using Content Analysis and secondary by using Triangulation Analysis.

RESULTS

According to the interview and focus group the public sector (e.g. The owner of a tour agency, restaurant), the private sector (e.g. Chief Executive of Kha Kham Subdistrict Administrative Organization, the Krabi Provincial Tourism and Sport office), and the local people (e.g. the leader of a community, local people) for 15 respondents, it show that Khao Kram Community has a high potential to develop destination branding based on the sufficiency economy and Sustainable Development Goal (SDGs). It concluded that the Khao Kram Community can promote 4 brands as following concepts; Brand 1 The Khao Kham community can establish a sustainable, creative tourism brand based on the sufficiency economy, promoting learning activities and environmental conservation through travel experiences, allowing tourists to learn by doing, and supporting the community and tourist groups. Brand 2 The Khao Kham community will establish a multicultural tourism brand. The Khao Kham village is cosmopolitan and friendly, including Muslims, Thais, and Thai-Chinese residents. The Khao Kham community contains temples, mosques, and shrines with varied cultures and customs that have not lost their individuality. Only a few localities in Krabi can provide multicultural tourism experiences. Brand 3 The Khao Kram community plans to establish a world-class Muslim-friendly tourism brand, focusing on the Khao Kham community, which has a Muslim majority and Halal products produced in Halal restaurants. The community also has homestay accommodations for Muslim tourists. The Khao Kham Subdistrict community, known for its Ban Nai Nang Mosque, is an attractive location for developing a Halal tourism brand with high standards. Brand 4 The Khao Kham community will create a sustainable integrated creative nature tourism brand based on the sufficiency economy for tourists and communities in Khao Kham to jointly conserve the environment, terrestrial ecosystems, tropical rainforests on limestone hills, and marine ecosystems in the swamp forests of sustainable space.

Figure 1: Summary of Destination Branding of Khao Kram Community



DISCUSSIONS

The focus group recommends the establishment of the Khao Khram Subdistrict Community Destination Management Organization (DMO) Committee to promote tourism and integrate with various sectors. The community aims to maintain its original way of life and environment while reducing tourism's impact on sustainability. They suggest improving strategic and risk plans for emergencies and promoting tourism in the community's big picture. The community has designed four tourism brands by applying the potential to build a new tourism image: Creative Agricultural Tourism in a Sufficiency Economy, Creative Multicultural Tourism, World-Class Muslim-Friendly Tourism, and Creative Nature Tourism. However, collaboration on public relations and creating clear tourism branding are crucial for community growth.

MANAGERIAL IMPLICATIONS

The public sector can utilize four tourism brandings to develop sustainable tourism strategies for Krabi Province and Khao Khram community. The private sector should promote sustainable practices, while local communities should collaborate on formulating policies based on economic sufficiency. This will conserve resources and promote the Sufficiency Economy Philosophy, enhancing the tourism image.

FUTURE RESEARCH DIRECTIONS

Krabi Province should be transformed into "a green tourist destination for all" through research on urban planning, green space, green activities, and campaigns that should be developed to ensure consistency with natural resources and environmental management and promote sustainable tourism development, prioritizing economic and social growth.

REFERENCES

- Jeenaboonrueang, S. (2019). Sufficiency Economy Philosophy: A Way towards Business Sustainability. *Journal of Management Science Chiangrai Rajabhat University*, 13(2),1–13, Retrieved from <https://so03.tci-thaijo.org/index.php/jmscr/article/view/122701>
- Kladou, Stella and Kehagiask, John (2014). Assessing destination brand equity: An integrated approach. *Journal of Destination Marketing & Management*, 3 (1), 2-10.
- Krabi Provincial Office (2022), Krabi Province Development plan 2023 - 2027, *Strategy and Information for Provincial Development Department 1* -157, Retrieved from https://krabi.thailocallink.com/files/com_news_develop_plan/2023-04_cc9392ff0d14d76.pdf
- Khao Khram Subdistrict Administrative Organization (2014), General information of Khao Khram Subdistrict, Mueang District, Krabi Province, Retrieved from <http://www.khaokram.go.th/general1.php>
- Krabi Provincial office (2024), Krabi Province Development Plan 2023 – 2027, *Strategy and Information Provincial Development Subdivision*, 130, Retrieved from https://krabi.thailocallink.com/files/com_news_develop_plan/2023-04_cc9392ff0d14d76.pdf
- Lee, Say Wah., & Xue, K.. (2020). A model of destination loyalty: integrating destination image and sustainable tourism. *Asia Pacific Journal of Tourism Research*, 25, 393 - 408. <http://doi.org/10.1080/10941665.2020.1713185>

- McCarton, L., O'Hogain, S., & Reid, A.. (2020). Sustainable Development Goals (SDGs), *Encyclopedia of the UN Sustainable Development Goals* , <http://doi.org/10.4135/9781529714388.n571>
- Shulla, Kalterina., Filho, W., Filho, W., Lardjane, Salim., Sommer, J., & Borgemeister, C.. (2020). Sustainable development education in the context of the 2030 Agenda for sustainable development, *International Journal of Sustainable Development & World Ecology* , 27 , 458 - 468 , Retrieved from <http://doi.org/10.1080/13504509.2020.1721378>

8. Muslim-Friendly Spa Wellness: Examining the Entrepreneur Needs and Motivation Through Maslow Theory

Lina Munirah Kamarudin*¹, Iylia Syazana Azman² and Fitra Mohd Ali³

^{1,2}School of Tourism, Hospitality and Event Management, Universiti Utara Malaysia, Malaysia

³Islamic Tourism Centre (ITC), Malaysia

*Correspondence E-mail: lina.munirah@uum.edu.my

Keywords: Needs and Motivation, Maslow Theory, Muslim-Friendly, Spa and Wellness, Spa Entrepreneur.

EXTENDED ABSTRACT

The emergence of Muslim-friendly spas presents a unique segment within the hospitality and tourism sector. Unlike traditional spas, these establishments adhere to Shari'ah principles. However, there is limited understanding of the motivations behind this sector, especially among spa entrepreneurs in Peninsular Malaysia. Hence, this research aims to develop a motivational framework for Muslim-friendly spas using qualitative methods. Drawing on Maslow's Hierarchy of Needs (1954), it seeks to comprehend the underlying drivers influencing operators in this field. To achieve its goals, this study will choose twelve spa operators from various regions in Peninsular Malaysia. Selection criteria include Malaysian ownership with at least seven years of experience, offering a range of wellness services, and actively promoting Muslim-friendly services online to ensure competence and engagement. Face-to-face interviews were conducted to collect data, which will be transcribed using NVIVO and coded based on relevant sub-themes aligned with the study. The analysis is expected to yield valuable insights for spa operators, enabling them to effectively manage and sustain their Muslim-friendly spas per Shari'ah principles. This approach not only caters to the safety and security needs of customers, crucial for their psychological well-being, but also resonates with Maslow's Hierarchy of Needs. By addressing these fundamental human needs, this study aims to fill the existing literature gap, shedding light on the motivations behind the operation of spas, particularly within the context of the Muslim-friendly spa industry in Malaysia.

LITERATURE REVIEW

Spa, wellness and tourism are relatively new trends and evolving rapidly (Marican et al., 2021). According to research by Global Wellness Institute (2014; 2018), the spa industry has been growing by 7.7% annually, from \$60 billion in 2007 to \$94 billion in 2013 where Asia has surpassed Europe as the region with the largest number of spas with a total number of 48, 679 spas. On top of that, Malaysia is listed in the top 10 wellness tourism markets in the Asia Pacific with expenditures at RM20.5 billion (5 billion US dollars) and 8.3 million trips with a growing trend for wellness vacations and packages to the country (Jamaluddin et al., 2018). In the coming years, more people are likely to seek out the nutritional, beauty, and spa practices that are essential to Islamic cultures such as by using hammam and argan oil.

Increasing attention towards healthy lifestyles and pleasant character attracts people to visit a spa and wellness center, especially to the professional and working ladies. According to Jamaluddin et al. (2018), the success of building a Muslim-friendly spa is depending on the implementation and accordance with Shariah principles and Islamic teachings. However, there is limited research on understanding the motivations behind this tourism segment, especially among spa entrepreneurs or spa operators in Peninsular Malaysia. Hence, this research aims to develop a motivational framework for Muslim-friendly spas by adapting from Maslow Hierarchy of Needs (1954).

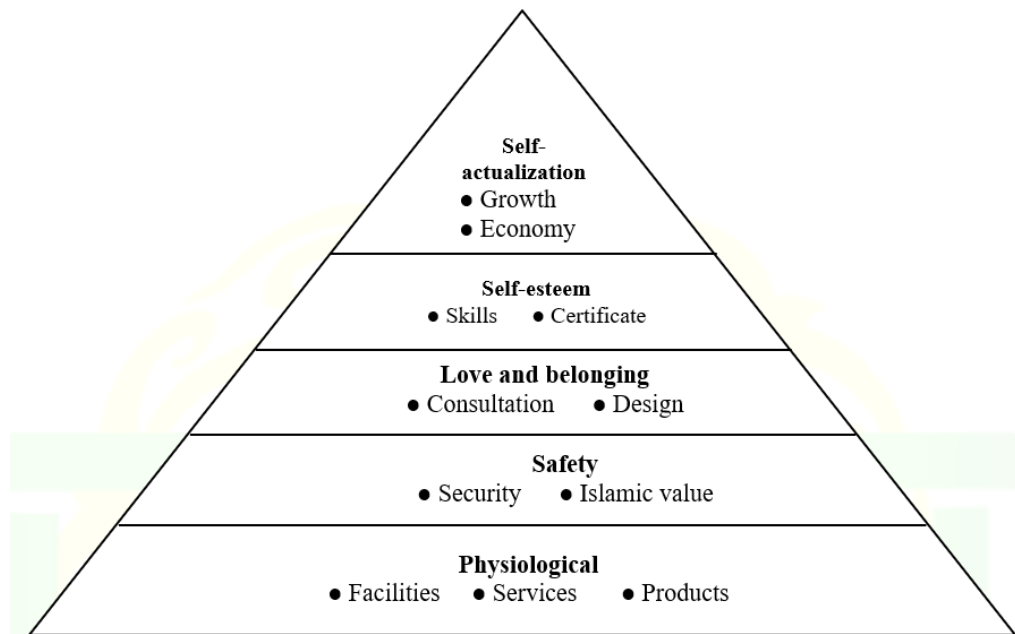
RESEARCH METHOD

The face-to-face interviews have been conducted within four regions including northern, central, southern and eastern of Peninsular Malaysia. The researcher chose three spa operators for each region based on their services on Muslim wellness and spa. In designing an empirical qualitative research, samples of 12 respondents may be cases where data saturation occurs among a relatively homogeneous population (Boddy, 2016). Through in-depth qualitative research, a single case can contribute an in-depth and deeper understanding that furthers knowledge. In addition, this study also takes into account the views of experts in the establishment of Muslim spa framework. Since Islamic Tourism Centre (ITC) is now working on developing a Muslim spa blueprint in Malaysia, therefore this organization will be chosen as relevant party to advice on the proposed frameworks. The data that has been gathered is coded using NVIVO according to the relevant sub-themes aligned with the study.

RESULTS

The research findings reveal insights into the Muslim-friendly spa industry across three regions in Malaysia. In a Muslim-friendly spa context, various aspects align with different levels of Maslow's Hierarchy of Needs (1954), contributing to the overall well-being and satisfaction of both customers and staff. Physiological needs are addressed through Muslim-friendly facilities, services and products that adhere to Islamic values. Safety needs are met through security measures like CCTV surveillance and fully secluded treatment rooms, ensuring customers feel secure and protected. Prioritizing respectful treatment and meaningful interactions fulfils love and belongingness needs, fostering a sense of connection within the spa community. Esteem needs are addressed through initiatives that enhance therapists' confidence and recognition, vital for enhancing service quality and customer experience. Finally, the pursuit of financial growth and delivery of excellent services caters to self-actualization needs, fostering personal growth and community contribution. Overall, these efforts create a holistic and fulfilling spa experience that encompasses all levels of human needs according to Maslow's theory.

Figure 1: Overall Findings of the Hierarchy Needs of Spa and Wellness Entrepreneur



DISCUSSIONS

Considering how quickly and rapidly the growth of spa, the implementation of Muslim-friendly spa should be put into practice given the expansion of the spa industry in Malaysia. The result shown is inline with Monoarfa et al. (2022) stated that in order to fulfill the needs of Muslim tourists' segment, it is essential that Islamic provisions in tourism services are met. The needs and motivation that suggested by innovative Muslim entrepreneur provide significant understanding on how a Muslim-friendly spa can be operated. Through its unique physiological needs, safety needs, love and belonging needs, self-esteem needs as well as self-actualization needs will help to better understand how a tourism product can be marketed effectively.

RESEARCH IMPLICATIONS

This framework developed through adaptation of the Maslo Hierarchy of Needs (1954) can be applied in accordance with the concept of Muslim wellness and spa. As a result, it will help the spa and wellness industry to grow effectively by following the motivational framework as their guide. For theory implication, the conceptualizing of the model will contribute to the fundamental knowledge of Muslim tourism especially for the segment of Muslim spa and wellness. The spa industry is one of the tourist attractions that can be promoted to tourists. Hence, this research will contribute substantial knowledge to the segmentation of the spa industry as a supported service to the tourism industry.

FUTURE RESEARCH DIRECTIONS

Future research is suggested to investigate the satisfaction of Muslim-friendly spas' tourists and customers to ensure the successful of its implementation. This will also help in understanding their needs, wants and experience for Muslim-friendly spa and wellness services.

ACKNOWLEDGEMENT

This research was supported by Ministry of Higher Education (MoHE) of Malaysia through The Fundamental Research Grant Scheme (FRGS/1/2022/SS02/UUM/02/7).

REFERENCES

- Boddy, C. R. (2016). Sample size for qualitative research. *Qualitative Market Research: An International Journal*, 19 (4), 426-432.
- Global Wellness Institute (2014). Global Spa & Wellness Economy Monitor. Retrieved at <https://globalwellnessinstitute.org/industry-research/global-spa-wellness-economy-monitor-2014/>
- Global Wellness Institute (2018). Global Wellness Economy Monitor October 2018. Retrieved at <https://globalwellnessinstitute.org/industry-research/2018-global-wellness-economy-monitor>
- Marican et al. (2021). The shari'ah compliance spa for wellness and tourism context in Malaysia. DOI:10.17762/TURCOMAT.V12I3.1329
- Monoarfa, H., Rahayu, A., Adirestuty, F., Karim, R. A., Bahtar, A. Z., Nazari, Z. A. and Mahmud, N. (2022). The influence of Islamic attributes on tourist satisfaction with pull motivation as an intervening variables. *International Journal of Tourism Cities*, 8 (1), 140-152.
- Jamaluddin N. S. N., Mokhtar A., Hashim K. S. H., Othman R., Nazri N. J. Z., Rosman A. S. & Fadzillah N. A. (2018). Study on Muslim Friendly Spa: A Conceptual Framework. *International Journal of Academic Research in Business and Social Sciences*. 8(9), 2038–2050

9. Mini Review of Tourism and Peace in Southeast Asia

Renugah Rengasamy*¹, Rielle Christian Alcantara²

¹Social Institute of Malaysia, Malaysia

²University of the Philippines Diliman, Philippines

*Correspondence E-mail: renugah@ism.gov.my

Keywords: Peace, Global Peace Index, Southeast Asia, Tourism, Tourist.

INTRODUCTION

The Southeast Asia (SEA) region, renowned for its rich cultural heritage, magnificent landscapes, and diverse communities, has emerged as a prominent destination for tourists seeking unique experiences. Even though there have been sporadic wars and tensions throughout the region's history, tourism has greatly contributed to the stability and tranquillity of SEA countries. Tourism promotes peace and cooperation in SEA regions by fostering cultural interchange, economic interdependence, and community empowerment (Muzembo et al., 2023; Trupp & Dolezal, 2020). This mini-review explores the relationship between tourism performance and GPI scores of ASEAN countries, highlighting key insights, especially pre- and post-COVID-19.

LITERATURE REVIEW

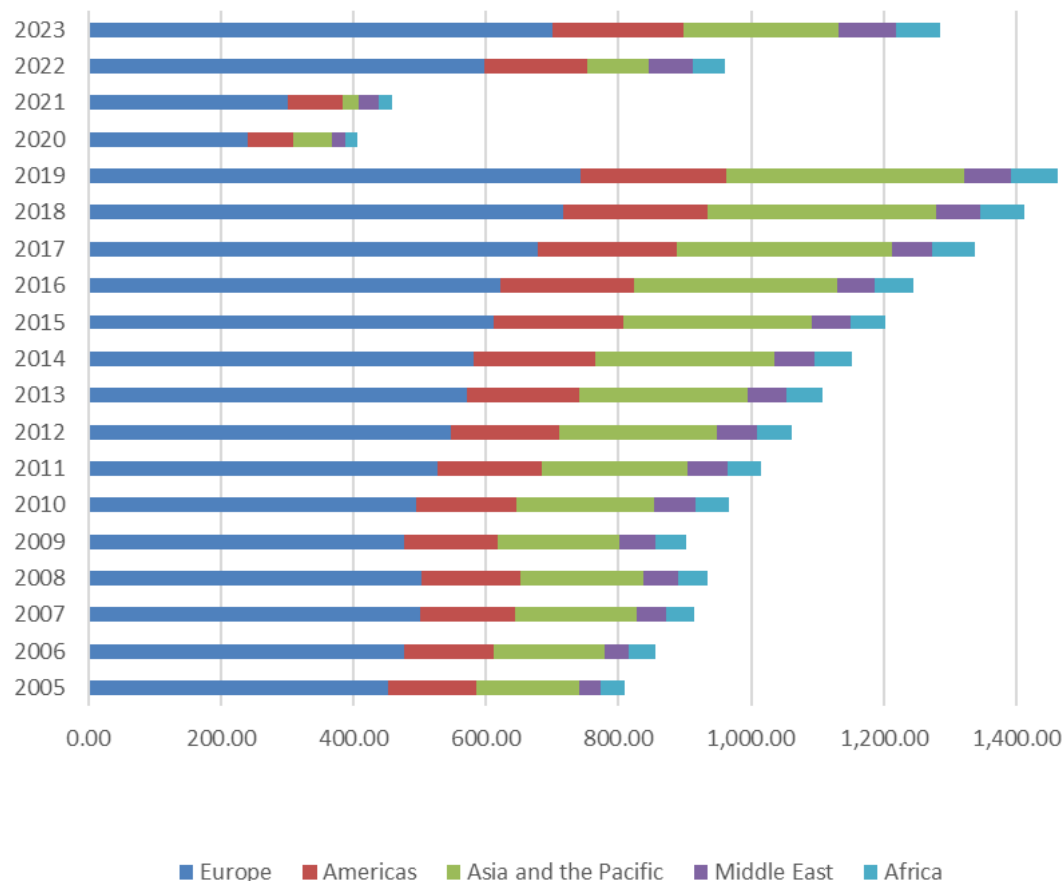
Tourism and Peace

Tourism is a multidimensional domain; and is highly associated with politics, culture, society, the economy, and the environment. Therefore, tourism is regarded as one of the largest and fastest-growing industries and serves as a catalyst for promoting global peace (Avgeli, Sealy, Bakir, & Wickens, 2021; World Economic Forum, 2022). There has been debate on the potential and capacities of tourism to promote international peace and remains ambiguous whether tourism resulted in peace or vice versa. For instance, tourism is regarded as a peace industry as it promotes global understanding, trust, and world peace (D'Amore, 1988) and further argued that tourism is a result of peace and not a cause of peace (Litvin, 1998). Despite the industry's economic and cultural significance, peace cannot be achieved alone. Tourism is an inherent component of justice, peace, and security (Higgins-Desbiolles & Blanchard, 2010). It is also argued that the relationship between tourism and peace is far stronger than the reverse (Pratt & Liu, 2016). Eventually, it is recommended that tourism and peace rhetoric transition from tourism as a 'peacemaker' to tourism as a 'peacekeeper' (Khalilzadeh, 2018, p. 39).

Figure 1 shows the international tourist arrivals worldwide by region (in millions) from 2005 to 2023 which has increased except for 2020 and 2021 due to COVID-19 (Statista, 2024). While Europe remains unparalleled, Asia and the Pacific have emerged as the second most popular tourism destination. SEA is

known for its diverse landscapes, rich cultural heritage, and strategic geopolitical significance and is regarded as a peaceful and stable region in the world (Caballero-Anthony & Emmers, 2022).

Figure 1: International Tourist Arrivals Worldwide from 2005 – 2023 (by regions)



Global Peace Index

The Global Peace Index (GPI) was introduced by the Institute for Economics and Peace and is based on 24 indicators that quantify the peacefulness of nations across the globe. The GPI offers a data-driven approach for evaluating peace trends, calculating the economic advantages of peace, and offering suggestions for bolstering the frameworks and structures that support peace. The GPI is scored using a scale of 1 to 5 with 1 indicating the lower degree of violence in a country.

RESEARCH METHOD

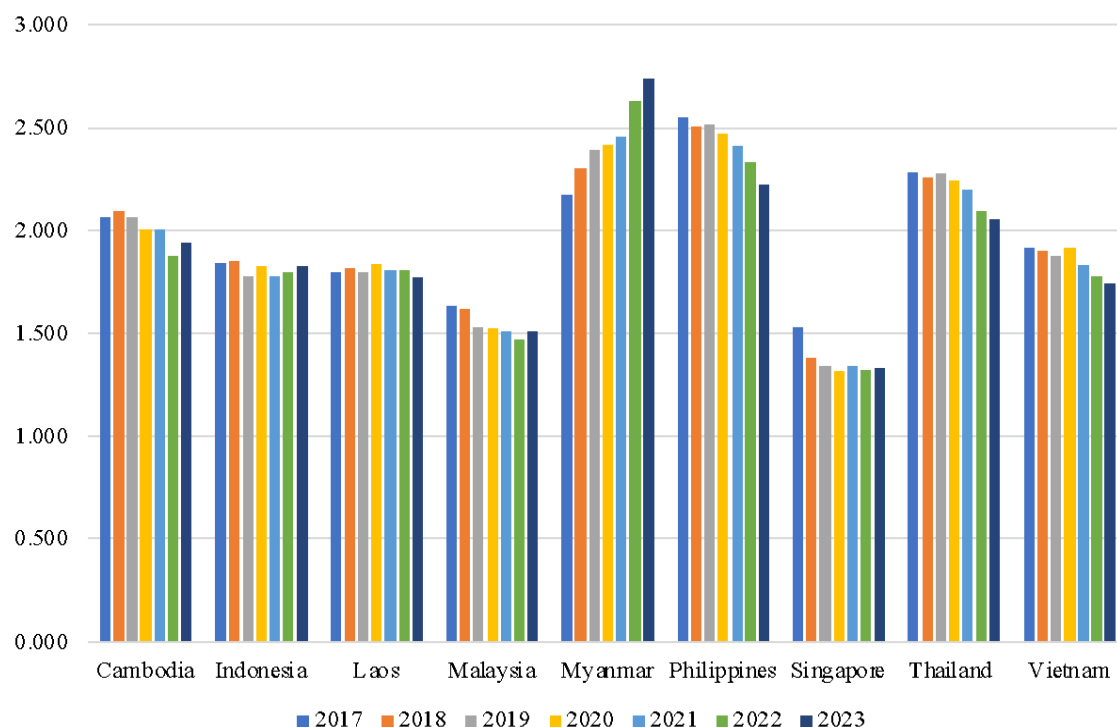
The association between the peace scores and tourism performance of nine ASEAN countries from 2017 to 2023 was investigated by looking at reports on the GPI and inbound visitor arrivals. Brunei and Timor Leste were excluded due to data unavailability.

RESULTS

GPI Scores 2017-2023

With scores closer to 1, Singapore and Malaysia have been scoring steadily and standing as the most peaceful countries of SEA as seen in Figure 2. Other countries such as Cambodia, Philippines, Thailand, and Vietnam have been improving too as there is a decrease in their scores. On the contrary, Myanmar's scores escalate due to their internal conflicts. This is attributed to the military coup that subjected its citizens to abuses and displacement (Al Jazeera, 2024).

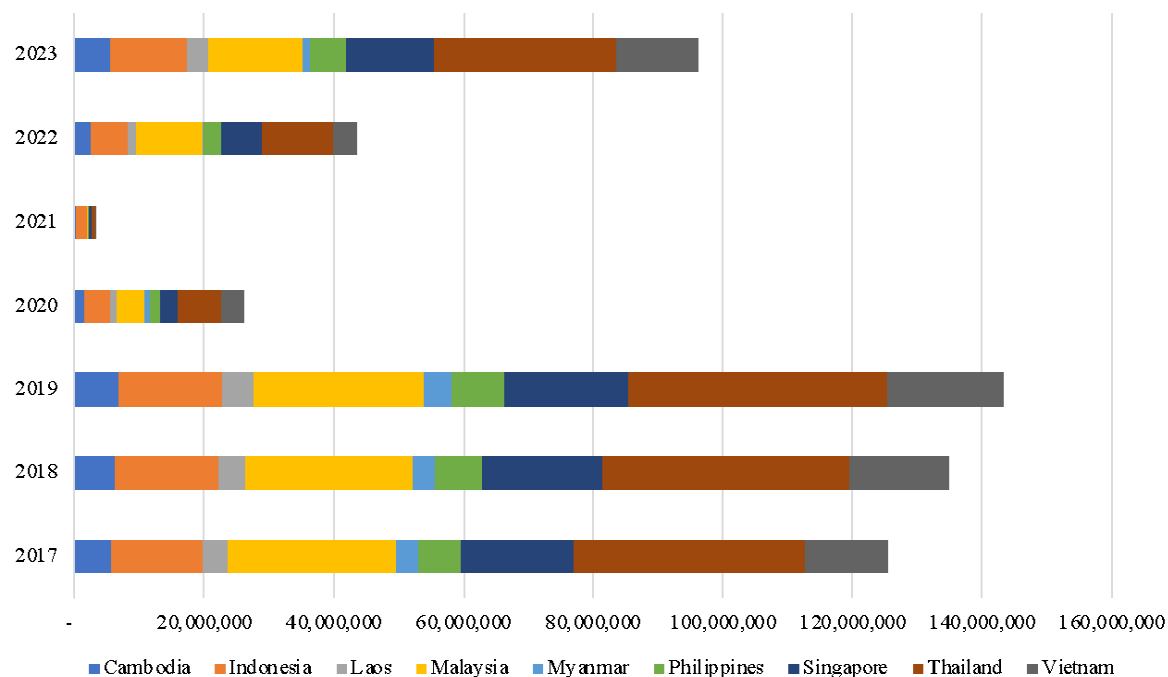
Figure 2: GPI Scores from 2017-2023 in Southeast Asia countries



Tourist Arrival 2017-2023

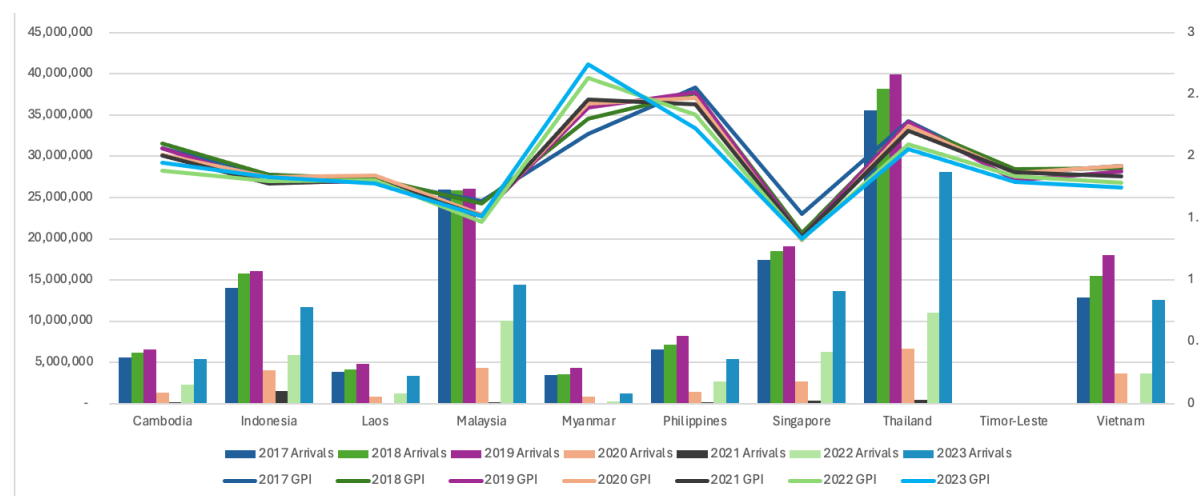
Inbound tourist arrivals in SEA consistently increased from 2017 to 2019 as seen in Figure 3. However, due to COVID-19, there was a significant decrease of 82% in 2020. The lowest arrivals were seen in 2021 with a decline of almost 98% compared to 2019. However, the SEA regions are back to business as there was a significant rise in tourist arrivals in 2022. Thailand, for example, made a notable recovery of 61% increase in 2023 compared to 2022.

Figure 3: Tourist Arrivals from 2017 - 2023 in Southeast Asia countries



Note. The data was collected from tourism websites and reports of each country.

Figure 4: GPI and Tourist Arrivals from 2017 - 2023 in Southeast Asia countries



DISCUSSIONS

Thailand, Malaysia, and Singapore are the top popular countries among inbound tourists during pre- and post-COVID. Singapore and Malaysia are also the most peaceful countries in the region as shown by their low GPI scores in Figure 4. However, the opposite trend is seen in Thailand as it has one of the highest GPI scores next to the Philippines and Myanmar. The Philippines too has more inbound arrivals than Laos and Cambodia which have lower GPI scores. A high GPI score indicates a higher degree of violence. Meanwhile, Laos is the least visited destination despite having better GPI among the countries in the region.

A downward shift in GPI is seen for Laos, the Philippines, Singapore, Thailand, and Vietnam. This is shown by the light blue line (the year 2023) being the lowest in the graph, indicating improvement in their peacefulness. Myanmar's GPI, on the other hand, has been declining owing to internal turmoil. Cambodia, Indonesia, and Malaysia trends are more varied, on a less peaceful note with higher GPI scores in 2023.

Arrivals of tourists from all countries were steadily increasing, except for the pandemic periods.

Pre-pandemic (2017 to 2019)

In 2018, countries that showed improvement in arrivals despite the GPI decline were Cambodia, Indonesia, Laos, and Myanmar. Countries that showed improvement for both are Malaysia, Philippines, Singapore, Thailand, and Vietnam. All countries experienced an improvement in GPI scores and arrivals in 2019 except for the Philippines and Thailand whose GPI scores declined.

Pandemic (2020 to 2021)

In 2020, all countries experienced a decline in tourist arrivals due to COVID-19. Indonesia, Laos, Myanmar, and Vietnam also experienced a decrease in GPI scores, but Cambodia, Malaysia, the Philippines, Singapore, and Thailand improved. In 2021, all countries experienced a continued decline in arrivals but improvement in GPI scores except for Myanmar and Singapore whose GPI scores declined.

Post-pandemic (2022 to 2023)

Countries like Cambodia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam witnessed an improvement in GPI scores and arrivals in 2022. Arrivals for Indonesia and Myanmar also improved but their GPI scores declined. The GPI score of Laos remained the same but there were improvements in arrivals. The GPI scores and arrivals of Laos, Philippines, Thailand, and Vietnam all exhibited improvement in 2023. Arrivals for Cambodia, Indonesia, Myanmar, Malaysia, and Singapore also improved but their GPI scores declined.

CONCLUSION

Tourism is regarded as a pacifist and apolitical phenomenon, with Tourism for Peace serving as a 'tool' for promoting peace and opposing violence on a global level. 'The United Nations (UN) adopted the slogan "Tourism and Jobs: A Better Future for All" in 2019. It is regarded as the world's biggest peace industry (Avgeli et al., 2021). To conclude, tourism is regarded as an agent and peace must be attained to ensure SEA regions become a region that holds peace, security, and stability.

REFERENCES

- Aljazeera. (2024, May 8). 'Bleak milestone': UN says 3 million forced to flee in Myanmar conflict. Retrieved from <https://www.aljazeera.com/news/2024/5/8/bleak-milestone-un-says-3-million-forced-to-flee-in-myanmar-conflict>
- Avgeli, V., Sealy, W., Bakir, A., & Wickens, E. (2021). Tourism for Peace: Critical reflections. *Journal On Tourism & Sustainability*, 4(2).
- Caballero-Anthony, M., & Emmers, R. (2022). Keeping the peace in Southeast Asia: ASEAN and the quest for positive peace. *The Pacific Review*, 35(6), 1079-1104.
- D'Amore, L. J. (1988). Tourism — a vital force for peace. *Tourism Management*, 9(2), 151-154. doi:[https://doi.org/10.1016/0261-5177\(88\)90025-8](https://doi.org/10.1016/0261-5177(88)90025-8)
- Higgins-Desbiolles, F., & Blanchard, L. (2010). Challenging peace through tourism: placing tourism in the context of human rights, justice and peace. *Tourism, progress and peace*, 35-47.
- Khalilzadeh, J. (2018). Demonstration of exponential random graph models in tourism studies: Is tourism a means of global peace or the bottom line? *Annals of Tourism Research*, 69, 31-41.
- Litvin, S. W. (1998). Tourism: The world's peace industry? *Journal of Travel Research*, 37(1), 63-66.
- Muzembo, B. A., Kitahara, K., Mitra, D., Ohno, A., Khatiwada, J., Dutta, S., & Miyoshi, S.-I. (2023). Shigellosis in Southeast Asia: A systematic review and meta-analysis. *Travel Medicine and Infectious Disease*, 52, 102554. doi:<https://doi.org/10.1016/j.tmaid.2023.102554>
- Pratt, S., & Liu, A. (2016). Does tourism really lead to peace? A global view. *International Journal of Tourism Research*, 18(1), 82-90.
- Statista. (2024). Number of international tourist arrivals worldwide from 2005 to 2023, by region(in millions). Retrieved from <https://www.statista.com/statistics/186743/international-tourist-arrivals-worldwide-by-region-since-2010/>
- Trupp, A., & Dolezal, C. (2020). Tourism and the sustainable development goals in Southeast Asia. *ASEAS-Austrian Journal of South-East Asian Studies*, 13(1), 1-16.
- World Economic Forum (2022). Re: Tourism is not just about travel, it's also about peace. <https://www.weforum.org/agenda/2022/05/tourism-not-just-about-travel-also-peace/>

10. An Extended 6M Gender-Aware Framework for Sustainable Womenpreneurs: Evidence from Rural Community-Based Tourism Homestays

Tze-Yin Lim^{*1}, Rodney Thiam Hock Lim¹, Irving Ting¹, Bibiana Chiu-Yiong Lim¹, Komanthi Wasudawan¹, Marc Weissmann¹

¹School of Business, Faculty of Business, Design and Arts, Swinburne University of Technology Sarawak Campus

*Correspondence E-mail: tzlim@swinburne.edu.my

Keywords: Entrepreneurship, Homestays, Tourism, Rural, Sustainability.

EXTENDED ABSTRACT

Women entrepreneurs (WEs) are a significant driver in the tourism sector. The Global Entrepreneurship Monitor (GEM) estimates that women represent four out of nine early-stage business owners globally (GEM, 2023). In providing work for themselves and others (Kelly et al., 2011), they contribute significantly to economic advancement and innovation, shape the entrepreneurial landscape, and inspire future business leaders. In rural tourism, women are pivotal in Community-Based Tourism (CBT) homestay programmes and related economies such as arts and handicrafts (Halim, 2018). Their involvement in the tourism industry has positioned them to champion issues related to gender and family roles (Dan & Shimizu, 2022). Despite this, WEs still lag behind their male counterparts in various ways (Boley et al., 2017; Vujko et al., 2019). Thus, past studies have examined the challenges and barriers faced by WEs, including their experiences in the guest house and BnB sectors (Deen et al., 2016; Hlanyane & Acheampong, 2017), the impact of local culture on shaping WEs (Filimonau et al., 2022), the challenges of digital literacies (Khoo et al., 2023), and other gendered assumptions that have framed understandings of women entrepreneurship in a tourism context (Figueroa-Domecq, et al., 2020). The current study intends to explore WE motivations and key factors affecting their success in the context of rural homestays in a developing country setting. The specific research questions are as follows:

RQ1: What are WEs' motivations for operating rural community homestays?

RQ2: What are the key success factors for WEs in operating rural CBT homestays?

LITERATURE REVIEW

Community-Based Tourism (CBT) Homestays

A Community-Based Tourism (CBT) homestay business is based on creating authentic and immersive experiences related to local customs, culture, and nature for individuals or groups (Lim et al., 2023). In developing countries, CBT is usually embedded in rural contexts and embodies key principles and practices that promote sustainable environmental, socio-cultural and economic development (Rosalina et al., 2021). In Malaysia, CBT has grown significantly due to its ability to provide authentic, meaningful and immersive tourism experiences while empowering and enriching local communities.

Womenpreneurs in Tourism

Tourism is widely regarded for its entrepreneurial potential (Figueroa-Domecq et al., 2020). According to Caparros (2018), tourism empowers women by offering employment flexibility, in terms of income generation and financial autonomy. In return, these empowered women reward society by creating jobs and directly enhancing products and services crucial for advancing tourism (Khoo et al., 2023).

5Ms Gender-Aware Framework

The 5Ms Gender-Aware framework (Brush et al., 2009) synthesises five fundamental building blocks for WEs, namely Markets, Money, Management, Motherhood and Meso-Macro Environment. They describe WEs' access to markets, access to financial resources, management abilities, household and family contexts, and external considerations such as societal and cultural norms and networks and legislative factors. The 5Ms framework facilitates analysis of WEs as a gendered phenomenon as shaped by the interplay of institutions and resources (Woldesenbet et al., 2024).

RESEARCH METHOD

To obtain insights from WEs who owned rural homestays, a qualitative research design was adopted, along with a constructivist paradigm to enable co-constructions of meanings and to develop an understanding of WEs' social realities (Ting et al., 2018; Chandra & Shang, 2017).

Data Collection

Based on a purposive sampling technique to ensure selected participants met predetermined criteria (Obilor, 2023), data was collected from eight female homestay owners in rural locales in southern Sarawak. In-person interviews were conducted on the interviewees' homestay premises, using semi-structured interviews that featured open-ended questions to probe interviewee responses across various topics about the research questions and the study context (Petrescu et al., 2017).

Data Analysis

Interview data were transcribed verbatim, and analyzed using a thematic coding approach to obtain grounded insights (Gligor et al., 2016). The data coding process was guided by the 5Ms model to build themes and categories. Concurrently, the data was also analyzed to identify novel concepts regarding the motivations and success factors for WEs. Quirkos, a powerful analytical software, was used to perform data sorting, coding, and data organisation (Harvey & Powell, 2020) and to establish connections between codes, themes, and categories (Basit, 2003).

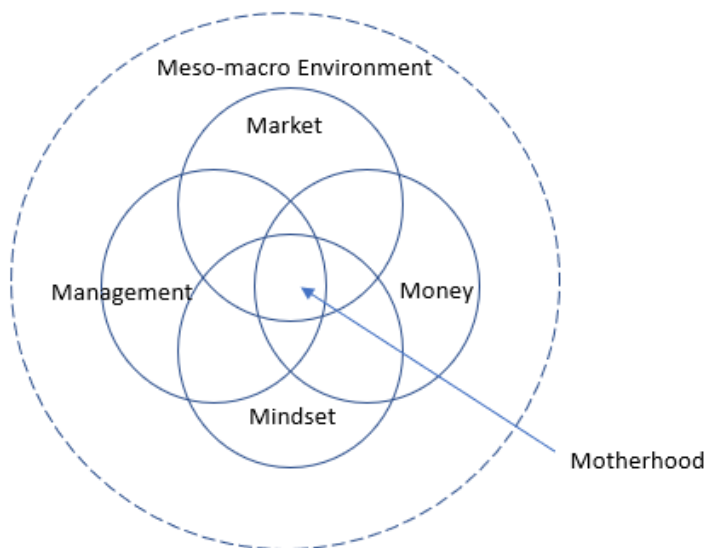
RESULTS

The data analysis showed that participants' entrepreneurial motivations were aligned closely with the 5M constructs. In addition, the analysis also indicated a sixth M, namely a growth mindset, as an essential criterion for success among participants (see Appendix A). In this study, a growth mindset refers to the persistence and determination to persevere, leading to entrepreneurship success (Rhew et al., 2018).

DISCUSSIONS

Our findings align with the past literature, such as Woldeesenbet et al. (2024), confirming the 5Ms as critical success factors for WEs. Our findings also suggest the importance of a growth mindset among WEs in cultivating positivity and beliefs towards the future of their businesses (Bedford, 2017). A growth mindset helps to motivate WEs towards sustainability and to empower their immediate rural communities by creating jobs and directly enhancing products and services crucial for advancing tourism (Cui & Bell, 2022; Khoo et al., 2023).

Figure 1: The 6Ms Framework for Rural CBT Homestay WEs



MANAGERIAL AND THEORETICAL IMPLICATIONS

Our proposed extended 6Ms Framework allows a more robust and holistic understanding of WEs' success criteria by highlighting the growth mindset as a novel construct. It suggests the need to have persistence and determination to overcome the kind of challenges and adversity commonly faced by WEs, in order to develop successful rural homestay businesses.

REFERENCES

- Adhabi, E., & Anozie, C. B. (2017). Literature review for the type of interview in qualitative research. *International Journal of Education*, 9(3), 86-97.
- Ariffin, A. S., Baqutayan, S. M. S., & Mahdzir, A. M. (2020). Enhancing women entrepreneurship development framework: Policy & institution gap and challenges in the case of Malaysia. *Journal of Science, Technology and Innovation Policy*, 6(2), 22-33.
- Basit, T. (2003). Manual or electronic? The role of coding in qualitative data analysis. *Educational research*, 45(2), 143–154.

- Bedford, S. (2017). Growth mindset and motivation: A study into secondary school science learning. *Research papers in education*, 32(4), 424–443.
- Brush, C. G., De Bruin, A., & Welter, F. (2009). A gender-aware framework for women's entrepreneurship. *International Journal of Gender and Entrepreneurship*, 1(1), 8-24.
- Chandra, Y., & Shang, L. (2017). An RQDA-based constructivist methodology for qualitative research. *Qualitative Market Research: An International Journal*, 20(1), 90-112.
- Caparros, B. M. (2018). Trekking to women's empowerment: A case study of a female-operated travel company in Ladakh. *Gender equality and tourism: Beyond empowerment*, 57-66.
- Cui, J., & Bell, R. (2022). Behavioural entrepreneurial mindset: How entrepreneurial education activity impacts entrepreneurial intention and behaviour. *The International Journal of Management Education*, 20(2), 100639.
- Dan, N., & Shimizu, T. (2022). Effective Resources to Mobilize Women Entrepreneurship: A Success Case Study of Family Tourism Businesses in Tioman Island, Malaysia. *Sustainability*, 14(15), 9133.
- Figueroa-Domecq, C., De Jong, A., & Williams, A. M. (2020). Gender, tourism & entrepreneurship: A critical review. *Annals of tourism research*, 84, 102980.
- Figueroa Rosalina, P. D., Dupre, K., & Wang, Y. (2021). Rural tourism: A systematic literature review on definitions and challenges. *Journal of Hospitality and Tourism Management*, 47, 134-149.
- GEM (Global Entrepreneurship Monitor) (2023). Global Entrepreneurship Monitor 2022/23 Women's Entrepreneurship Report. Available at <https://www.gemconsortium.org/report/gem-20222023-womens-entrepreneurship-challenging-bias-and-stereotypes-2>
- Gligor, D. M., Esmark, C. L., & Gölgeci, I. (2016). Building international business theory: A grounded theory approach. *Journal of International Business Studies*, 47, 93-111.
- Halim, N. (2018). Empower the Women Entrepreneurs through Community-Based Tourism Case Study of Women Handicrafts Entrepreneur in Setiu, Malaysia. PROCEEDING THE 8 RURAL RESEARCH AND PLANNING GROUP INTERNATIONAL CONFERENCE:" Innovations of Rural Development For Implementing Sustainable Goals",
- Kelly, E. L., Moen, P., & Tranby, E. (2011). Changing workplaces to reduce work-family conflict: Schedule control in a white-collar organization. *American Sociological Review*, 76(2), 265-290.
- Harvey, J., & Powell, J. (2020). Factors influencing the implementation of self-management solutions in healthcare: an interview study with NHS managers. *British Journal of Healthcare Management*, 26(3), 61-70.
- Khoo, C., Yang, E. C. L., Tan, R. Y. Y., Alonso-Vazquez, M., Ricaurte-Quijano, C., Pécot, M., & Barahona-Canales, D. (2023). Opportunities and challenges of digital competencies for women tourism entrepreneurs in Latin America: a gendered perspective. *Journal of Sustainable Tourism*, 1-21.
- Obilor, E. I. (2023). Convenience and purposive sampling techniques: Are they the same. *International Journal of Innovative Social & Science Education Research*, 11(1), 1-7.
- Petrescu, S. H., Lazar, A., Cioban, C., & Doroftei, I. (2017). Semi-structured interview. *Qualitative Research in Regional Geography: A Methodological Approach*, 37-50.

- Rhew, E., Piro, J. S., Goolkasian, P., & Cosentino, P. (2018). The effects of a growth mindset on self-efficacy and motivation. *Cogent Education*, 5(1), 1492337.
- Ting, H., Lim, T. Y., de Run, E. C., Koh, H., & Sahdan, M. (2018). Are we Baby Boomers, Gen X and Gen Y? A qualitative inquiry into generation cohorts in Malaysia? *Kasetsart Journal of Social Sciences*, 39(1), 109-115.
- Woldesenbet Beta, K., Mwila, N. K., & Ogunmokun, O. (2024). A review of and future research agenda on women entrepreneurship in Africa. *International Journal of Entrepreneurial Behaviour & Research*, 30(4), 1041-1092.

Appendix A

Table 1 shows the main themes and sample quotations from the interview data (Themes for 6Ms Model)

Themes	Quotations
Motherhood	"... when my husband was still alive, the two of us managed it... And then, of course, my husband helped at that time, only two of us...."
Money	"... if you want to have enough income to sustain or provide enough for the family, ... you [need at least] one group a week... If you have one or two, [that's] enough to supplement your income ... during [the] pandemic, we also received cash from the state government and federal... a grant or cash incentive."
Markets	"... we have guests, especially from outside.... we received plenty of guests from England, the USA, Germany, Australia, and Sweden. Students [and] youngsters like those from Japan, secondary school students... [and middle-aged] European visitors."
Meso-Micro Environment	"We have to employ within the kampung... some of these homestay operators in the kampung go out and approach the tour agency. But I feel that I cannot handle the flow of the people. I cannot handle by myself because all my children are not here. I'm basically alone handling the whole thing. So, I depend so much on relatives."
Management	Actually, when we first started, we had to go for courses. ... because that is the requirement of the ministry. In a way, it helps us to know how to deal with outsiders... it is essential as a homestay operator.
(Growth) Mindset	"[We can give] visitors [more] choices, see what activities each individual homestay can provide. Those who are unemployed should take homestay as a business... not only do you let people stay, ... but you can [provide] transportation and things like that. You can be a tour guide. There are many roles and many angles that we can look at within this business."

11. Rinjani Geopark Tourism Marketing Strategy, East Lombok District

Hardiana Widyastusi¹, Arief Furqon¹, Rindah Febriana Suryawati², Rahmat Yuliawan²

¹IPB University, ²Universitas Airlangga

*Corresponding Email: rahmat.yuliawan@vokasi.unair.ac.id

Keyword: Rinjani Geopark, IFE EFE Matrix, QSP Matrix, Marketing Strategy.

ABSTRACT

Rinjani Geopark Tourism is one of the tourist spots in West Nusa Tenggara Rinjani Geopark Tourism is directly managed by the Minister of Tourism of Indonesia Especially East Lombok District. However, the intensity of tourists that had visited Rinjani Geopark is considerably low. This study aimed to identify the internal and external strategic factors of Rinjani Geopark Tourism, formulate various alternative marketing strategies, and determine the priority of other possible marketing strategies that can be implemented by Rinjani Geopark. This study was conducted in Januari – March 2023. The respondents in this study were from the Minister of Tourism East Lombok. and the Agency for Regional Development (BAPPEDA) of East Lombok. The methods used in this study are descriptive analysis and three stages of strategy formulation analysis. The analytical tools used are the IFE matrix, EFE matrix, IE matrix, SWOT matrix, and QSP matrix. Based on the IFE matrix analysis results, the main strength concluded of Rinjani Geopark as a tourist spot is geopark Based tourism which prioritized education, conservation, and culture, while the main weaknesses are the lack of management skills in digital marketing & public speaking. In the EFE matrix results, the main opportunity is government support, while the main threats are the competitor tourist spots that are more known to the public. Based on the results of the IE matrix analysis, Rinjani Geopark Tourism was in the process of growing and developing. Based on the SWOT matrix analysis, six alternative strategies were obtained. The strategic priority resulting from the QSP matrix analysis is to build and improve the quality of infrastructure.

12. Exploring the Cultural Heritage Significance of Traditional Alcoholic Beverages of CALABARZON Region

Hazel Maree B. Juanillas, Ph.D.*¹, Daryl Ace V. Cornell, Ph.D.²

¹Hazel Maree B. Juanillas, Ph.D., Laguna State Polytechnic University Los Baños Campus, Philippines

²Daryl Ace V. Cornell, Ph.D., Polytechnic University of the Philippines, Philippines

*Correspondence E-mail: hazelmareejuanillas@gmail.com

Keywords: Alak Sa Sasa, Cultural Heritage, Gastronomic Identities, Lambanog, Traditional Alcoholic Beverages.

EXTENDED ABSTRACT

With the continuous threats on the production of *lambanog* and *alak sa Sasa* due to aging knowledge bearers like *mangangarit* and cook, changing weather patterns, and 2019 methanol lambanog poisoning, this case study seeks to investigate and protect traditional alcoholic beverages in selected provinces in the CALABARZON region to develop a safeguarding plan.

The researcher used guide questions adapted from both the Cultural Mapping Template of the USTGS-CCPET (2017) and the NCCA Cultural Mapping Toolkit to identify the gastronomical identities, cultural significance and challenges encountered by interviewing 11 key informants identified through purposive and snowball sampling.

Results revealed from 11 key informants that although lambanog and alak sa Sasa utilized the same process of fermentation and distillation, they had varying raw materials, harvesting and production techniques, and terminologies based on geographical location and resources available. Moreover, challenges like negative image, changing weather patterns, natural disasters, and aging knowledge bearers are encountered by the producers.

LITERATURE REVIEW

Traditional Alcoholic Beverages

To most of the civilizations that existed, the fermentation process is a traditional process to conserve, produce, or transform foods and beverages. Fermented foods and drinks have occupied an integral part of the culture and traditions of many ethnic communities throughout the world (Deak, 2007, cited by Narzary et al., 2016). It is an inexpensive technique used by ancient societies and civilizations for food preservation, along with the enhancement of nutritional and sensory values of food. It came from our ancestors' keen observation of leftover and spoiled fruits and learned to cultivate it into edible food and beverages. The first by-products of fermentation are fermented rice, barley, grapes, and honey, the firsts of known alcoholic beverages.

World Health Organization (WHO, 2018) regarded the mentioned beverages as traditional alcoholic beverages. They are included on unrecorded alcoholic beverages, or alcoholic beverages not accounted for in official statistics on alcohol taxation or sales in the country where it is consumed because it is usually produced, distributed, and sold outside the formal channels under government control. Egea et al. (2016), further explained that traditional alcoholic beverages are homemade, informally produced beverages at the local or family level and Abegaz, et. al. (2002 cited by Thomson, 2013) added to this and said that these are indigenous to a particular area developed using old-age techniques and locally available raw materials.

Lambanog

Lambanog is a refer to as coconut vodka (Ascan et al., 2010), is an alcoholic beverage produced in the Philippines. It is known for its strong point that customarily bring 80 to 90 proof substitutes (Banaag et al., 2018). Moreover, it is a very popular drink among men and women in rural areas of Southern Tagalog particularly the Quezon, Laguna and Batangas provinces. It was stated that lambanog production has been in business since 1908 (Velasco, 2013), but remains a small-scale industry.

There are several research studies conducted focusing on lambanog. Banaag et al., (2018) focuses their research on the economic impact of lambanog to the tourism of Batangas City. It utilizes quantitative descriptive method to determine the economic impact in terms of job opportunities, tax revenue and growth of the industry. It reveals that there is high economic impact on job opportunities, tax revenue and growth of the industry, implying the economic benefit that lambanog brings to a city or municipality on where it is produced.

Another study was conducted which covers the status and strategic directions of lambanog in Liliw Laguna (Ascan et al., 2010). Through descriptive analysis it was revealed in the study that most of the lambanog businesses are family-owned and operated as a micro-scale enterprise. The production ranges from 11-36 gallons per week and distributed to different barangays within the town and the nearby towns.

Piañar (2020) examines the short story of Alejandro Roces entitled *We Filipinos are Mild Drinkers* and mentions about the lived practices in the consumption of lambanog. This starting from the use of lambanog as an alternative medicine, a part of ritual and respect to nature, a common way of consuming lambanog with calamansi dipped in salt.

Alak sa Sasa

Alak sa Sasa is a distilled liquor from fermented nipa sap. Studies conducted in relation to alak sa Sasa is very limited. Almario-Desoloc (2018) used the term nipa lambanog on his qualitative case study research which is focused on the sustainable enterprise of nipa lambanog amidst environmental and structural constraints. It was revealed that producers of nipa lambanog have encountered natural disasters like climate change, flooding, and nipa palm trees getting older. Moreover, the structural constraints

encountered includes absence of organizations exclusive for lambanog makers, no formal training for lambanog makers, prohibition to cut trees for used as wood, no stable income and no fixed price of sasa lambanog, expensive price of modern equipment and shortage of bualaw or rice hull for fuel.

Ocampo and Usita's (2014) experimental study on improving the quality of nipa wine intends to determine what fruit juices can be added to nipa wine to improve its quality. It identified mulberry juice, calamansi juice and pineapple juice as the treatments of preparation. Mulberry emerged as the most preferred sample by the respondents.

Gastronomic Identities

Culture varies from one place to another. This is due to the factors of geography, history, climate, survival struggles and lifestyle (Long, 2004 cited by Oktay & Sadikoglu, 2018). It was mentioned that gastronomic identities of a country arise not only from the availability of a certain food in a certain geographical area, but also from the intercultural exchanges that have taken place during the migrations of certain people and the social conflicts faced over centuries (Comandini, 2021).

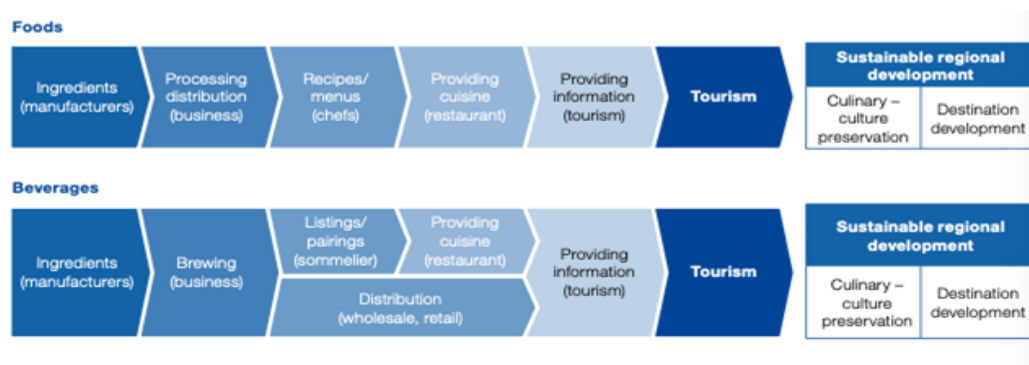
But aside from the factors mentioned, Tamang & Kailasapthy (2010) added food preferences and availability of plant and animal sources affect the conception or identity. On the other hand, McWilliams (2007) mentioned religion, dietary laws, customary beliefs as the source of gastronomic identity. When these factors are combined, it clearly presented the factors that are said to mold a society, which at the same time, affects the kinds of food or beverages prepared in a community.

Philippines, geographically located in Asia-Pacific region, where countries are suitable in rice cultivation due to its tropical climate (Jung et al, 2012), is an agricultural country where 40% of the labor force is dedicated to farming, fisheries, livestock, and forestry (Elegado et al., 2016). This gives way for country's produce to consists of rice, corn, bananas, coconut, sugarcane, rubber, mango, pineapple, and cassava, this also make up majority of the ingredients used in production of traditional alcoholic beverages which are rice, coconut, and sugarcane.

One of the studies conducted related to gastronomic identity is the study of Kemer (2021). It focused on identifying the role of agricultural products in establishing gastronomic identity in Nigde, Turkey. To attain this, the researcher utilized qualitative research design and investigated by a conduct of interview questions. Nigde potato emerged to have significant contribution in the gastronomy tourism, increase agricultural production, sustainability, and economic contribution. Due to the soil structure and climate in the Nigde province, potatoes produced in their area differed according to taste, variety, nutrition, and health. To safeguard this, the researcher proposed the protection and sustainability of Nigde potato by focusing on environmental protection, conducting soil analysis, finding market for farmers, improvement of studies, supervision, and support to the farmers, focus on advertising, promotion, festival, branding and need for support from local government.

Another research focused on Gaziantep, a city rich in cultural heritage due to its deep-rooted history. Researchers, Suna and Alvarez (2019), aims to explore the attributes of the gastronomic identity of Gaziantep as a tourist destination by looking into the six dimensions of the gastronomic identity from Lai et al., (2018) including geographic environment, food culture, food as a lifestyle, food quality, dining places/ restaurants and food activities, and concept adapted from Resource-based view (RBV) theory. In the study, quantitative approach was utilized and gathered data using online questionnaires with their respondents chosen through snowball sampling. Based on the findings, dining places/ restaurants and food culture forms the gastronomic identity of Gaziantep. Moreover, it was found out that locals have a more favorable perception of the quality of food and variety of activities provided in the city due to their awareness of the city's gastronomic activities.

Figure 1: Gastronomy Tourism Value Chains for Food and Beverages (UNWTO, 2019)



It was therefore recommended that management of destination's brand may be further investigated and that view of the different stakeholders may be considered before the development of gastronomic identity of a destination to carefully examine any potential gaps in their respective perceptions. Since the study is also limited to tourist and residents, other research may include influential stakeholders like local government and private sector. In this study, the gastronomy tourism value chains for food and beverages (UNWTO, 2019) were utilized as a framework to identify the gastronomic identities of traditional alcoholic beverages seen in Figure 1.

Cultural Heritage Significance

Gastronomy products are included on representative list of intangible cultural heritage of humanity. Intangible cultural heritage was defined by UNESCO (2003) as practices, representations, expressions, knowledge, skills as well as instruments, objects, artefacts and cultural spaces associated with communities, groups or in some cases individuals recognize as part of their cultural heritage. This is manifested in oral traditions and expressions, performing arts, social practices, knowledge, and practices and traditional craftsmanship.

Romagnoli (2019) discussed food heritage as knowledge of food and culinary skills communities consider as their shared legacies, common social practice. It also encompasses wide range of socio-cultural aspects

from agricultural products, different dishes and cooking utensils to manner of eating, drinking, and sharing meals. Almansouri et al., (2021), on the other hand, conceptualized three dimensions related to food heritage. This included legacy, people, and place. Legacy focused on inheritance, authenticity of the recipe and cooking and heritage good is subject to cultural and societal influences. Place and people, on the other hand, focused on the locality of ingredients and knowledgeable chefs representing the culture, respectively.

In Philippines, studies (Alix, 2007; Antonio and Ancheta, 2014; Bandonill et al., 2009 cited by Hipol and Alma-in, 2018; Manzano, n.d.) mentioned few details regarding the cultural relevance of the local traditional alcoholic beverages. On the study by Bandonill et al., (2009 cited by Hipol and Alma-in, 2018) tapuy, a rice wine from the north, is highly associated with the culture and tradition of Cordillera people including the Benguet Ibaloi tribe where it is consumed as part of their fiestas, weddings, harvesting ceremonies and various cultural affairs. While Antonio and Ancheta (2014) described Basi, an alcoholic beverage from wine mentioned Basi's large contribution to Ivatan's culture and way of living. It was also mentioned that basi was introduced to Ilocanos in 17th century and from then on it become their main source of living. Basi also has ritualistic functions as it is part of their birth and death, love and marriage and victory and defeat rites. And with the Spanish authorities regulating the processing of Basi just like what they did with tobacco, the abolition of Basi making meant like abolition of their life. This resulted to what now is known as Basi Revolt in 1807 (Antonio and Ancheta, 2014).

Mercado and Zerrudo (2018), on the other hand, focused their study on Lomi, a Chinese-inspired noodle which started in Lipa City. This study similarly aims to develop a safeguarding plan for the culinary heritage of lomi in Lipa City, Batangas by identifying the different significant aspects of lomians in terms of sociocultural identity of Lipa City based on historical, culinary, aesthetic, economic, social and symbolic aspects; discuss the issues related to the transmission of cooking lomi; determine how Lipeños transmitted Lomi's culinary tradition from one generation to another; identify the efforts of the different stakeholders in conserving this culinary traditions and determine the practices pertaining to gastronomic identity of lomi in terms of its raw ingredients, materials, process of cooking, preparation, and presentation.

The Australia ICOMOS Charter for Places of Cultural Significance commonly referred as The Burra Charter (2013) proposes sets a standard of practice for owners, managers, custodians and others who provide advice, make decisions about, or undertake works at places of cultural significance. Aside from definitions, conservation principles, process, practices and guidelines, it also includes philosophy and methodology for conservation which combines the management of places of cultural significance to the assessment of cultural values and preparation of a statement of significance.

Cultural significance was defined in The Burra Charter as a concept that helps in estimating the values of places which are likely to be of significance which help an understanding of the past, enriching present and will be a value to the future generations. While culture was defined by UNESCO as a term that covers

societal structure, languages, belief systems, institutions, technology, art, foods and traditions of groups of people, significance is defined using aesthetic value, historic value, societal value and scientific value (Australia ICOMOS, 2013). Aesthetic refers to the sensory perception while historic value refers to historic events, figures and phases. Social values are about embracing the qualities for which place is a focus of spiritual, political, national or other cultural sentiment. Lastly, Scientific Value depends on the importance of data, rarity, quality or representativeness and ability to contribute substantial information.

On the research by Mercado and Andalecio (2020), these three of four terms are used and added by culinary, agricultural, economic, health, spiritual and symbolical aspects in describing the cultural significance of *pancit* in Philippine culinary heritage. It is under the one of the two dimensions of Heritage Documentation Approach, that highlights the value of culinary tradition in terms of historical, culinary, agricultural, aesthetic, economic, health, spiritual, social and symbolical significance. While culinary heritage documentation identifies a culinary tradition's raw materials, sources of raw materials, selling points of raw materials, cooking materials and equipment, process of cooking, consumption and recycling and disposal of waste.

RESEARCH METHOD

This study utilizes case study strategy, which is defined as a qualitative design in which the researcher explores in depth a program, event, activity, process or one or more individuals (Creswell, 2014). This was adapted for its suitability to provide an in-depth understanding on the narratives pertaining to the gastronomic identities, cultural heritage and challenges encountered by the producers of traditional alcoholic beverages.

The study used purposive sampling to identify its key informants. In this type of sampling method, the researcher chose participants of the study based on the criteria set in order to ensure that key informants to be interviewed have direct knowledge, or participation on the study being undertaken. The selection criteria were set for the study to really look deep into the subject based on their experience, knowledge and expertise when it comes to the production of traditional alcoholic beverages. The study's key informants were chosen based on the following criteria: 1) they must be producers of lambanog or alak sa Sasa; 2) they must have their own production area, or lutuan and source of coconut called *karitan* or nipa farm; 3) producers must be at least 30 years old or more in the business operation; 4) the tangible and/or intangible cultural heritage must be passed down at least two or three generations, whether they are direct descendants or in-laws.

Since there is still a lack of sample size, snowball sampling was additionally employed, wherein one key informant identified another, who identified another informant, resulting in an expanded sample size. Among the initial pool of participants, a total of 14 individuals were initially identified for potential inclusion in the study. However, it is noteworthy that only 11 of these individuals ultimately granted their consent to participate in the interview process. There are five (5) women and six (6) men. Among them,

six (6) participants allowed a face- to-face interview, two (2) through a video conferencing, two (2) through call, and one (1) through text. The eight (8) participants interviewed are the owner of the business, while the two (2) are family members of the owners, and one (1) is a tourism officer where the traditional alcoholic beverage is present.

To fully understand the gastronomical identities, cultural significance and challenges encountered, a qualitative collection method was employed by the researcher. In the conduct of in-depth interview, the researcher was guided by the Cultural Mapping Template of UST Graduate School – Center for Conservation of Cultural Property and Environment in the Tropics (USTGS – CCPET, 2017) and NCCA Cultural Mapping Toolkit (2019).

To ensure that the research is done ethically, it accomplished permission from appropriate authorities. This is done through submission and accomplishment of letters received and acknowledged by city and municipality personnel. There is no conflict of interest between the researcher and the key informants, and it was assured that there was no personal benefit following the completion of the study. Moreover, the key informants were assured that information gathered during the data gathering was kept confidential. This was presented through the composed letter of invitation submitted to key informants and respondents. This letter outlined the objectives of the study, data privacy clause and statement that emphasized the confidentiality and exclusivity of results to the academe.

Figure 2: Researcher’s Conceptualized Method of Thematic Analysis



Thematic analysis which is the data analysis used in this research was defined as searching across a data set to identify, analyze and report repeated patterns (Braun and Clarke, 2006 cited by Maguire & Delahunt, 2017). Specifically employing the inductive approach, the researcher focused on the dataset gathered as the starting point and allows themes to surface based on the data-driven exploration. Illustrated in Figure 2 is the conceptualized method of thematic analysis by the researcher. As presented, the analysis started with the preparation of data through transcription and translation of interview results and other field notes. Through repeated reading, taking notes and analysis the participants’ responses, the researcher was able to familiarize the data. Using spreadsheet application, the responses were categorized to formulate initial codes. After the first run of coding, a review was done to identify which ones can be combined leading to the revisions of codes. After this review, Quirkos, a qualitative data analysis software was utilized to establish themes which is finally analyzed and defined.

RESULTS

Gastronomic Identities of Traditional Alcoholic Beverages

Ingredients used in the identified traditional alcoholic beverages, lambanog and alak sa Sasa, are coconut sap and nipa sap, respectively. Sap collected from coconut (*Cocos nucifera* L) and nipa palm tree (*Nypa fruticans*) would undergo the process of fermentation by storing them in large blue cylinder drums. As coconut and nipa sap are the sole source of sugar needed in the fermentation, it gives characteristics and flavor notes which makes it different from one another. From these, an oyster-white colored liquid called Tuba will be produced.

When key informants producing lambanog were asked on how often they collect coconut sap, Participant 2, Male, fourth generation owner, from the province of Quezon, stated that:

“...may season siya gawa nung pag harvest nung tuba, yung season nya is May. May kasi yun yung mainit and mas madali sa mga mangangarit manguha ng tuba kasi mas marami yung production nya” (...there is a season when tuba is harvested, the season is May. It's because it's hot and it's easier for the harvesters to pick tuba because there has more production.)

For alak sa Sasa, on the other hand, one of the key informants, Participant 5 (Male, second generation owner) from Quezon province described:

“...kapag season siya, yung season ng August tapos September yan kalakihan ng tubig yun, pero pag ganitong October November December wala na. Yan kasing tubig po sumasabay sa buwan, pag malaki ang buwan malaki ang tubig. Kapag hati yung buwan hati rin ang tubig.” (...during seasons in August to September. During that time, the water is high but like these months of October, November, December, it's not. The water here changes according to month. When water is high, the moon is big, when the moon is half, water is low as well.)

Karitan, what lambanog producers refers to as coconut farms, are designated areas for gathering coconut sap, is mostly decorated with bamboo poles nailed horizontally to help and guide the mangangarit, or coconut tappers, in collecting coconut sap. Key informants would mostly rely on their own lands to source their raw materials but would outsource from other farms on cases that their coconut trees were damaged by consecutive storms and typhoons. This is the same for the nipa palm farms of producers of alak sa Sasa.

Presented in Table 1 is the list of materials and equipment used in the production of lambanog and alak sa Sasa. Production areas for lambanog have mostly embraced modernization especially due to their adherence to Food and Drug Administration's policy seen on the as concrete pathways and white tiled bottling rooms. While for the production areas of Alak sa Sasa, it is a mix of old and modern production areas. One of key informants utilized an old-age still and cooking place, remaining committed to their ancestral traditions. The area was filled with rustic charm, with cooking equipment nestled in the ground and surrounded by a rich plantation of nipa. While the others are also starting to adapt modernized facilities for cooking, bottling and packaging.

Table 1: Materials and Equipment Used

Associated utensils	equipment/	Lambanog	Alak sa sasa
Cutting device		Karit	Karit
Collected sap container		1.5 L Soft drinks bottle	Bamboo
Fermented sap container		Blue cylinder drum	Tapayan
			Blue cylinder drum
Cooking equipment		Stainless still, Kaldera	Tuong, Tumbok
		Firewood	Bualaw
Cooling system		Water tap	Water pump
		Sediment filter, cheesecloth, cotton	Sediment filter
Packaging and bottling		Clay jar, dipper	Pitcher and funnel
		Capping machine	Capping machine
		Filling tank	Filling tank
Measuring device		Alcometer	Alcometer
		alcohol cylinder	alcohol cylinder

Both the mangangarit of tuba for lambanog and alak sa sasa use a specific kind of knife called karit to harvest sap. The karit has a curved blade and a wooden handle and is typically used for cutting grass. The sap is collected and stored in containers.

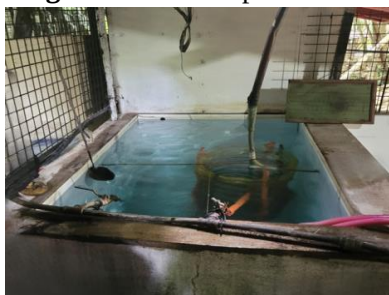
For the production of lambanog, the mangangarit uses a 1.5 liter recycled plastic soft drinks bottle, which is a replacement for traditional bamboo containers. Mangangarit opted to replace them with recycled plastic bottles due to the susceptibility of bamboo containers to be displaced by severe winds. As a result of its excessive weight, breakage may occur, necessitating the replacement of the item. While in the collection of nipa sap remains the use of bamboo containers. The difference in the height of the trees plays a role on this difference.

Figure 2: Tapayan

After the saps are collected, they will undergo fermentation and be kept in blue colored cylindrical drums. One participant would integrate this with a locally known clay container called tapayan, as shown in Figure 2.

Figure 3: Kaldera

One participant, producing alak sa Sasa in Infanta, Quezon used a crafted stainless steel they referred to as kaldera seen in Figure 3. This shows how traditional the production stays even with all other producers would use the modernized stainless still pots. One thing common on them is the use of firewood and alternatives in cooking. Since distillation process would take almost 8 hours, the use of LPG or gas would entail large production cost. But on some areas in Quezon Province, the Department of Environment and Natural Resources (DENR) prohibited the use of firewood. This led the majority of the participants to use this fuel source alternative called bualaw, a local term for rice hull.

Figure 4: Water tap condenser

In the distillation process, the fermented sap are cooked in a temperature low enough for vapor to rise. This vapor will travel to the hose which will undergo the process of condensation, that will turn the gas into liquid. Interestingly, the condensation was observed to be different on two traditional alcoholic beverage. Producers of lambanog created an area where the hose will be submerged into running tap water to cool the vapor seen in Figure 4, while producers of alak sa Sasa would get their water from the mangroves and use motored water pump to suck the water and continuous cool down parts of the hose.

Figure 5: Receiving of distilled spirit



Figure 5 presents the difference between the lambanog and alak sa Sasa's procedure in receiving their end product. On the left presented the producers of lambanog using cheesecloth, cotton to filter the distilled spirit continuously received by the claypot cemented on the floor where a plastic dipper will be used to gather the liquid and transfer it to another container. While on the right presented how producers of alak sa Sasa would use plastic pitcher to receive the hot distilled spirit. Once the distilled spirit reached the 18-liters mark, it was the time to assess its potency. With great anticipation, the alcometer, which is a must to all alcoholic beverage producer, was carefully dipped into the still warm lambanog, poised to detect the alcohol content. Once the 80-proof was achieved, the precious beverage is carefully moved to fill to its brim the storage tanks. And finally, on the bottling and capping, both used modernized equipment including storage cylinders, tanks, bottling machines, and labeling equipment.

Both lambanog and alak sa Sasa would use the same procedure on the fermentation and distillation. They only vary on how coconut and nipa were harvested and the number of days they are fermented. This indicates that even if they have the same procedure, given that their raw material source is different, but so as the culture, and geographical location.

The collection of coconut sap for lambanog is tough and dangerous due to the height that the mangangarit must climb with bamboo poles as their sole guidance to proceed from one tree to the next, while the collection of nipa sap is methodical and extremely detailed. Before a mangangarit can extract sap from a coconut tree plant, a few preparatory steps must be taken. The mangangarit would do "pagpupungos" or trimming of the heart of coconut tree in the afternoon, place the 1.5L plastic container to collect the flowing sap and collect them in the morning. One of the respondents stated that:

"Una pagkuha ng mga tuba, iipunin yun mga siguro sa isang malaking lagayan. Pagka nakapuno ka na don sa pinaka, na meet mo na yung dami nung kayang ilagay don sa lagayan, ay pwede mo na syang lutuin, halimbawa nakakakuha ka na sa isang araw ng halimbawa eh kaya mo ng mag produces ng isang gallon pwede kac na lumuto." (First, in getting the tuba, it will be collected in one big container. When you can fill the container and when you meet the quantity that can fill the container then you can already cook it.)

On the other hand, the collection of alak sa Sasa, the process of collection starts with the so-called “*pagtitindak*.” This is a technique that producers learned from their ancestors and is described as the gentle yet purposeful act of kicking and carefully shaping the nipa plant for 8 weeks to produce sap, was done. Just like *pagpupungos* the same trimming procedure, the producers in the province of Quezon have the different term for this. Locally called “*pagsasangit*,” will be done with nipa plant in the afternoon before placing the bamboo containers and collect them in the morning. Fermentation of lambanog ranges from 1 to 3-4 days while alak sa sasa would all wait for 3-4 days.

Most of the time, lambanog and alak sa Sasa was mainly consumed within their area during local celebrations, festivals, parties, and events. Majority of the producers would sell their products directly to the consumers who would visit their area while others started to reach wider audience through the distribution of production through local stores and resellers. Unlike other traditional alcoholic beverages in the market, most of alak sa Sasa were distributed through wholesale and will be sold to consumers through large drums, allowing them for reselling and self-branding.

Both lambanog and alak sa sasa, from collection to production and even post-production, generally generate no waste. Instead, the whole process would repurpose materials considered waste from others and utilize them in the production process.

In the collection process, they would even repurpose 1.5-liter plastic bottles instead of traditional bamboo containers. This method is not only environmentally friendly but also helps to reduce the need for cutting down bamboo trees for continuous use. Some would consider the so-called “*bating*,” the initial 350 ml yield of the distillation process, to be wasteful during production due to its high alcohol content. During the pandemic period, some neighbors requested the bating to create a medicinal liquid for nerves and *pasma*, while others used it as an alternative to alcohol.

A small amount of liquid residue remains within the confines of the still pot after the production process is complete. Two key informants discard the residual tuba in the canal or marsh, but instead of considering it a waste, the rich residue provides nutrients to the body of water next to their production area.

“*Bualaw*,” also known as rice hull, is another repurposed waste material. Since the Department of Environment and Natural Resources (DENR) banned cutting trees for cooking alak sa sasa, resourceful producers have found an alternative resource through *bualaw*. One of the current owners of the alak sa Sasa establishments introduced the producers in their province to the use of *bualaw*, which is the coating on a seed or grain of rice. They would buy them from stores and use them for the cooking process. One participant revealed that farm owners can still re-use burnt *bualaw* after the cooking process, as they purchase it for five pesos per sack and mix it with chicken manure on their poultry farms to reduce foul odor and flies.

Cultural Heritage Significance of Traditional Alcoholic Beverages

Lambanog is a traditional alcoholic beverage from the Philippines believed to have existed before Spanish colonization. The majority of those interviewed stated that it has a very long history and existed before the arrival of the Spanish in the Philippines. Lambanog is a Philippine native alcoholic beverage and has even contributed to the development of other traditional alcoholic beverages in other countries. When the key informants were asked about the origins and the development of lambanog, one thing that emerges is the lack of narratives. Since majority of the producers and operators of lambanog are already the second and third generation away from their ancestors, they cannot recount the tales related to lambanog. This led the researcher to review archives and available literature.

To unveil how lambanog started in the Philippines, the first literature read by the researcher is the article by Meza (2015) which focused on the vino mezcal which is a traditional wine of Spain and the beverage they termed as vino de coco, or lambanog. This sheds light how vino de coco has a large contribution on the creation of vino mezcal. It was stated on the article that by 1569, the first coconut trees were imported from the Solomon Islands and planted Nueva Galicia now known as Colima Mexico. However, Spanish explorers only brought coconuts with them since it provides them fresh food and water on board. Not until 16th century did Spanish explorers return with Indio Chinos, or mistakenly termed Chinese Indians who are in fact native Filipinos. This allowed them to learn how to utilize coconut fruit and produce wine through the knowledge of native Filipinos. It was mentioned that:

“La conquista de las Filipinas permitió a los españoles trasladar el cultivo de esas plantas a Colima, donde fomentaron su explotación trayendo aborígenes de aquellas islas para utilizar sus conocimientos de la producción del vino.” (The conquest of the Philippines allowed the Spanish to transfer the cultivation of these plants to Colima, where they encouraged their exploitation by bringing natives from those islands to use their knowledge of wine production).

The production of Alak sa Sasa, on the other hand, has a more detailed history and was mentioned to have existed before the arrival of the Spaniards. However due to the monopoly imposed by Spaniards on the locally produced alcoholic beverages, it had to be hidden on the mangroves. The term "*putohan*" was used by locals to hide the production of the beverage, in local context, it is a place where traditional steamed rice cakes or puto are cooked. As mentioned by one of the key informants:

“Oo putohan. Ang tawag sa distillery nila nuon ay putohan dahil sinasabi ng mga Filipino. Gumagawa.. Nagluluto sila ng puto.” (Yes putohan. Their distillery used to be called putohan because the Filipinos say so. Doing.. They are cooking puto).

In the book entitled “State of the Philippines in 1810” by Tomas de Comyn, called alak sa Sasa before as a nipa wine, and described it as an exquisite beverage with a profound impact on the local culture. With the simple life that the people had many years ago, nipa wine played a role in gathering both the grand

and intimate. It was said that nipa wine is usually present when there are cockfights, games, and spirit of sacred union of two souls in matrimony.

When talking about alcoholic beverages, most the impression we have are its negative effects. But despite this, during the interview with the key informants, majority of them believed on the medicinal benefits of the traditional alcoholic beverages they produced, emphasizing the need for moderate consumption.

In the Infanta municipality-published literature (2020), Alak sa Sasa was used by traditional folk healers as *pambaynos* and to treat toothache. It was also used as an antiseptic to disinfect wounds and there were claims that drinking it could extend life. Lambanog, on the other hand, has the so-called "bating," the first 350 to 500 ml initial distillate which is blue in color and contains high levels of alcohol. In a Jessica Soho episode (2020), bating report to used as a sanitizer during the COVID-19 pandemic. The literature of Piañar (2020) based on Alejandro Roces' *We Filipinos are Mild Drinkers* mentioned lambanog as a medical alternative. Particularly done in the countryside, "fake healers" would use lambanog as an alternative substance for curing snake bites and high fever.

As for the key informants they, reported that lambanog improves sleep quality and produces a feeling of euphoria. But aside from its positive effects, consumption of lambanog and alak sa Sasa harbor negative effects as well. Due to its cheaper amount compared to other locally known drinks like brandy, gin and beer, consumption of lambanog and alak sa Sasa can be done in bigger batches.

When talking about social significance, it covers important events related to the area and local community. Sociological and social anthropological studies of food have centered on food cultures and the communal nature of social group eating practices. Filipinos enjoy drinking alcoholic beverages on every occasion, this is deeply rooted to our culture. This included drinking with a group in a circle, singing, sharing their stories, and celebrating important occasions. The traditional alcoholic beverages were enjoyed on important occasions, events, and when welcoming guests. The Tagayan Ritual of Quezon Province and Lambayok Festival in San Juan Batangas are the two festivities associated with the drinks. The Tagayan Ritual involves informal drinking group and is centered on the passing of lambanog. This is centered on the culture of "umpukan," a tagalog local term for gathering together. In this Tagayan ritual, the "tanggero," the person who opens the bottle, pour drops of lambanog in shot glasses and pass it towards the next drinker, is in the center of this group. Tanggero would say "Para sa demonyo" which means "For the demon" then whisked the lambanog to the ground. This is a gesture to appease the evil spirit or else, someone in the group will get intoxicated easily. Terms like "Na'ay po! (Here it is!) and "Pakinabangan po! (Make use of it, enjoy) are phrases that will be heard indicating the start of every tagay or shots (Mallari, 2019). Lambayok Festival highlights the municipality's three sources of livelihood, including lambanog, *palayok* or clay jar and *karagatan* or seas (San Juan Tourism, n.d.).

One participant also stated that alak sa Sasa was a way to get acquainted with other either to gain nice friends or bad acquaintances. Moreover, both lambanog and alak sa sasa were utilized to greet guests and

present Filipino's brand of hospitality. On the book of Jagor (1875), he described Filipino hospitality as abundant and far more extensive than that practiced in Europe, as evidenced by the fact that native Filipinos welcomed Spanish explorers with fish, crabs, and an abundance of mussels in various huts. The meals will then be washed down with palm wine before mats are laid out on the floor and the residents fall asleep together. In modern times, sipping lambanog as part of the Tagayan ceremony was the most hospitable means of greeting guests. The same was true for alak sa sasa, as the researcher noticed. They were provided a shot of alak sa sasa as a token of appreciation for visiting their community.

Aesthetic significance is defined as the physical consistency and appearance of the dish especially related on how raw ingredients are combined and on how it is consumed by the local community (Mercado & Andalecio, 2020). It was mentioned that both lambanog and alak sa Sasa have a transparent look when inspected. Alak sa Sasa has a spicy and sweet aroma, while lambanog has a hint of coconut aroma. The literature of Infanta municipality noted that when alak sa Sasa is created properly, it has a pleasant flavor with no trace of bitterness and an alcohol pulsating sensation from the throat to the stomach. One would instantly feel the heat throughout the body and on the cheeks after consuming a single drink.

It was mentioned that the production of these drinks generates income, employment opportunities, and attracts tourists. The production of lambanog in particular has helped the local families with their daily expenses, education, and other business enhancements. Additionally, lambanog is also a popular souvenir among tourists visiting the area. The main source of livelihood for the communities in Quezon, Batangas, and Laguna provinces is the production of lambanog and alak sa Sasa. In Infanta Quezon, two agricultural activities where producers are engaged, in addition to the production of alak sa Sasa, tending to their rice fields.

During the interview with the key informants, beliefs and traditions were found to be associated with the process of obtaining the raw materials for lambanog and alak sa Sasa production. It is believed that coconut sap and nipa must be gathered in the morning and "*pagpupungos*," for lambanog, "*pagsasangit*," for alak sa Sasa, must be performed in the afternoon. One of the reasons for this is because the gathered sap from the tree would be low if the mangangarit failed to do any of these tasks.

While for the alak sa Sasa, before mangangarit could gather nipa sap, further preparations and labor were required, including "*pagtitindak*" or kicking of the nipa fruit. "*Pagtitindak*" or the kicking of the nipa fruit is a crucial phase in the collection of nipa sap; if skipped, it would be difficult to obtain the nipa sap. One of the key informants reported:

"Pag nag haharvest ng tuba, yan yung mga bunga, yan bago mgkaroon ng tuba ay within 2 months ay aalalayan mo pa yan ng every one- every one week or Sunday or basta every one week ay 2 buwan mo siyang kung tawagin namin ay tinitindak, para bang hinuhubog, hinuhubog sya para magkaroon ng tuba, para yung tuba nya ay lumabas. Dahil pag hindi mo sya ginanon pag pinutol mo tapos tama na yung gulang. Wala parin syang tuba." (When harvesting tuba, those are the

fruits. Before it will have “tuba”, it will take 2 months, but you will have to monitor every one, every one week or Sunday or every one week, it will need 2 months of the so-called “tinitindak” or shaping, shaping it so it will produce tuba. Because if you don’t and you cut it, even if it is matured, no tuba will be produced.)

Challenges encountered by Traditional Alcoholic Beverage Producers

Challenges faced by producers were identified. It was mentioned that majority of the key informants would use both modern and traditional equipment and materials in the production while other would stay using traditional ones due to lack of funds, and time.

But aside from this, producers also face the changing weather conditions that affect the supply of raw materials specifically the tuba from coconut and nipa. This highlights the need create programs and/or activities that will allow sustainable production of raw materials. Without the coconut and nipa, then it would also endanger the production of its by-products, lambanog and alak sa Sasa, included.

Due to the risky nature of the occupation of mangangarit, there is currently a decrease in numbers. One of the participants mentioned:

“Sa mga mangangarit. kase ngayon nga ang nagiging problema pa ay nawawala na yung mga mangangarit eh. wala ng nagmamana at wala ng may gustong mangarit kase nga delikado kagaya nalang dati hindi pinamana sakin dahil nga ayaw kaming paakyat at ngayon ang nangyare nga kumukuha nalang kami ng mga tauhan eh ngayon ang hirap ng makahanap kase nga yung iba wala na at ayaw na mangarit dahil nga wala ng nagmamana.” (The problem now is that the mangangarit are disappearing. No one inherits and no one wants to do it, because it's dangerous. Before in my case, it was not passed to me because my father doesn't want us to be climb the trees and so now, what happened is that we are only hiring staff. But it's still hard to find because the others are gone and don't want to bother because there is no one to inherit).”

The wholesaling process employed by the producers of alak sa Sasa also poses a challenge in the safeguarding of the traditional alcoholic beverages. This may string out to difficulty in tracing the origins of products distributed in the market, its authenticity and quality, thus affecting the whole image of the product in the market.

The on the conduct of the traditional event of Tagayan Ritual, a challenge also emerged based on the interview with one of the key informants. It was stated that:

“ah ngayon kasi parang wala na sila dun sa culture, parang sa ritual din po ng Tagayan... hindi na po na fofocus sa lambanog yung main drink.” (Right now it seems like they are no longer there in the culture, like the Tagayan ritual... the main drink is no longer focused on lambanog).

Through thematic synthesis, the systematic coding of data and generating descriptive and analytical themes (Nicholson et al., 2016), the qualitative data gathered, coded, and grouped together developed the themes emerged. The themes economic and livelihood support, traditional knowledge and practices, environmental impact and sustainability, tourism, modernization and advancement in the traditional production processes and regulatory and government support emerged based on the statement of the respondents as presented in Table 2.

Table 2: Themes Emerged

Themes			Sub-themes
Economic and livelihood support			Generates job for community Provide basic needs and expenses Primary source of employment
Traditional knowledge and practices			Checking of temperature based on instincts Traditional and manual harvesting of tuba Importance of time in harvesting tuba Traditional fermentation and cooking methods
Environmental Sustainability	Impact	and	Effects of weather conditions to supply and production No waste generated Waste from rice was used as a fuel to fire Reusing burnt rice husk as deodorizer
Tourism			Tourist souvenir Attract tourists
Modernization and advancement in the traditional production processes			Modernization of traditional practices Advancement in bottling processes Advancement in harvesting techniques Modernization of cooking equipment
Regulatory and Government support			Compliance on sanitary policies Processing and quality control of lambanog Promotion of lambanog Documentation and mapping initiatives

DISCUSSIONS

Based on the findings, the traditional alcoholic beverages, lambanog and alak sa Sasa, are made from coconut sap and nipa sap. Just like with other distilled beverages, both undergo the process of fermentation to produce tuba, oyster-white colored liquid, which is sweet with a hint of sourness that intensifies with time (Gregorio et al., 2020), before it undergoes the process of distillation.

Lambanog producers rely heavily on their coconut farms they refer to as *karitan*. Their production areas used a mixed of traditional and modernized materials and equipment from collection to packaging. The study conducted by Ojeda-Linares et al. (2020) examined the traditional fermented beverage of Mexico called "colonche," which is made from various species of cactus. The study identified that fermentation in clay pots is considered the most favorable method, as it enhances the sensory characteristics of the beverage. Some makers of alak sa sasa still utilize clay jars, which is consistent with the previous scenario.

Despite their scarcity, clay pots are nevertheless used in a traditional manner to maintain the authentic flavor that can be obtained from this.

Both lambanog and alak sa Sasa would use the same procedure on the fermentation and distillation. They only vary on how coconut and nipa were harvested and the number of days they are fermented. This indicates that even if they have the same procedure, given that their raw material source is different, but so as the culture, and geographical location. The distribution channels for these beverages mainly involve direct sales to consumers in the local area, but some producers have started reaching a wider audience through local stores and resellers. The waste generated during the production process is minimal, and materials such as plastic bottles and rice hulls are repurposed to reduce waste and environmental impact.

The historical significance of lambanog and alak sa Sasa is rooted in their long-standing presence in Philippine culture. Lambanog is believed to have existed before Spanish colonization and has contributed to the development of other traditional alcoholic beverages in other countries. The lack of narratives about the origins and development of lambanog is attributed to the generational gap between producers and their ancestors. However, historical records suggest that the knowledge of coconut spirit production was brought to Mexico by Filipino people, allowing for the simultaneous development of vino mezcal and vino de coco. This is aligned with the findings of the research conducted by Zizumbo-Villareal and Colunga-Garcia Marin (2007) which stated that the technology and knowledge on coconut spirit production were implemented by the Filipino people brought to Colima and made it possible for Mezcal and vino de coco to simultaneously develop.

Alak sa Sasa, on the other hand, has a more detailed history and was produced even before the arrival of the Spanish colonizers. It had to be hidden due to the monopoly imposed by the Spaniards on locally produced alcoholic beverages.

Both lambanog and alak sa Sasa have health significance, with claims of medicinal benefits when consumed moderately. Likewise, Golan et al., (2018) mentioned that wines when consumed moderately, play the role of being an antioxidant, lipid regulating, and to have anti-inflammatory effects. They have been used for various purposes such as treating toothaches, disinfecting wounds, and even as an alternative substance for curing snake bites and high fever. The study of Labajo (2010) mentioned that Filipino locals especially in remote town and barrios, use lambanog as a substance for medications and healing.

In terms of social significance, both lambanog and alak sa Sasa are deeply rooted in Filipino culture and are enjoyed on important occasions and events. They are associated with communal drinking practices, storytelling, and celebrations. The Tagayan Ritual and Lambayok Festival are examples of festivities that revolve around these traditional alcoholic beverages. They are also used to greet guests and showcase Filipino hospitality. Aesthetically, lambanog and alak sa Sasa have a transparent appearance and distinct aromas. They are known for their pleasant flavors and the sensation they produce when consumed. Economically, the production of lambanog and alak sa Sasa provides income, employment opportunities,

and attracts tourists. It was revealed on the study by Banaag et al., (2018) that Lambanog industry in Batangas City has high levels of economic impact in terms of job opportunities, tax revenue and growth of the industry. These traditional alcoholic beverages have become popular souvenirs among visitors. The agricultural significance of lambanog and alak sa Sasa lies in the process of obtaining the raw materials. Beliefs and traditions are associated with the collection of coconut sap and nipa, emphasizing the importance of specific timings and techniques. The production of these beverages is intertwined with other agricultural activities, such as tending to rice fields.

The challenges faced by producers in the production of traditional alcoholic beverages are identified in the input. One of the main challenges is the use of both modern and traditional equipment and materials due to lack of funds and time. While some producers are able to use modern equipment, others are still reliant on traditional methods. Additionally, the changing weather conditions affect the supply of raw materials, specifically the tuba from coconut and nipa. Similar to the findings of the study by Desoloc (2019), beverage production is very susceptible to climate changes. This highlights the need for sustainable production of raw materials to ensure the continuity of production. Without a steady supply of coconut and nipa, the production of by-products like lambanog and alak sa Sasa is also endangered.

Another challenge faced by producers is the decreasing number of mangangarit, the individuals responsible for climbing the trees and extracting the raw materials. The risky nature of the occupation has led to a decrease in numbers, with fewer people willing to inherit the profession. This has resulted in producers having to hire staff instead, but finding suitable individuals has become difficult.

Furthermore, the wholesaling process employed by producers poses a challenge in safeguarding the traditional alcoholic beverages. This can lead to difficulties in tracing the origins of the products, ensuring their authenticity and quality. This ultimately affects the overall image of the product in the market. Overall, these challenges highlight the need for support and intervention to ensure the sustainability and preservation of traditional alcoholic beverage production in Sasa.

Finally, the losing culture related to Tagayan ritual. Before lambanog, which is the local beverage produced in the Quezon province is the drink passed on during the festival, however, this has changed during the modern times where other alcoholic beverages were drunk during the festival. The less often we practice these traditions and culture, in no less of a time will we experience its disappearance. This is related to the statement by Dinh (2023) emphasizing that losing traditions from festivals and celebrations can cause cultural loss that younger generation are no longer aware of these customs thus making it less appealing to visitors and tourists. This is an alarming change quickened by the fast-paced changes in the environment and consumer preference due to high consumption of contents in social media, internet and technology, similar to the findings of the study by Muhammad et al. (2013), highlighting changes in traditions, and cultural practices due to technology.

Economic and livelihood impact is the first theme that emerged based on the benefits that the production

of lambanog and alak sa Sasa contributed to its producers but also to the community. Based on the responses of the key informants, sub-themes included generates job, provide basic needs and expenses, pertaining to their daily expenses, and get education for their children. Similarity to the results of the study by Banaag et al., (2018), it mentioned lambanog's big impact to the economy of Batangas Province through tax revenue, employee's job opportunities, and growth of the lambanog industry.

The theme of traditional knowledge and practices was derived on the responses of key informants pertaining to the still applied traditional knowledge in the production of traditional alcoholic beverage like checking of the temperature based on instincts, traditional and manual harvesting of tuba, importance of time in harvesting tuba, and traditional fermentation and cooking methods. To support this finding, the study by Adebayo and Adeyemo (2017) discussed indigenous knowledge linked to long-standing traditions from ancestors which are transferred from one generation to another. They are usually unwritten and only relied on oral transmission and human memory. The long standing traditional and indigenous knowledge of lambanog and alak sa Sasa production have no standard procedure, and no guidelines. However, due to this, there is high potential of loss of the indigenous knowledge based on the knowledge transfer process. This is also one of the reasons why there are differences on the procedure employed by one producer to another. The interpretation of knowledge transferred to them have affected their application of the production. It was highlighted on the study by Adebayo and Adeyemo (2017) that when this indigenous knowledge is not properly documented, analyzed and disseminated, it may lost forever.

Another theme emerged is the environmental impact and sustainability. These were derived on the subthemes of effects of weather conditions to supply and production, no waste generated, waste from rice was used as a fuel to fire and reusing burnt rice husk as deodorizer. One of the highlights here is the effect of changing weather patterns on the supply and production of the traditional alcoholic beverages, lambanog and alak sa Sasa. Similar to the study of Desoloc (2019) it also presents the relationship between climate change and production of lambanog, indicating how the production of the traditional beverage is highly susceptible on the changing weather patterns. Another highlight is the waste management principles embedded in the production of lambanog and alak sa Sasa. It was concluded based on the interview with key informants, that no waste is generated in the production process of the traditional alcoholic beverages. This is observed from the collection to the distribution process. The use of recyclable 1.5 soft drink bottle to collect sap in the province of Laguna, while cut bamboo poles are used in the Quezon province for Alak sa Sasa production. The initial distillate yield amounting to 350ml, called *bating* to which, due to its high alcohol content, is not advisable for consumption can be thrown into the drain. However, this could either be reused to light fire for their cooking process or gave to neighbors to make a medicinal concoction for *pasma*, a condition of hands to be shaky, and losing tight grip. In Quezon Province on the other hand, firewood, and woods sourced from nipa plant were prohibited by the Department of Environment and Natural Resources (DENR) for producers of alak sa Sasa and lambanog producers to use. This led the producers to use *bualaw*, the local term for risk husk or coating of the grain of rice. Producers would buy them from rice mill within the area. Even after the cooking process, the burnt rice husk will still not be thrown to waste as this will be bought by poultry operators as the burnt *bualaw* were used as a deodorizer

for poultry droppings or manure.

Tourism is another theme that emerged on the responses of the key informants. This is derived based on the themes of tourist souvenir and how the products attract tourists. This is highly observed on the three provinces where lambanog are produced. Lambanog and alak sa Sasa being a go-to souvenir when visiting the province, one of the reasons for visiting the location and lambanog being one of the main products of the municipality. This is similar to the findings of the study by Roman et al., (2017) stating that naturalness measures that consumers mostly considered focused on these three: 1) the way the food has been grown or its origin, 2) how it was produced like what technology and ingredients were utilized during production and 3) the properties of the final product. At the same time, it was stated that respondents prefer traditional and natural methods on products since they think it is better for their health, it is eco-friendly, tastier, and fresh. Because of these characteristics, it become more appealing to tourists results to tourism related activities in the places that produce the traditional alcoholic beverages.

But aside from the traditional method, there is also an emerging modernization and advancement on the production process. This is derived from the subthemes of modernization of traditional practices, advancement in bottling processes, advancement in harvesting techniques, and modernization of cooking equipment. One of the root causes for this is the 2019 methanol poisoning that affected the demand for lambanog. Through the advisory from Food and Drugs Administration (FDA) ensuring hygienic and safety production process of lambanog, some of the producers were required to do improvements in their production and bottling areas. This included having their tiled flooring, sediment filters, storage cylinders, tanks, bottling machines, and labeling equipment, and use of personal protection equipment (PPEs). Others even if not required, choose modernization to accommodate growing number of demands for their product.

Finally, the last theme is related to regulatory and government support. Through Food and Drug Administration requirement for lambanog producers, compliance on sanitary policies, and processing and quality control of lambanog. Similarly, this was discussed on the study by Platon et al., (2017) stating that health officers enforce compliance of standard and requirement especially the Food and Drug Administration. The agency ensures the safe food handling practices especially concerned with safety, sanitation, prevention, identification and control of food related risks in the workplace. Moreover, the agency also ensures food handling practices, safe packaging techniques, tampering resistance, special physical, chemical or biological needs and sanitation management. These are all observed during field work and interview results with the key informants. In order for their businesses to obtain a license-to-operate (LTO) the same requirements must be complied that way they can continue to produce the local goods they produced. Also included in the theme covers the government support pertaining to promotion and documentation and mapping initiatives. On the study by Elindawati and Nugrahani (2023), gastrodipomatic endeavors was discussed. These are government efforts and initiatives in placing food as a priority not only promoting them as a sense of national identity but also stimulating intercultural exchange of what they can offer given that they have recognized its value. And based on the results of their study, it is not only the government agencies but the NGOs, INGOs, educational institutions, medias,

and businesses that have taken the role in promoting their local gastronomy. This highlights a more collaborative efforts from not only the government but other entities as well, initiating engagement among stakeholders. Mishra et al. (2019) mentioned that stakeholder engagement strategies can give change agency and serve as sustainable transition catalysts.

MANAGERIAL IMPLICATIONS

Coconut farms and nipa farms are the very important resource in the production of lambanog and alak sa Sasa, respectively. Due to changing weather patterns, aging trees, there is a need for sustainable solutions and strategies to ensure the sustainable sourcing to produce lambanog and alak sa sasa.

Aside from varying processes and procedures between lambanog and alak sa sasa, there are also difference between one producer to another. This is due to the business of lambanog and alak sa sasa deeply intertwined with the family that runs the businesses. This emphasizes the need for a development of standard operating procedure (SOP) to ensure that there is a standardized production across producers and geographical locations.

One of the challenges identified by the researcher is the wholesaling process employed by producers which results to difficulty in tracing the origins of the products distributed in the market. This also gives way how products are difficult to identify in terms of contents, authenticity and quality.

Due to the decreasing number of knowledge bearers with the direct participation in the production of traditional alcoholic beverages like mangangarit, producers and cooks, there is a need for a training program that focuses on training, workshop, seminar to encourage people to be skilled mangangarit and cook.

FUTURE RESEARCH DIRECTIONS

Because of a discovery about the circular economy potential in the process of making traditional alcoholic drinks like lambanog and alak sa Sasa, it is suggested that future researchers look into this further and find out if there are waste management programs and the creation of a circular economy model for the industry. In this way, raising awareness about the production process and emphasizing its traditional nature with minimal environmental impact can attract the attention of socially conscious consumers, potentially leading to a greater understanding of lambanog and alak sa sasa.

There is also very little information available about lambanog and alak sa Sasa same with the other traditional alcoholic beverages in other areas of the Philippines, which calls for continuous effort in inventory and documentation. Moreover, future researchers can develop a website, similar to a wiki site, that houses information on the documentation, culture, recipes, and other related aspects of traditional alcoholic drinks. An Italian group of wine producers adapted this strategy a few years ago, which ensures that there is documentation of wine and its production is available for the locals and their future generation.

REFERENCES

- Abegaz, K., Beyene, F., Langsrud, T., & Narvhus, J. A. (2002). Parameters of processing and microbial changes during fermentation of borde, a traditional ethiopian beverage. *Journal of Food Technology in Africa*, 7(3). <https://doi.org/10.4314/jfta.v7i3.19238>
- Adebayo, J., & Adeyemo, A. (2017). Documentation and Dissemination of Indigenous Knowledge by Library Personnel in Selected Research Institutes in Nigeria. *Library Philosophy and Practice (e-journal)*.
- Almario-Desoloc, M. (2019). Sustainable Nipa Lambanog Enterprise Amidst of Environmental and Structural Constraints. *Asia Pacific Journal of Multidisciplinary Research*, 7(2), 43-54.
- Antonio, J., Ancheta, C. (2014). Revisiting the Basi Revolt of 1807: Its Historical and Axiological Relevance. [Unpublished Thesis]. De La Salle University Manila Philippines.
- Ascan, T. C., Zapata, N. Z., & Agapay-De Jesus, H. S. (2010). Status and Strategic Directions of the Lambanog Wine Processing Industry in Liliw, Laguna, Philippines. *The International Society for Southeast Asian Agricultural Sciences*, 16(2).
- Banaag, R., De Castro, V., Miranda, J., Mortel, M., Quadrante, J., Pulhin, J. (2018). Economic Impact of Lambanog Wine Processing Industry to the Tourism of Batangas City, Philippines. *Journal of Tourism and Hospitality Management*. 15 (1). 113-123.
- Comyn, T. D. (1821). *State of the Philippine Islands*.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approach*. SAGE.
- Egea, T., Signorini, M.A., Ongaro, L. et al. Traditional alcoholic beverages and their value in the local culture of the Alta Valle del Reno, a mountain borderland between Tuscany and Emilia-Romagna (Italy). *Journal of Ethnobiology Ethnomedicine* 12, 27 (2016). <https://doi.org/10.1186/s13002-016-0099-6>
- Elegado, Francisco & Colegio, Shara & Lim, Vanessa & Gervasio, Andrea & Perez, Maria & Balolong, Marilen & Banaay, Charina Gracia & Mendoza, Bernadette. (2016). Ethnic Fermented Foods of the Philippines with Reference to Lactic Acid Bacteria and Yeasts. 10.1007/978-81-322-2800-4_13.
- Elindawati, R., & Nugrahani, H. (2023). The role of gastronomy in cultural politics: Lesson learned from Italy. *Journal of Strategic and Global Studies*, 6(2). <https://doi.org/10.7454/jsgs.v6i2.1121>
- Kemer, E. (2021). The role of agricultural products in establishing gastronomic identity. *Journal of Gastronomy Hospitality and Travel (JOGHAT)*, 4(2), 226-232. <https://doi.org/10.33083/joghat.2021.70>
- Lai, M. Y., Khoo-Lattimore, C., & Wang, Y. (2018). A perception gap investigation into food and cuisine image attributes for destination branding from the host perspective: The case of Australia. *Tourism Management*, 69, 579-595. <https://doi.org/10.1016/j.tourman.2018.06.033>
- Labajo, M. (2010). The Filipino as the Quintessential Drinker: A Study of Alcohol Drinking Patterns among Filipinos [PDF]. *Harm Reduction International*. Retrieved from https://www.hri.global/files/2010/05/02/Presentation_23rd_M10_Labajo.pdf
- McWilliams, J. E. (2007). *A revolution in eating: How the quest for food shaped America*. Columbia University Press.

- Mercado, J. M., & Andalecio, A. B. (2020). Ysla de Panciteria: A preliminary study on the culinary heritage significance of pancit using the heritage documentation approach—the case of Luzon island, Philippines. *Journal of Ethnic Foods*, 7(1). <https://doi.org/10.1186/s42779-020-00057-1>
- Meza, R. D. (2015). Vino de coco Y vino mezcal, Una historia comercial conjunta en la época colonial. *Letras Históricas*, 12, 15-36. <https://doi.org/10.31836/lh.12.1746>
- Mishra, J. L., Chiwenga, K. D., & Ali, K. (2019). Collaboration as an enabler for circular economy: A case study of a developing country. *Management Decision*, 59(8), 1784-1800. <https://doi.org/10.1108/md-10-2018-1111>
- Muhammad, R., Mohd Zahari, M. S., & Md. Sharif, M. S. (2018). Impact of technology advancement on the Malaysian Ethnic festival foods and its Foodways. *Asian Journal of Behavioural Studies*, 3(10), 53. <https://doi.org/10.21834/ajbes.v3i10.80>
- Narzary, Y., Brahma, J., Brahma, C., Das, S. (2016). A study on indigenous fermented foods and beverages of Kokrajhar, Assam, India. *Journal of Ethnic Foods*. 3. 284-291. <http://dx.doi.org/10.1016/j.jef.2016.11.010>
- Ocampo, R., & Usita, N. (2014). Improving The Quality of Nipa (Nypa fruticans) Wine. *Asia Pacific Journal of Education, Arts and Sciences*, 1(1), 24-27.
- Ojeda-Linares, C. I., Vallejo, M., Lappe-Oliveras, P., & Casas, A. (2020). Traditional management of microorganisms in fermented beverages from cactus fruits in Mexico: An ethnobiological approach. *Journal of Ethnobiology and Ethnomedicine*, 16(1). <https://doi.org/10.1186/s13002-019-0351-y>
- Oktay, S., & Sadıkoğlu, S. (2018). The gastronomic cultures' impact on the African cuisine. *Journal of Ethnic Foods*, 5(2), 140-146. <https://doi.org/10.1016/j.jef.2018.02.005>
- Piañar, R. (2020). Practices and Values of ‘Lambanog’ Drinking Culture in Alejandro Roces’ We Filipinos are Mild Drinkers. *Research Journal of English Language and Literature*, 8(1), 27-32.
- Platon, C., Pambid, R., & Lomboy, E. (2017). Food Safety Practices among Native Delicacy Producers and Vendors in the Public Market of Bayambang in Pangasinan, Philippines. *Asia Pacific Journal of Education, Arts and Sciences*, 4(2), 95-102.
- Suna, B., & Alvarez, M. D. (2019). Gastronomic identity of Gaziantep: Perceptions of tourists and residents. *Advances in Hospitality and Tourism Research (AHTR)*, 167-184. <https://doi.org/10.30519/ahtr.571666>
- Tamang, J. P., & Kailasapathy, K. (2010). *Fermented foods and beverages of the world*. CRC Press.
- The Burra Charter: *The Australia ICOMOS Charter for Places of Cultural Significance*, 2013
- UNESCO. (2003). Convention for the safeguarding of the intangible cultural heritage. Retrieved from https://portal.unesco.org/en/ev.php-URL_ID=17716&URL_DO=DO_TOPIC&URL_SECTION=201.html
- United Nations World Tourism Organization. (2019). Gastronomy tourism: The case of Japan.
- USTGS-CCCPET. (2017). Mapping Template for Culinary Heritage [Unpublished document]. University of Santo Tomas Graduate School - Center for Conservation of Cultural Property and the Environment in the Tropics
- World Health Organization. (2018). *WHO Global Status Report*.

Zizumbo-Villarreal, D., & Colunga-GarcíaMarín, P. (2007). Early coconut distillation and the origins of mezcal and Tequila spirits in west-central Mexico. *Genetic Resources and Crop Evolution*, 55(4), 493-510. <https://doi.org/10.1007/s10722-007-9255-0>

13. A Framework for Sustainable and Responsible Cultural Tourism Destination

Samuel Adeyinka-Ojo^{*1}, Tek Yew Lew¹ and Nyasha Bennita Chiwero¹

¹Curtin University, Malaysia

*Correspondence E-mail: samuel.adey@curtin.edu.my

Keywords: Sustainable And Responsible Tourism, Cultural Tourism, Stakeholders, Sarawak.

EXTENDED ABSTRACT

The purpose of this study is to develop a framework for sustainable and responsible cultural tourism destination in Sarawak. Based on the review of extant literature there exists a lack of academic interests and extant literature work focusing on sustainable and responsible cultural tourism destinations. It has been established that there is a dearth of theoretical and empirical studies featuring the stakeholder approach in developing sustainable and responsible cultural tourism destinations underpinned by the stakeholder theory. A qualitative research methodology was conducted to collect data from the key informants using in-depth interviews. A thematic framework analysis was used to analyse the opinions and views of the participants involved in the in-depth interviews. Findings from this study were from three perspectives namely: (i) sustainable strategies and key success factors for developing responsible cultural tourism destinations in Sarawak; (ii) the roles of stakeholders' destination partnerships in promoting responsible tourism at cultural tourism destinations in Sarawak; and (iii) an initiative for promoting, managing sustainable and responsible cultural tourism production, and responsible consumption of cultural tourism products in Sarawak. Study's implication and recommendations for future studies are discussed.

LITERATURE REVIEW

This section is focused on the cultural tourism destinations in Sarawak, sustainable tourism and responsible tourism practices. It also outlines the parties engaged in the planning processes and discusses how the idea of sustainable development applies to cultural tourism. More importantly, it discusses the various levels of participation and uses a number of case studies to highlight the difficulties and shortcomings in putting the participatory ideal of destination policy into practice.

Cultural tourism is frequently recognised as one of the tourism industry's fastest-growing segments, and it has expanded very significantly in recent decades (Smith & Richards, 2013). Cultural tourism is based on local products, artefacts, and the host community in a specific location. As a result, it can be considered a type of tourism centred on cultural resources. Tourists benefit from cultural tourism because they can appreciate and improve their understanding of local cultures by visiting and experiencing such cultures (Braun & Clarke, 2023). Therefore, cultural tourism may promote pride in local heritage while also fostering a stronger sense of communal identity (Green et al., 2022).

Sustainable tourism is the concept of travelling to and exploring a destination as a tourist while respecting

the culture, environment, and people of that destination, as well as tourism that has a positive impact on society, the environment, and the economy. Goodwin (2016) defines responsible tourism as the creation of better places for people to live in and better places for people to visit, as well as the reduction of negative social, economic, and environmental impacts of tourism and the generation of greater economic benefits for the local people. Responsible tourism has received considerable attention as a sustainable development tool in the tourism industry, including the entire sustainability community and it has become an important field of research and practice in tourism.

Responsible tourism is about identifying and addressing issues that matter and addressing all forms of tourism and responding to the challenge of making tourism more sustainable (Chin, Wong & Wahap, 2022). On the other hand, it can be how visitors, residents, and businesses interact with a destination. Goodwin (2016) defines responsible tourism as the creation of better places for people to live and better places for people to visit, as well as the reduction of negative social, economic, and environmental impacts of tourism and the generation of greater economic benefits for local people (Kumar & Shekhar, 2020). Responsible use of cultural heritage, which includes its management and conservation, is strongly related to responsible cultural tourism. The difference between the two is that responsible tourism is the idea of making better places for people to live in and better places for people to visit, whereas sustainable tourism is the idea of visiting and exploring a destination as a tourist while respecting that destination's culture, environment, and people (Chin et al., 2022). Responsible tourism focuses on individual actions and individual destinations, whereas sustainable tourism is concerned with global issues and attempts to change the tourism industry (Alisa & Ridho, 2020).

RESEARCH METHOD

Sarawak is unique as a case or context to study the development of a framework for sustainable and responsible cultural tourism destination. In this study, qualitative data collection through semi-structured in-depth interviews with destination stakeholders were conducted. According to Braun and Clarke (2023), in-depth interviews necessitate a larger level of participation from the interviewees, and give the most important insights into the topic under investigation (Rutakumwa et al., 2020). Ten in-depth interviews were conducted with key informants until saturation point was attained where additional number of participants will not add no new data (Strauss & Corbin, 2014). The primary data analysis strategy used in this study was thematic analysis. This type of analysis is regarded as being inductive because the themes are generated by the data themselves rather than being imposed (deductively) by the author. As a result, the data collection and analysis processes happen simultaneously (Peel, 2020).

RESULTS

This section presents key three findings and contributions of the study. These findings are supported by the analysis of the in-depth interviews as follows.

[a]. Sustainable strategies and key success factors for developing sustainable and responsible cultural tourism.

[b]. Development of sustainable and responsible cultural tourism destinations and roles of stakeholders and partnership.

[c]. Promoting and managing responsible cultural production and consumption of cultural products.

DISCUSSIONS

Sustainable strategies and key success factors

Based on the analyses of data on sustainable strategies and key success factors produced five main themes that would help a sustainable and responsible cultural tourism destination. These include (i) introducing new strategies for attracting tourists (cultural shops, cultural theme parks); (ii) building awareness that promotes responsible tourism activities (culture and heritage festivals); (iii) community empowerment (making cultural attires and beads); (iv) active participation of all major stakeholders; and (v) preserving the multi-ethnic groups in Sarawak.

Roles of stakeholders

There are eight main themes from the analyses of the data: (a) developing and implementing responsible cultural tourism policies; (b) maintaining cultural tourism infrastructure responsibly (cultural museums, galleries, theatres, cinemas, libraries, music venues); (c) crafting and implementing leadership training programs on responsible and sustainable practices on cultural tourism destinations; (d) providing memorable experiences and meeting tourists expectations; (e) assuring security and safety of the visitors; (f) promoting and marketing cultural destinations; (g) educating and involving the youths in tourism; and (h) sourcing funding for the local community.

Promotion and management of responsible cultural production and consumption of cultural products
Analyses of the data revealed six main themes of promotion and management of responsible cultural production and consumption of cultural products: (a) introduction of responsible and sustainable marketing strategies to promote responsible production and consumption; (b) building awareness that educates and promote responsible activities; (c) collaboration of all stakeholders in providing access to basic services, green and decent jobs and ensuring a better quality of life for all; (d) regulations that govern the production and consumption of cultural tourism products; (e) educate key stakeholders and provide adequate support from stakeholders; and (f) introduction of digital platforms to promote responsible production and consumption. These findings are significant in responsible cultural production and consumption of cultural products in responsible cultural tourism destinations in Sarawak.

MANAGERIAL IMPLICATIONS

This study has practical implications for policymakers and practitioners which include the sustainable and responsible cultural tourism destination framework using the stakeholder approach can be used in the development of responsible cultural destinations in Sarawak and transferred to other cultural destinations using the stakeholder approach. Second, these findings could help the policymakers to provide the required support regarding funding and also include the local community in this venture. Thus, the sustainable and

responsible tourism stakeholders like government agencies and NGOs should take such initiatives which can facilitate the local community in terms of supplying initial capital for developing sustainable and responsible cultural tourism destinations in Sarawak.

FUTURE RESEARCH DIRECTIONS

This study provides a chance to broaden the focus of future research in addition to providing a fresh perspective on the already existing cultural tourism literature by using sustainable and responsible tourism activities. A number of suggestions for the next investigations can be made based on the constraints that have been highlighted. This study might be repeated in different Malaysian cultural hotspots by utilizing multiple case studies of the phenomenon under investigation. Second, future studies might include all tourism activities that are connected with local communities since this study only focused on sustainable and responsible tourism involvement in cultural tourism destinations.

REFERENCES

- Alisa, F., & Ridho, Z. (2020). Sustainable cultural tourism development: A strategic for revenue generation in local communities. *Journal of Economic and Tropical Life Science (JETLS)*, 4(2), 47-56.
- Braun, V., & Clarke, V. (2023). Toward good practice in thematic analysis: Avoiding common problems and be (com) ing a knowing researcher. *International Journal of Transgender Health*, 24(1), 1-6.
- Chin, C. H., Wong, W. P. M., & Wahap, D. Z. B. A. A. (2022). Effects of destination appeal and tourism infrastructure on rural tourism destination competitiveness and revisit intention: A study in Bario Kelabit Highland. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 16(3), 366-386.
- Corbin, J., & Strauss, A. (2014). *Basics of qualitative research: Techniques and procedures for developing grounded theory*. Sage publications.
- Goodwin, H. (2016). *Responsible tourism: Using tourism for sustainable development*. Goodfellow Publishers Ltd.
- Green, J., Hanckel, B., Petticrew, M., Paparini, S., & Shaw, S. (2022). Case study research and causal inference. *BMC Medical Research Methodology*, 22(1), 1-8.
- Kumar, S., & Shekhar. (2020). Technology and innovation: Changing concept of rural tourism—A systematic review. *Open Geosciences*, 12(1), 737-752.
- Peel, K. L. (2020). A beginner's guide to applied educational research using thematic analysis. *Practical Assessment, Research, and Evaluation*, 25(1), 2.
- Rutakumwa, R., Mugisha, J. O., Bernays, S., Kabunga, E., Tumwekwase, G., Mbonye, M., & Seeley, J. (2020). Conducting in-depth interviews with and without voice recorders: a comparative analysis. *Qualitative Research*, 20(5), 565-581.
- Smith, M. K., & Richards, G. (Eds.). (2013). *The Routledge handbook of cultural tourism* (p. 191). London: Routledge.

14. The Effects of Travel Short Video on Destination Visit Intention

Xuan Ni^{*1}, Xin-Jean Lim² and Nor Asiah Omar³

¹Xuan Ni, The National University of Malaysia, China

²Xin-Jean Lim, Sun Yat-Sen University, China

³Nor Asiah Omar, The National University of Malaysia, Malaysia

*Correspondence E-mail: p114803@siswa.ukm.edu.my

Keywords: Destination Visit Intention, SOR Model, Travel Short Video, Tiktok, Virtual Travel.

EXTENDED ABSTRACT

In recent years, short videos have played a crucial role in promoting tourism destinations, and appealing short videos can generate growth in tourists and economic income for the destination area. Many destination management organizations in China attempt to attract potential travelers through travel short videos published by TikTok bloggers. However, the effective video characteristics and internal processes of potential tourists who view such short videos remain unknown. This study seeks to investigate how travel short videos published by TikTok bloggers affect potential tourists' destination visit intentions. This study applied the Stimulation Organic Response (SOR) model as the underpinning theory to identify the stimulating factors of travel short videos (virtual technology experience, perceived digital storytelling, online communication quality) through Computer-mediated Communication theory, and establishes a conceptual model to test users' intentions. This study also examines the mediating role of destination attachment and destination trust in the relationship between perceived involvement in travel short video and intention to visit the destination.

This study conducted an online questionnaire survey in China using a purposive sampling technique, collecting survey data from respondents who have viewed travel short videos uploaded to TikTok by bloggers. 801 online questionnaires were submitted. This study contributes to the virtual travel experience, participation literature, and destination management by filling a gap in previous research on the relationship between the influencing factors of travel short videos and users' intention to visit the destination. At the same time, this study integrates Computer-mediated Communication theory with the S-O-R model to study travel short videos, expanding the application scope of Computer-mediated Communication theory. This research aids destination management organizations in understanding how to utilize travel short videos for destination marketing.

LITERATURE REVIEW

This part provides an overview on the factors that influence short video sharing intention and destination visit intention. Firstly, the definitions of key potential independent variables such as virtual travel technology experience, perceived digital storytelling, and online communication quality were summarized. Subsequently, the concepts of perceived involvement, destination attachment, destination trust and visit intention were reviewed. Finally, according to the underpinning theory (i.e., S-O-R model)

and the supporting theory (i.e., Computer-mediated Communication Theory), the hypothesis in the study were introduced.

Virtual Travel Technology Experience and Perceived Involvement

Virtual travel refers to any process of obtaining information and knowledge about tourist attractions via various virtual platforms, including VR, AR, and various real-time online travel methods that rely on immersive technology devices or internet social media (Zhang & Li, 2022). The virtual travel technological experience is often related to factors such as perceived ease of use, perceived usefulness, and technological innovation (El Said & Aziz, 2022; Kim et al., 2020; Schiopu et al., 2022). By reviewing literature on technology experience, it is defined as a unique type of experience between users and technology (Shin et al., 2022). In this study, virtual travel technology is captured using nine dimensions: sensory experience, pragmatic experience, cognitive experience, hedonic consumption, relational experience, unique experience, familiarity experience, control experience, and economic experience. In addition, Havitz and Dimanche (1997) defined involvement as the psychological state of motivation, arousal, or interest between an individual and entertainment activities, tourist destinations, or related devices. This psychological state includes two dimensions: cognitive and affective (Faisal, 2020). Based on the S-O-R model, virtual travel technology experience as the stimuli may affect perceived involvement. Based on relevant research, this study proposes the following hypotheses:

H1: Virtual travel technology experience positively influences the tourists' perceived involvement.

Perceived Digital Storytelling and Perceived Involvement

Digital storytelling is widely studied in destination brand communication (Pachucki et al., 2022), as it is perceived to offer a direct influence in shaping consumer behaviour (Singh & Sonnenburg, 2012), connect destination brands and tourists (Doyle & Kelliher, 2023), and improve destination image (Nowacki & Niezgoda, 2020). In the field of tourism social media research, scholars have found that viewers of short videos tend to associate the content with their personal experiences (Han et al., 2022; Xu et al., 2021). This process aligns with the concept of cognitive involvement, which reflects the level of personal relevance and meaning attributed to the information in digital stories (Park & Young, 1986). Moreover, previous studies have demonstrated that digital storytelling has the ability to immerse viewers in virtual environments, leading to a loss of temporal consciousness (Bussell, 2009) and evoking emotions that resonate with the audience (Keum et al., 2022). These findings align with the concept of affective involvement, which refers to the emotional investment users make in the involved environment (Celuch & Slama, 1998). Affective involvement is characterized by emotional reactions (Jiang et al., 2010) and relates to the emotional responses and interactions users have with the system (Faisal, 2020). Therefore, the perceived digital storytelling in travel short videos may influence perceived involvement. Hence, the hypothesis is implied as:

H2: Perceived digital storytelling positively influences the tourists' perceived involvement

Online Communication Quality and Perceived Involvement

Based on a thorough review of the previous literature, it is evident that research on communication technology and user involvement has predominantly emphasized the role of communication quality in driving individual involvement. For instance, Nikhashemi et al. (2021) revealed that the quality, vividness, and interactivity of virtual technology significantly impact on consumer involvement (Rauschnabel et al., 2019). Jiang et al. (2010) stated that high levels of website involvement and communication result in cognitive and emotional involvement, which, in turn, affect users' purchase intention. The quality of online communication is contingent upon factors such as information correctness, timeliness, sufficiency, and credibility (Huber & Daft, 1987). Thus, the following hypothesis is proposed:

H3: Online communication quality positively influences the tourists' perceived involvement.

Perceived Involvement and Destination Trust and Destination Attachment

Perceived involvement, destination attachment and destination trust are three concepts that are closely related in the context of tourism and travel (Wang & Li, 2018; Deb & Lomo David, 2021; Artigas et al., 2017). Recent studies have shown that tourist perceived involvement increases destination attachment (Dong & Qu, 2022; Wang et al., 2022). According to Ji et al. (2023), involvement theory is often used to analyze the impact of travel and the relationship between tourists and tourist destinations, with destination trust being an important component (Abubakar & Ilkan, 2016). Thus, the following hypothesis is proposed:

H4a: Perceived Involvement positively influences the destination attachment.

H4b: Perceived Involvement positively influences the destination trust.

Destination Attachment and Intention to Visit

Studies frequently explore the relationship between destination attachment and behavioural intention (Kim et al., 2018) to understand how emotional connections with destinations influence tourists' subsequent behaviour (Usakli et al., 2022). Previous research has shown that higher levels of destination attachment are associated with more positive behavioural intentions, including increased visit frequency, longer stay durations, higher expenditures, and positive word-of-mouth (Praya et al., 2018; Deb & Lomo David, 2021; Toudert, 2018; Pradhan, 2023). Thus, the following hypothesis is proposed:

H5: Destination attachment positively influences intention to visit.

Destination Trust and Intention to Visit

Destination trust refers to the perception or belief of tourists in the reliability, credibility, and dependability of a specific destination (Su et al., 2022). Destination trust and behavioural intention interact with each other (Su et al., 2014; Filieri et al., 2015). Thus, the following hypothesis is proposed:

H6: Destination trust positively influences intention to visit.

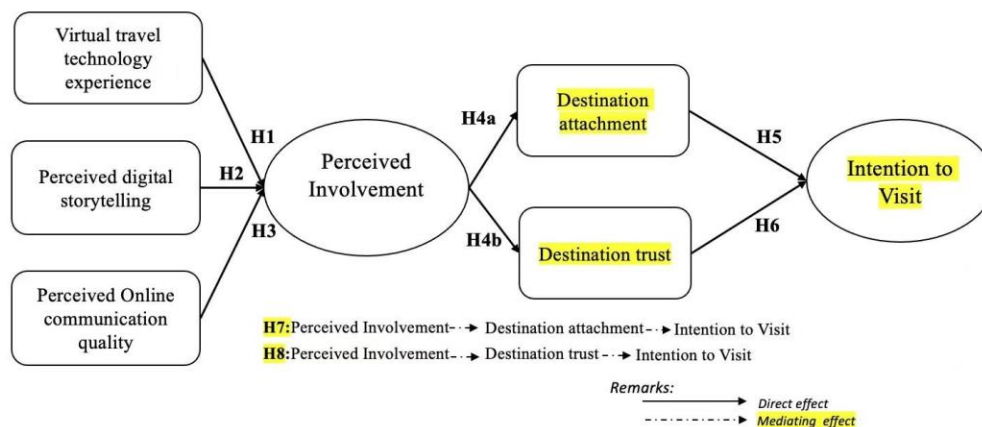
Mediating Role of Destination Attachment and Destination Trust

Previous studies in social media investigated the relationship between perceived involvement and destination trust. For instance, Samarah et al. (2022) found that users' involvement on social media is positively correlated with destination trust. Busser (2019) indicates that involved in consumer-generated-advertising has a positive impact on the trust of brand consumers and non-consumers. Teichert (2003) pointed out that the generation of trust is mainly triggered by the affective components of involvement, while cognitive components exhibit different influences. Thus, the following hypothesis is proposed:

H7: Destination attachment mediates the relationship between Perceived Involvement and intention to visit

H8: Destination trust mediates the relationship between Perceived Involvement and intention to visit

Figure 1: Conceptual Framework



RESEARCH METHOD

This study conducted an online questionnaire survey in China using a purposive sampling technique, collecting survey data from respondents who have viewed travel short videos uploaded to TikTok by bloggers. 801 online questionnaires were submitted.

Research Design

Survey research is one of the most used quantitative research methods (Hulland et al, 2018) and the default empirical approach in several social scientific domains (Dolnicar, 2018). Clark and Creswell (2014) conducted a questionnaire survey to describe demographic trends and behaviours. This method can purposively select survey objects, secure the intended participation group, and guarantee the conclusion (Wright & Marsden, 2010). Therefore, in this study, a video link from TikTok and a questionnaire were distributed to the target interviewees (i.e. TikTok short video tourists). They were required to complete the questionnaire after watching the designated travel short video and use statistical analysis to analyze quantitative data.

Population of Study

The main population of this study is TikTok's travel short video users. The target group must meet two conditions simultaneously: (i) they must be TikTok users; and (ii) they must have watched short tourism videos released by TikTok bloggers. Subjects who did not meet requirements will not be invited.

Sample Size

This study's sample size was mostly based on three views. First, Hair et al. (2009) state that any sample size larger than 200 is large enough for statistical analysis; second, Schumacker and Lomax (1996) state that the sample size for structural equation model studies should be between 200 and 500; and third, power analysis by Faul et al. (2007) showed that a total sample size of 98 was required depending on the model. Thus, 810 questionnaires were sent online to Chinese TikTok travel short video users to forecast survey problems such as omissions, readability, missing value, inconsistent responses, and non-answers.

Data Collection Method

A purposive sampling will be used in identifying the target respondent. This study focuses on Chinese users who had watched tourism-related videos on TikTok through devices (Zhou, 2022). An online questionnaire will be developed in Wenjuanxing (the most popular Chinese online survey service provider)

RESULTS

According to Zelditch et al. (2012), PLS makes it possible to test many hypotheses at the same time, can assess single as well as numerous items, and can employ both formative and reflective indicators. Parts of the results are as following:

CMV: Result of Full Collinearity

Table1: Results of full collinearity assessment

Latent Variable	Random Dummy Variable (VIF)
VI	2.689
CIM	1.626
DA	3.045
DT	3.307
OCQ	2.701
PDS	3.565
PI	3.712
VTE	2.837

VISIT: Intention to Visit; CIM: Country Image; DA: Destination Attachment; DT: Destination Trust
OCQ: Online Communication Quality; PDS: Perceived Digital Storytelling; PI: Perceived Involvement;
VTE: Virtual Travel Experience

Assessment of Measurement Model

Table2: Results of full collinearity assessment

Construct	Items	loading	Cronbach's α	CR	AVE
SE	SE1	0.874	0.860	0.862	0.782
	SE2	0.896			
	SE3	0.882			
CE	CE1	0.855	0.916	0.917	0.749
	CE2	0.883			
	CE3	0.870			
	CE4	0.847			
	CE5	0.873			
PE	PE1	0.853	0.873	0.876	0.723
	PE2	0.851			
	PE3	0.859			
	PE4	0.839			
EME	EME1	0.879	0.952	0.952	0.805
	EME2	0.909			
	EME3	0.905			
	EME4	0.899			
	EME5	0.899			
	EME6	0.892			
RE	RE1	0.912	0.919	0.920	0.806
	RE2	0.922			
	RE3	0.909			
	RE4	0.845			
UE	UE1	0.894	0.889	0.891	0.819
	UE2	0.899			
	UE3	0.922			
FE	FE1	0.884	0.883	0.883	0.811
	FE2	0.911			
	FE3	0.905			
CTE	CTE1	0.900	0.911	0.912	0.789
	CTE2	0.885			
	CTE3	0.893			
	CTE4	0.875			
ECE	ECE1	0.923	0.903	0.903	0.838
	ECE2	0.909			
	ECE3	0.914			
PES	PES1	0.883	0.905	0.905	0.778
	PES2	0.892			
	PES3	0.900			
	PES4	0.853			
NS	NS1	0.825	0.883	0.883	0.740
	NS2	0.875			
	NS3	0.878			
	NS4	0.863			
SR	SR1	0.915	0.884	0.884	0.812

	SR2	0.900			
	SR3	0.888			
OCQ	OCQ1	0.908	0.917	0.918	0.800
	OCQ2	0.867			
	OCQ3	0.906			
	OCQ4	0.897			
CI	CI1	0.886	0.919	0.919	0.754
	CI2	0.892			
	CI3	0.852			
	CI4	0.861			
	CI5	0.851			
AI	AI1	0.893	0.935	0.935	0.794
	AI2	0.898			
	AI3	0.898			
	AI4	0.885			
	AI5	0.881			
DA	DA1	0.892	0.916	0.917	0.799
	DA2	0.899			
	DA3	0.892			
	DA4	0.891			
DT	DT1	0.881	0.912	0.913	0.791
	DT2	0.888			
	DT3	0.900			
	DT4	0.890			
VISIT	VISIT1	0.809			
	VISIT2	0.816			
	VISIT3	0.835			
	VISIT4	0.812			

VTE: Virtual Travel Experience; SE: Sensorial Experience; CE: Cognitive Experience; PE: Pragmatic Experience; EME: Emotional Experience; RE: Relational Experience; UE: Unique Experience; FE: Familiar Experience; CTE: Controllable Experience; ECE: Economical Experience; PDS: Perceived Digital Storytelling; PES: Perceived esthetics
 NS: Narrative structure; SR: Self-reference; OCQ: Online Communication Quality; PI: Perceived Involvement; CI: Cognitive involvement; AI: Affective involvement; DA: Destination Attachment; DT: Destination Trust; VISIT: Intention to Visit

MANAGERIAL IMPLICATIONS

In terms of practical significance, this study benefits the destination marketers as the following threefold. Firstly, it helps the DMOs and tourism industries to understand how to use travel short videos on SVAs to promote destination marketing, especially how to utilize the effects of the influencer (short video bloggers). Secondly, this study helps travel short video bloggers to understand how to establish positive connections with potential tourists through online communication and how to create more attractive travel short videos. Lastly, the study gives enlightenment to DMOs to pay more attention to consumers' experience with technology-based services. It helps them to realize the importance to improve the service quality on the short video platform.

FUTURE RESEARCH DIRECTIONS

Future studies can investigate the influence of other elements on users' travel intention in the context of short video apps. Second, our respondents were a diverse group of short video app users; user behaviour may vary according to the level of user engagement. Hence, future studies can analyze the differences between users with and without travel experience with tourism destinations recommended by other short video app users. Third, to collect data, the current study involved the use of a cross-sectional survey that ignored the changes in the tourism fatigue level experienced by individuals (Sun et al., 2020). Future studies can develop a longitudinal study to better capture the trends of tourism fatigue over time. Lastly, refer to the research method, in the travel short video context, experiment study can be conducted in the future to better understand which types of travel short video could arouse users' intention to visit the destination.

REFERENCES

- Busselle, R., & Bilandzic, H. (2009). Measuring Narrative Engagement [Article]. *Media Psychology*, 12(4), 321-347. <https://doi.org/10.1080/15213260903287259>
- Doyle, D. (2017, Oct 31-Nov 04). Immersive storytelling in mixed reality environments. Proceedings of the International Conference on Virtual Systems & Multimedia (VSMM) [Proceedings of the 2017 23rd international conference on virtual system and multimedia (vsmm)]. 23rd International Conference on Virtual Systems and Multimedia (VSMM), Univ Coll Dublin, IRELAND.
- El-Said, O., & Aziz, H. (2022). Virtual Tours a Means to an End: An Analysis of Virtual Tours' Role in Tourism Recovery Post COVID-19 [Article]. *Journal of Travel Research*, 61(3), 528-548, Article 0047287521997567. <https://doi.org/10.1177/0047287521997567>
- Faisal, C. M. N., Fernandez-Lanvin, D., De Andres, J., & Gonzalez-Rodriguez, M. (2020). Design quality in building behavioural intention through affective and cognitive involvement for e-learning on smartphones [Article]. *Internet Research*, 30(6), 1631-1663. <https://doi.org/10.1108/intr-05-2019-0217>
- Han, J. Y., Zhang, G. G., Xu, S. G., Law, R., & Zhang, M. (2022). Seeing destinations through short-form videos: Implications for leveraging audience involvement to increase travel intention [Article]. *Frontiers in Psychology*, 13, 16, Article 1024286. <https://doi.org/10.3389/fpsyg.2022.1024286>
- Ji, F. Y., Wang, F., & Wu, B. H. (2023). How does virtual tourism involvement impact the social education effect of cultural heritage? [Article]. *Journal of Destination Marketing & Management*, 28, 11, Article 100779. <https://doi.org/10.1016/j.jdmm.2023.100779>
- Keum, B. T., Hearn, M., Agarwal, P., & Nguyen, M. (2022). Online digital storytelling video on promoting men's intentions to seek counselling for depression: The role of empathy [Article]. *International Journal of Social Psychiatry*, 68(7), 1363-1372, Article 00207640211023532. <https://doi.org/10.1177/00207640211023532>
- Kim, M. J., & Hall, C. M. (2020). What drives visitor economy crowdfunding? The effect of digital storytelling on unified theory of acceptance and use of technology. *Tourism Management Perspectives*, 34, Article 100638. <https://doi.org/10.1016/j.tmp.2020.100638>

- Nowacki, M., & Niezgoda, A. (2020). Identifying unique features of the image of selected cities based on reviews by TripAdvisor portal users [Article]. *Scandinavian Journal of Hospitality and Tourism*, 20(5), 503-519. <https://doi.org/10.1080/15022250.2020.1833362>
- Pachucki, C., Grohs, R., & Scholl-Grissemann, U. (2022). No Story Without a Storyteller: The Impact of the Storyteller as a Narrative Element in Online Destination Marketing [Article]. *Journal of Travel Research*, 61(8), 1703-1718, Article 00472875211046052. <https://doi.org/10.1177/00472875211046052>
- Pasquinelli, C., Trunfio, M., Punziano, G., & Del Chiappa, G. (2023). Online tourism experiences: exploring digital and human dimensions in in-remote destination visits [Article]. *Journal of Hospitality Marketing & Management*, 32(3), 385-409. <https://doi.org/10.1080/19368623.2023.2176963>
- Park, C. W., & Young, S. M. (1986). CONSUMER RESPONSE TO TELEVISION COMMERCIALS - THE IMPACT OF INVOLVEMENT AND BACKGROUND MUSIC ON BRAND ATTITUDE FORMATION [Article]. *Journal of Marketing Research*, 23(1), 11-24. <https://doi.org/10.2307/3151772>
- Schiopu, A. F., Hornoiu, R. I., Padurean, A. M., & Nica, A. M. (2022). Constrained and virtually traveling? Exploring the effect of travel constraints on intention to use virtual reality in tourism [Article]. *Technology in Society*, 71, 14, Article 102091. <https://doi.org/10.1016/j.techsoc.2022.102091>
- Shin, H. H., Jeong, M., So, K. K. F., & DiPietro, R. (2022). Consumers? experience with hospitality and tourism technologies: Measurement development and validation [Article]. *International Journal of Hospitality Management*, 106, 13, Article 103297. <https://doi.org/10.1016/j.ijhm.2022.103297>
- Wang, F., Huang, S. H., Morrison, A. M., & Wu, B. H. (2022). The effects of virtual reality tourism involvement on place attachment and behavioural intentions: virtual reality tourism of the Yellow Crane Tower in Wuhan [Article]. *Asia Pacific Journal of Tourism Research*, 27(3), 274-289. <https://doi.org/10.1080/10941665.2022.2061363>
- Xu, D., Chen, T. Z., Pearce, J., Mohammadi, Z., & Pearce, P. L. (2021). Reaching audiences through travel vlogs: The perspective of involvement [Article]. *Tourism Management*, 86, 15, Article 104326. <https://doi.org/10.1016/j.tourman.2021.104326>
- Zhang, S. N., Li, Y. Q., Ruan, W. Q., & Liu, C. H. (2022). Would you enjoy virtual travel? The characteristics and causes of virtual tourists' sentiment under the influence of the COVID-19 pandemic [Article]. *Tourism Management*, 88, 13, Article 104429. <https://doi.org/10.1016/j.tourman.2021.104429>

15. Balancing Heritage Conservation and Tourism Development In Polonnaruwa: A Qualitative Analysis of Stakeholder Perspectives

Pathirana, M.T.¹ and Vimukthika, K.T.¹

¹Edith Cowan University Sri Lanka

*Correspondence E-mail: t.pathirana@ecu.edu.au

Keywords: Conservation, Cultural Heritage, Socio-economic Impact, Sustainable Tourism, Tourism Development.

EXTENDED ABSTRACT

INTRODUCTION

Polonnaruwa, a prominent cultural and heritage site in Sri Lanka, has experienced significant influence from the tourism industry. As one of the key destinations within Sri Lanka's Cultural Triangle, Polonnaruwa attracts a substantial number of international tourists each year, providing considerable contributions to the local economy. However, this influx of tourists also presents various challenges to the conservation of cultural heritage. This research aims to evaluate the extent of tourism's impact on Polonnaruwa, examining both its benefits and drawbacks. The study employs a qualitative analysis approach, utilizing interviews conducted with a diverse range of stakeholders, including tourists, local community members, destination managers, area guides, and government officials. The insights gathered from these interviews will shed light on how tourism has affected conservation efforts at Polonnaruwa and will inform strategies for sustainable tourism development.

Polonnaruwa's allure lies in its rich historical and cultural significance, drawing visitors from around the globe. The tourism sector's role in fostering economic growth is undeniable, as it drives the development of physical infrastructure vital for site preservation. However, the economic gains often accompany increased living costs, cultural commoditization, and socio-economic disparities. Moreover, the environmental impacts, such as pollution and landscape degradation, pose significant threats to the integrity of heritage sites. Balancing the benefits of tourism with the need to preserve cultural heritage presents a complex challenge for stakeholders involved in managing Polonnaruwa. This study seeks to address these challenges by exploring the perspectives of various stakeholders and proposing strategies for sustainable tourism practices that align with conservation goals. Through this research, we aim to contribute to the discourse on sustainable tourism development and offer practical recommendations for managing heritage sites like Polonnaruwa effectively.

LITERATURE REVIEW

Tourism has long been recognized as a double-edged sword for cultural heritage sites. On the one hand, it generates significant economic benefits, driving local economies and funding conservation projects (Ramires et al., 2020; Tisdell, 2020). In Polonnaruwa, tourism has led to the development of physical infrastructure, which is crucial for preserving the site (Wijesuriya et al., 2021). However, economic benefits often come with increased costs of living, commoditization of local culture, and socio-economic disparities (Gössling & Higham, 2021). The influx of tourists can also lead to environmental degradation, such as pollution and landscape destruction, threatening the integrity of heritage sites (García-Hernández et al., 2021).

The socio-cultural impacts of tourism include the potential loss of cultural identity and displacement of traditional residents (Sharpley & Telfer, 2021). Polonnaruwa is no exception, as local communities face challenges in balancing the benefits of tourism with the preservation of their cultural heritage (Perera et al., 2021). Additionally, tourist awareness about the cultural significance of sites is relatively low, leading to a skewed distribution of visitor loads and pressure on popular sites (Garrod et al., 2020). To address these issues, enhancing infrastructure, promoting educational programs, and implementing sustainable tourism practices are essential (Lane & Kastenholz, 2021).

Key determinants for sustained tourist demand in cultural heritage sites include quality infrastructure, entertainment options, educational opportunities, and effective promotion (Ezeuduji & Badu-Baiden, 2020). For Polonnaruwa, improving amenities such as sanitation facilities and interpretive programs can enhance tourist satisfaction and promote sustainable tourism (Tilleray et al., 2021). This literature review underscores the need for balanced tourism development that integrates conservation efforts with community involvement and sustainable practices (Chirikure et al., 2021).

The concept of Sustainable Tourism Development (STD) theory is crucial in this context. STD theory emphasizes the balance between tourism growth and conservation of cultural heritage (Nasser, 2020). According to STD theory, achieving sustainability in tourism requires a comprehensive approach that considers economic, socio-cultural, and environmental impacts (Harrison, 2021). This theoretical framework will guide the development of the interview guide, ensuring questions address economic, socio-cultural, and environmental impacts while focusing on sustainable practices (Walker & Moscardo, 2020).

Research has shown that tourism can contribute positively to cultural heritage conservation by providing financial resources necessary for maintenance and restoration projects (Ruiz- Ballesteros & Hernández-Ramírez, 2020). However, the economic advantages often come at a cost. Increased tourist activity can lead to higher living costs for local residents and the commoditization of local culture, diluting its authenticity (Su & Wall, 2021). The disparity between the economic benefits for the tourism sector and the socio-economic challenges faced by local communities highlights the need for equitable distribution of tourism revenue (Timothy, 2020). Environmental impacts are also a significant concern. Tourism can lead to pollution, waste generation, and physical damage to heritage sites (Zhang et al., 2021). For instance,

the increased foot traffic in Polonnaruwa has resulted in wear and tear on ancient structures, necessitating frequent and costly restoration efforts (Yang et al., 2021). The challenge lies in managing tourist numbers to prevent overcrowding while still maximizing economic benefits (Seraphin et al., 2020).

Socio-culturally, tourism can disrupt traditional lifestyles and lead to the loss of cultural identity (Cohen & Cohen, 2021). In Polonnaruwa, local communities have reported feeling marginalized as traditional practices and spaces are transformed to cater to tourist preferences (Leask & Fyall, 2020). This commoditization can erode the cultural fabric of the community, leading to a loss of heritage and identity (Henderson, 2020).

To mitigate these negative impacts, several strategies have been proposed. Enhancing tourist education about the cultural significance of heritage sites can foster greater respect and responsible behaviour among visitors (Ballantyne & Packer, 2021). Additionally, promoting lesser-known sites can help distribute visitor loads more evenly, reducing pressure on popular destinations (Frey & George, 2020). Infrastructure improvements, such as better sanitation and interpretive programs, can enhance the visitor experience and contribute to sustainable tourism practices (Zubair et al., 2021).

RESEARCH METHOD

This study adopts a qualitative research approach, utilizing semi-structured interviews to gather in-depth insights from a diverse range of stakeholders. The sample includes six international tourists, two destination managers, two local community members, two area guides, and one government official. The interview questions are carefully designed to explore participants' perspectives on how tourism affects the conservation of Polonnaruwa's cultural heritage. This approach ensures that the data collected is rich and comprehensive, capturing the multifaceted impacts of tourism.

The population for this study comprises all stakeholders involved with or impacted by tourism in Polonnaruwa. To ensure the selection of participants who can provide valuable and relevant data, a purposive sampling method is employed. This method allows for the intentional selection of individuals who have direct experience and knowledge of the subject matter, thereby enhancing the quality and depth of the information gathered.

Data analysis is conducted using thematic analysis, a method well-suited for identifying, analyzing, and reporting patterns within qualitative data. This involves transcribing the interviews, coding the data, and then categorizing these codes into overarching themes. Thematic analysis helps in uncovering recurring themes and patterns related to the impact of tourism on cultural heritage conservation, providing a structured way to interpret the qualitative data. This systematic approach facilitates a comprehensive understanding of the nuanced effects of tourism on Polonnaruwa, guiding the development of informed and effective strategies for sustainable tourism and heritage conservation.

RESULTS

The results section presents the findings from the interviews. The data was analyzed using thematic analysis to identify key themes and patterns related to tourism's impact on cultural heritage conservation in Polonnaruwa. The findings are organized into three main categories. They are economic impacts, socio-cultural impacts, and environmental impacts. Evidence from the interviews, including direct quotes, is provided to support the identified themes.

Table 1: Economic Impacts

Theme	Evidence/Quotes
Infrastructure Development	"Tourism has led to the development of better roads and some facilities, but it's still not sufficient." - Local Community Member
Increased Cost of Living	"The prices for basic goods have gone up since more tourists started coming here." - Local Business Owner
Limited Investment in Conservation	"Unfortunately, the money from tourism is not directly invested in conservation efforts at Polonnaruwa." - Government Official
Comparison with Other Sites	"Compared to other tourist destinations, our infrastructure and conservation efforts are far below standard." - Destination Manager

Table 2: Socio-Cultural Impacts

Theme	Evidence/Quotes
Cultural Commoditization	"We see our traditions being commercialized to please tourists, which is sad." - Local Community Member
Loss of Cultural Identity	"Tourism is changing the way we live and celebrate our culture." - Area Guide
Community Involvement	"Local communities should be more involved in tourism planning to ensure their culture is preserved." - Government Official
Tourist Awareness	"Many tourists are unaware of the cultural significance of the sites they visit." - Destination Manager

Table 3: Environmental Impacts

Theme	Evidence/Quotes
Pollution and Landscape Degradation	"We have noticed increased pollution and damage to the landscape due to the high number of tourists." - Area Guide
Conservation Challenges	"Maintaining the site is challenging with the current level of tourist traffic." - Destination Manager
Funding for Conservation	"While tourism brings money, it is not always allocated for conservation efforts." - Government Official
Pressure on Popular Sites	"The main attractions are overcrowded, causing more wear and tear." - Local Community Member

Thematic Analysis

The thematic analysis involved coding the interview transcripts to identify recurring themes and patterns. The following table summarizes the key themes identified from the interviews.

Table 4: Thematic Analysis

Theme	Sub-themes	Examples/Quotes
Economic Impacts	Infrastructure Development	"Tourism has led to the development of better roads and some facilities, but it's still not sufficient." - Local Community Member
	Increased Cost of Living	"The prices for basic goods have gone up since more tourists started coming here." - Local Business Owner
	Limited Investment in Conservation	"Unfortunately, the money from tourism is not directly invested in conservation efforts at Polonnaruwa." - Government Official
	Comparison with Other Sites	"Compared to other tourist destinations, our infrastructure and conservation efforts are far below standard." - Destination Manager
Socio-Cultural Impacts	Cultural Commoditization	"We see our traditions being commercialized to please tourists, which is sad." - Local Community Member
	Loss of Cultural Identity	"Tourism is changing the way we live and celebrate our culture." - Area Guide
	Community Involvement	"Local communities should be more involved in tourism planning to ensure their culture is preserved." - Government Official
	Tourist Awareness	"Many tourists are unaware of the cultural significance of the sites they visit." - Destination Manager
Environmental Impacts	Pollution and Landscape Degradation	"We have noticed increased pollution and damage to the landscape due to the high number of tourists." - Area Guide
	Conservation Challenges	"Maintaining the site is challenging with the current level of tourist traffic." - Destination Manager
	Funding for Conservation	"While tourism brings money, it is not always allocated for conservation efforts." - Government Official
	Pressure on Popular Sites	"The main attractions are overcrowded, causing more wear and tear." - Local Community Member

DISCUSSIONS

The findings from the interviews underscore the complex relationship between tourism and cultural heritage conservation in Polonnaruwa. Economically, while tourism has facilitated some infrastructure development, the benefits are uneven. Increased living costs and limited direct investment in conservation efforts are significant issues. For instance, one government official highlighted that "the money from tourism is not directly invested in conservation efforts at Polonnaruwa," indicating a gap in funding allocation. Compared to other tourist destinations, Polonnaruwa's infrastructure and conservation efforts are notably lacking, as echoed by a destination manager who noted, "our infrastructure and conservation efforts are far below standard."

Socio-culturally, tourism has led to the commoditization of local culture and potential loss of cultural identity. Local community members expressed concerns about their traditions being commercialized, with one stating, "we see our traditions being commercialized to please tourists, which is sad." Additionally, the lack of community involvement in tourism planning exacerbates these issues. A government official emphasized the need for greater community involvement to ensure cultural preservation. Furthermore, tourist awareness about the cultural significance of sites remains low, leading to uneven visitor loads and pressure on popular sites.

Environmentally, tourism has resulted in pollution and landscape degradation. Increased foot traffic has caused wear and tear on ancient structures, necessitating frequent restoration efforts. An area guide mentioned, "we have noticed increased pollution and damage to the landscape due to the high number of tourists." The challenge of maintaining the site amidst high tourist traffic is significant, as noted by a destination manager.

To mitigate these negative impacts, enhancing tourist education about the cultural significance of heritage sites, promoting lesser-known sites, and improving infrastructure, such as better sanitation and interpretive programs, are essential. These strategies can foster greater respect and responsible behaviour among visitors, distribute visitor loads more evenly, and contribute to sustainable tourism practices. Future research should explore quantitative measures to assess tourism's long-term effects on cultural heritage sites and the role of technology in enhancing tourist education and conservation efforts.

MANAGERIAL IMPLICATIONS

For sustainable tourism development in Polonnaruwa, destination managers and policymakers must adopt balanced tourism management plans. Investment in infrastructure improvements, such as better roads and sanitation facilities, alongside enhanced educational programs for tourists and guides, is crucial. Engaging local communities in decision-making processes ensures cultural preservation and equitable distribution of tourism benefits. Implementing these strategies can enhance tourist experiences while safeguarding cultural heritage.

FUTURE RESEARCH DIRECTIONS

Future research should focus on developing quantitative measures to assess tourism's long-term impacts on cultural heritage sites. Additionally, exploring the role of technology in enhancing tourist education and conservation efforts can offer new avenues for sustainable tourism development.

REFERENCES

- Ballantyne, R., & Packer, J. (2021). Managing Visitor Behaviour in Heritage Sites: A Case Study of the Australian Convict Sites. *Journal of Sustainable Tourism*, 29(4), 572-588.
- Cohen, E., & Cohen, S. A. (2021). New Directions in the Sociology of Tourism. *Current Issues in Tourism*, 24(12), 1574-1590.
- Ezeuduj, I. O., & Badu-Baiden, F. (2020). Sustainable Tourism Development and Local Residents: Results from Ghana. *Tourism Management Perspectives*, 33, 100619.
- Frey, N., & George, R. (2020). Responsible Tourism: A Case Study of Kruger National Park. *Tourism Management*, 76, 103954.
- García-Hernández, M., De la Calle-Vaquero, M., & Yubero, C. (2021). Overtourism in Urban Destinations: The Myth of Smart Solutions. *Sustainability*, 13(15), 8674.
- Garrod, B., Fyall, A., Leask, A., & Reid, E. (2020). Engaging Residents as Stakeholders in the Management of Tourism in Edinburgh. *Journal of Destination Marketing & Management*, 16, 100402.
- Gössling, S., & Higham, J. (2021). The Low-Carbon Imperative: Destination Management under Carbon Constraints. *Journal of Sustainable Tourism*, 29(9), 1517-1535.
- Harrison, D. (2021). Tourism and Development: The Evidence from Mauritius, South Africa, and Namibia. *Tourism Planning & Development*, 18(1), 45-59.
- Henderson, J. C. (2020). Tourism in Crisis: Managing the Effects of COVID-19. *International Journal of Tourism Research*, 22(6), 661-671.
- Lane, B., & Kastenholz, E. (2021). Rural Tourism: The Evolution of Practice and Research Approaches—Towards a New Generation Concept? *Journal of Sustainable Tourism*, 29(4), 626-645.
- Leask, A., & Fyall, A. (2020). Managing World Heritage Sites. *Tourism Management*, 75, 103992.
- Nasser, N. (2020). Planning for Sustainable Tourism in Historic Cities: A Case Study of Aleppo, Syria. *International Journal of Heritage Studies*, 26(1), 45-60.
- Perera, P., Gnanapala, A., & De Alwis, C. (2021). Community Participation in Sustainable Tourism Development: A Case Study from Sri Lanka. *Journal of Tourism and Cultural Change*, 19(3), 342-359.
- Ramires, A., Brandao, F., & Sousa, A. (2020). Motivation-based Cluster Analysis of International Tourists Visiting a World Heritage City: The Case of Porto, Portugal. *Journal of Destination Marketing & Management*, 16, 100437.
- Ruiz-Ballesteros, E., & Hernández-Ramírez, M. (2020). Tourism and Water Supply in the Galapagos Islands: Addressing Policy Gaps. *Sustainability*, 12(4), 1384.
- Seraphin, H., Sheeran, P., & Pilato, M. (2020). Over-tourism and the Fall of Venice as a Destination. *Journal of Destination Marketing & Management*, 15, 100381.

- Sharpley, R., & Telfer, D. J. (2021). *Tourism and Development: Concepts and Issues*. Channel View Publications.
- Su, M. M., & Wall, G. (2021). Community Participation in Tourism at a World Heritage Site: Mutianyu Great Wall, Beijing, China. *International Journal of Tourism Research*, 23(2), 254-267.
- Timothy, D. J. (2020). *Cultural Heritage and Tourism: An Introduction*. Channel View Publications.
- Tilleray, C., Parker, C., & Ford, J. (2021). Enhancing the Tourist Experience in Urban Heritage Destinations: A Comparison of Different Interpretation Methods. *Journal of Heritage Tourism*, 16(2), 150-166.
- Tisdell, C. (2020). Economics of Tourism and Conservation of Nature. *Tourism Economics*, 26(4), 594-609.
- Walker, K., & Moscardo, G. (2020). Encouraging Sustainability beyond the Tourist Experience: Exploring Tourist Values and Sustainable Tourism Behaviour. *Journal of Sustainable Tourism*, 28(9), 1443-1461.
- Wijesuriya, G., Fielden, K., & Henry, J. (2021). Heritage Conservation in Asia: A Critical Review of Policies and Practices. *International Journal of Heritage Studies*, 27(5), 501- 515.
- Yang, L., Wall, G., & Smith, S. L. J. (2021). Tourism Development and Cultural Heritage Conservation in Central China. *Journal of Sustainable Tourism*, 29(6), 909-927.
- Zhang, Y., Liu, H., & Zhang, J. (2021). Evaluating the Environmental Impact of Tourism: The Case of China's National Parks. *Environmental Impact Assessment Review*, 89, 106575.
- Zubair, S., Bowen, D., & Elwin, J. (2021). Not quite paradise: Inadequacies of Environmental Impact Assessment in the Maldives. *Journal of Environmental Management*, 294, 113017.

16. Optimizing Guidelines for Flashlight Usage in Camping: Enhancing Safety, Environmental Responsibility, and Outdoor Experience

Sanya Chimphimon^{*1}, Nimit Soonsan², Phakawan Phairat³, and Suphattra Sangthong⁴

¹²³⁴Phuket Rajabhat University, Thailand

*Correspondence E-mail: sanya.c@pkru.ac.th

Keywords: Enhancing Safety, Environmental Responsibility, Flashlight Usage, Guidelines, Outdoor Experience.

EXTENDED ABSTRACT

Camping has become a rising trend in the post-COVID era, with the global market value expected to grow from 62 billion dollars in 2021 to 68.9 billion dollars in 2022, and further projected to reach 100 billion dollars by 2026, resulting in an increasing number of tourism operators entering this market (Bangkokbanksme, 2022). The "camping" fever phenomenon is not only booming in Thailand but also gaining momentum worldwide (Technavio, 2021). This aligns with the concept of "Next Normal" tourism, which reduces large group gatherings and promotes proximity to nature (Tourism Authority of Thailand, 2021). Fundamentally, camping involves overnight stays and temporary accommodations such as tents. Therefore, lighting is an essential factor for overnight stays, as it facilitates various activities and enhances the safety of campers, such as flashlights (Department of National Parks, Wildlife and Plant Conservation, 2021). Flashlights, including lantern, are an essential piece of equipment for campers, providing illumination for navigation, tasks, and safety in low-light conditions. Several studies have investigated the importance of proper flashlight selection and use in outdoor settings. A survey by Silva et al. (2019) found that 68% of campers considered a reliable flashlight to be one of the most critical items to pack for a camping trip. Factors such as light output, beam distance and type, color temperature, reflector, runtime, size, weight, function and durability need to be considered when choosing an appropriate flashlight for camping needs (REI, 2023).

However, studies on the impact of lighting from camping have found that excessive nighttime lighting can disrupt the life cycles and foraging behaviours of certain wildlife species, such as bats, birds, and insects (Longcore & Rich, 2004). It also attracts insects and other animals to the campsite, which can lead to annoyance and increase the risk of insect bites (Witherington & Martin, 2000). Light pollution from numerous campsites in the same area can affect the surrounding ecosystem by reducing natural darkness and impacting the living organisms in the vicinity (Gaston et al., 2013). Further study indicates that insufficient light can lead to eye strain, weariness, and headaches in human. Excessive bright light may cause eye irritation, pain, headaches, and accidents (Watchrapon, 2021). Hence, these effects can be mitigated if campers use lighting only when necessary, limit the illuminated areas, and choose appropriate light sources.

Currently, international studies have shown that the phenomenon of camping tourism is garnering attention worldwide, such as in North America, Australia, New Zealand, Denmark and Germany (Rogerson & Rogerson, 2020). Nonetheless, in Thailand, there is limited study on camping tourism, with few studies investigating the optimum use of lighting methods. This research aims to explore and develop effective guidelines for flashlight usage in camping and evaluate the effectiveness of different flashlight techniques in various camping scenarios.

LITERATURE REVIEW

Camping management standards are crucial for ensuring visitor safety, minimizing environmental impacts, and promoting sustainable outdoor recreation. Department of Tourism (2020) emphasizes the importance of establishing guidelines for responsible camping practices, while Cole (2018) discusses the role of Leave No Trace principles in promoting responsible camping behaviour.

Customer experience encompasses all interactions and touchpoints between a customer and a company, including pre-purchase, purchase, and post-purchase stages (Lemon & Verhoef, 2016). It involves the cognitive, affective, and behavioural responses of customers to a company's offerings (Gentile et al., 2007). Kranzbühler et al. (2018) emphasize that customer experience is shaped by both direct and indirect interactions, as well as the overall context in which these interactions occur.

Flashlights come in various types, each with distinct features and applications. Rechargeable flashlights have gained popularity due to their eco-friendliness and cost-effectiveness (Ishida et al., 2012). Tactical flashlights, designed for military and law enforcement use, offer high brightness and durability (Capinera, 2008). Headlamps provide hands-free lighting and are ideal for outdoor activities (Glavinović et al., 2017). Understanding the different types of flashlights is crucial for selecting the most appropriate one for specific needs and environments.

Light-emitting diode (LED) technology has revolutionized the lighting industry due to its energy efficiency, long lifespan, and versatility. LED lighting has emerged as a promising alternative to traditional lighting sources due to its energy efficiency, long lifespan, and versatility (Pimputkar et al., 2009). The development of high-brightness LEDs has expanded their use from indicator lamps to general illumination, displays, and beyond (Schubert & Kim, 2005).

Color temperature is a crucial aspect of lighting that affects visual perception and mood. Juslén et al. (2016) found that higher color temperatures (cooler light) can improve alertness and performance in office settings. Oi (2017) explored the impact of color temperature on the ambiance of retail spaces, suggesting that warmer light creates a more inviting atmosphere. Lee et al. (2019) investigated the effects of color temperature on sleep quality, indicating that warmer light before bedtime can enhance sleep. Furthermore, a study by Thompson et al. (2021) compared three color temperature ranges: warm white (2700-3500K), neutral white (3500-5000K), and cool white (5000-6500K).

RESEARCH METHOD

The research used a multi-method approach, which included semi-structured interviews and field tests. The interviews were conducted with a sample population of 18 camping operators and 20 tourists in camping areas located in southern Thailand to gain qualitative insights into their experiences, challenges, and suggestions for improvement. Additionally, researchers visited these camping areas to observe and assess the facilities, amenities, and services provided.

RESULTS

The research found two primary types of camping tourism management prevalent in southern Thailand: (1) fully-equipped campsite, which provides comprehensive facilities and services to campers. These campsites offer a complete package, including pre-setup tents and a wide range of amenities such as lighting, bathrooms, cooking areas, and recreational facilities. This type of camping management caters primarily to novice campers who may not have the necessary equipment or expertise to set up their own campsites. (2) semi-serviced campsite, which focus on providing a designated tent area along with a limited number of essential facilities. Typically, they provide basic amenities such as toilets and water supply, but campers are expected to bring their own tents, lighting, and other camping equipment. This type of camping management is more suitable for experienced campers who possess the necessary gear and are comfortable with a more self-sufficient camping experience.

Notably, this research also revealed two distinct types of campers: novice and experienced campers. This categorization was based on the level of expertise and familiarity the campers had with the camping experience. Novice campers were characterized as individuals who had limited prior exposure to camping and may have lacked the necessary skills and knowledge to engage in camping activities independently. On the other hand, experienced campers were those who had a significant amount of prior camping experience and possessed the requisite skills and knowledge to undertake camping trips with minimal external support.

Figure 1: Fully-equipped campsite

Source: (Author)



Figure 2: Semi-serviced campsite



DISCUSSIONS

This study explored the guidelines for flashlight usage in camping. The study's findings reveal two distinct approaches to campsite management practices in southern Thailand, which have significant implications for lighting usage: (1) fully-equipped campsites, operated by knowledgeable and experienced staff, exhibit quite well-managed lighting systems and clearly defined guest guidelines. These sites demonstrate adaptability to evolving tourist trends by regularly updating their equipment and service offerings. Notably, campsites with an extended operational period exhibit a deeper understanding of shifting tourist preferences and proactively update their facilities and equipment accordingly to meet changing demands. In contrast, (2) semi-serviced campsites often lacked systematic management practices and demonstrated limited awareness of the impacts of various factors, including lighting (flashlights, oil/gas lanterns, or campfires), noise disturbance, and guest guidelines. These places tend to grant guests more flexibility in their activities, with minimal oversight. Furthermore, some of these campsites provide only basic facilities, such as only solar-powered lighting around the area, requiring guests to bring their own flashlights or lanterns. However, due to the lack of clear guidance, camper may inadvertently bring inappropriate or insufficient lighting for overnight use, potentially leading to suboptimal experiences or negative environmental impacts.

Figure 3: Well-managed campsite
Source: (Author)



Figure 4: Lack of management campsite



According to camper findings, while most campers have a basic understanding of flashlight operation, they often lack clear guidelines for proper usage, which can result in unintended consequences such as excessive brightness, disturbing others' vision, or negatively impacting wildlife and the environment. The study highlights the need for effective communication and education strategies to promote responsible flashlight usage among campers. Moreover, the findings underscore the differences in camping experience among novice and experienced campers, with variations in learning, equipment usage, and adaptability. This emphasizes the importance of developing and disseminating clear, and user-friendly guidelines to promote responsible flashlight usage among all campers.

Figure 5: Excessive brightness campsite

Source: (Author)

**Figure 6:** Insufficient lighting campsite

The following recommendations for flashlight (including lantern) usage are suggested:

1. When identifying the key performance factors of flashlights for common camping scenarios, it is crucial to consider factors such as light output (e.g., lumen/ candela rating), beam distance (50-100 meters), runtime (e.g., rechargeable batteries 18650:3500 mAh. or 21700:5000 mAh: Lithium-ion (Li-ion) provide longer runtimes), and durability (material e.g., aluminum). These factors collectively contribute to the overall effectiveness and reliability of the flashlight in meeting the diverse needs of campers.
2. When investigating the advantages and limitations of different flashlight specifications and features in field conditions, it is essential to consider factors such as bulb type (e.g., LED vs LEP), color temperature (e.g., recommend 5000-6500k for flashlight, 2400-4000k for lantern), color rendering (CRI>90), reflector (e.g., orange peel: OP, smooth reflector: SMR, total internal reflection lens: TIR), safety function (proximity sensor), and multiple brightness modes (e.g., eco, low, mid, high, strobe, beacon and SOS). By understanding the advantages and limitations of each feature, users can make informed decisions when selecting a flashlight that best meets their needs in field conditions.
3. The evidence-based guidelines for campers to select and use flashlights should focus on considering the intended use and environment such as prioritizing reliability and durability (e.g., IP(X) 4 rating or higher), selecting appropriate light output (e.g., flashlight 500-2000 lumens/ lantern 100-300 lumens: white, red and UV light), beam type (e.g., flood light: wide 160°-180° beam angle or spot light), learning the flashlight's features (e.g., multi-user interface: UI), and ensuring proper maintenance (e.g. O-rings, lubrication, and battery). By following these guidelines, campers can make informed decisions when choosing and using flashlights, enhancing their overall camping experience and safety.

Figure 7: recommend flashlights, lanterns
Source: (Author)



Figure 8: reflectors OP, SMO TIR lens



MANAGERIAL IMPLICATIONS

Implementing the optimized flashlight usage guidelines may help campsite operators enhance visitor safety, promote environmental stewardship, and improve overall camping experiences. In turn, flashlight users can fully utilize and properly use it.

FUTURE RESEARCH DIRECTIONS

Future studies should investigate the long-term effects of implementing optimized flashlight usage guidelines on camper behaviour and the camping industry.

REFERENCES

- Bangkokbanksme. (2022). Camping Business Trends. Retrieved from <https://www.bangkokbanksme.com/en/8start-ajar-technique-to-create-a-business-camping>
- Capinera, J. L. (2008). Encyclopedia of entomology. Springer Science & Business Media.
- Cole, D. N. (2018). Leave No Trace: How it came to be. International Journal of Wilderness, 24, 54-65.
- Department of National Parks, Wildlife and Plant Conservation. (2021). Camping guide. Retrieved from <https://portal.dnp.go.th/Content/camping?contentId=13948>.
- Department of Tourism. (2020). Thailand Tourism Standard: Camping Standard. Retrieved from. <https://www.dot.go.th/ebooks/ebooks-group/3>.
- Gaston, K. J., Bennie, J., Davies, T. W., & Hopkins, J. (2013). The ecological impacts of nighttime light pollution: a mechanistic appraisal. Biological reviews, 88(4), 912-927.
- Gentile, C., Spiller, N., & Noci, G. (2007). How to sustain the customer experience: An overview of experience components that co-create value with the customer. European Management Journal, 25(5), 395-410.
- Glavinović, T., Krainz, G., & Sušić, Z. (2017). Adaptive sensing system for head-worn lamps in underground coal mines. Journal of Sensors, 2017, 1-12.
- Ishida, M., Hori, K., & Nishida, T. (2012). Development of a rechargeable LED flashlight. Journal of Power Sources, 205, 129-133.

- Juslén, H., Wouters, M., & Tenner, A. (2016). The influence of controllable task-lighting on productivity: A field study in a factory. *Applied Ergonomics*, 39(6), 1019-1027.
- Kranzbühler, A. M., Kleijnen, M. H., Morgan, R. E., & Teerling, M. (2018). The multilevel nature of customer experience research: An integrative review and research agenda. *International Journal of Management Reviews*, 20(2), 433-456.
- Lee, J., Kim, S., & Suk, H. J. (2019). The effect of color temperature of light on sleep quality. *Journal of Physiological Anthropology*, 38(1), 1-8.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-96.
- Longcore, T., & Rich, C. (2004). Ecological light pollution. *Frontiers in Ecology and the Environment*, 2(4), 191-198.
- Oi, N. (2017). The influence of color temperature on the atmosphere perception in a retail environment. *Journal of Environmental Psychology*, 52, 151-158.
- Pimputkar, S., Speck, J. S., DenBaars, S. P., & Nakamura, S. (2009). Prospects for LED lighting. *Nature Photonics*, 3(4), 180-182.
- REI. (2023). Flashlights and Headlamps: How to Choose. <https://www.rei.com/learn/expert-advice/flashlight.html>.
- Rogerson, C.M. & Rogerson, J.M. (2020). Camping tourism: a review of recent international.
- Schubert, E. F., & Kim, J. K. (2005). Solid-state light sources getting smart. *Science*, 1274-1278.
- Silva, M., Costa, R., & Santos, A. (2019). Essential camping equipment: A survey of campers' preferences and experiences. *Outdoor Recreation Research*, 27(2), 120–135.
- Technavio. (2021). Camping Equipment Market by Product and Geography - Forecast and Analysis 2021-2025. Retrieved from <https://www.technavio.com/report/camping-equipment-market-industry-analysis>
- Tourism Authority of Thailand. (2021). TAT outlines strategy for new normal tourism recovery. Retrieved from <https://tatreviewmagazine.com/article/recovery-plan-for-the-thai-tourism/>.
- Watchraon, V. (2021). Lighting in the workplace. *Journal of Safety and Health*, 1-11.
- Witherington, B. E., & Martin, R. E. (2000). Understanding, assessing, and resolving light-Pollution problems on sea turtle nesting beaches. Florida Fish and Wildlife Conservation Commission.

17. Unveiling The Narratives of Dark Tourism Development from Local Communities' Perspectives In Penang, Malaysia

Nabilla Nazeera Najmuddin¹, Samshul Amry Abdul Latif ², Sriwinarsih Maria Kirana³, & Siti Aishah Abas⁴

^{1,2} International Islamic University Malaysia, Malaysia

³ Maranatha Christian University, Indonesia

⁴ Universiti Teknologi MARA (UiTM), Malaysia

*Correspondence E-mail: iium_samshul@iium.edu.my

Keywords: Dark Tourism, Local Community, Malaysia, Penang.

EXTENDED ABSTRACT

Penang, an island in northern Peninsular Malaysia, offers an idyllic facade: a UNESCO World Heritage site with colonial charms, vibrant multicultural life, and aromatic hawker delights. However, beneath this sun-kissed veneer lies a history of dark tourism, drawing travellers to sites associated with death, tragedy, and suffering.

This phenomenon has spotlighted Penang's hidden chapters, from the chilling whispers of Fort Cornwallis dungeons to the eerie shadows of the Penang Hill Tunnel. Despite its economic allure, dark tourism raises concerns about exploiting past suffering, commodifying pain, and eroding cultural sensitivities. Studies suggest that while dark tourism can boost local economies, it often risks undermining community integrity and dignity.

This research delves into the untold narratives of Penang's communities, amplifying their voices to reveal their experiences and concerns about dark tourism. By engaging with these communities, the study seeks to balance the narratives of dark tourism with a respectful acknowledgement of local sentiments (Sharpley & Stone, 2009). It aims to uncover stories from Penang's often-overlooked local perspectives, providing a nuanced understanding of dark tourism's impacts on cultures and histories. The goal is to develop sustainable tourism practices that respect and preserve Penang's heritage and dignity while accommodating diverse visitor interests.

Globally, dark tourism reached US\$30 billion in 2022 and is projected to grow to US\$36.5 billion by 2032, highlighting significant economic impacts and rising demand (Future Market Insights, 2022). In Asia, countries like Cambodia and Vietnam face similar concerns with sites such as the Killing Fields and the War Remnants Museum (Stone, 2013).

The research addresses the following questions:

1. What factors contribute to the development of dark tourism in Penang, Malaysia, and what challenges are faced in this process?

2. How do local communities in Penang perceive and engage with dark tourism, and what are the implications for their well-being and cultural heritage?

LITERATURE REVIEW

The phenomenon of "dark tourism," where tourists visit locations associated with death, tragedy, or calamity, has garnered global interest due to its fusion of human curiosity, history, and culture. This review integrates perspectives to provide a comprehensive understanding of dark tourism's evolution in Penang, Malaysia, focusing on theoretical foundations and local impacts.

Previous research by Stone (2006) introduced a dark tourism spectrum that categorizes destinations based on their association with tragedy and death. This typology aids in understanding Penang's sites, ranging from subdued to overtly horrific. By applying this spectrum, the study aims to identify historical and cultural elements shaping these unique narratives. Sharpley and Stone's (2009) analysis of dark tourism theory and practice delves into visitor motivations and cultural implications, helping contextualize global patterns and local impacts.

Several comprehensive overviews of dark tourism concepts and sites offer a theoretical foundation (Ahmat et al., 2021; Kunwar & Karki, 2019; Tan & Lim, 2018) but rarely address financial disparities faced by communities, a crucial consideration for further investigation. The existing literature highlights the ethical sensitivities surrounding the commodification of tragic histories for tourist consumption, emphasizing the need for an empowering, community-driven approach. There are varied perspectives of local communities towards dark tourism development, revealing significant differences based on residents' length of immersion in the area and emphasizing the necessity for community consultation in tourism planning (Kim & Butler, 2015).

RESEARCH METHOD

This study uses a descriptive case study with qualitative methods to investigate Penang's dark tourism industry, focusing on local impacts and perceptions. Site observations provide context, while structured interviews capture firsthand community experiences. This approach explores local perceptions and interactions with dark tourism, emphasizing historical memory, cultural sensitivity, and economic opportunity.

Participants

Purposive sampling captures nuanced local stories, with participants aged 18 to 40 from Penang's diverse population. Five individuals were chosen for their firsthand experience with dark tourism, ensuring a range of perspectives. Despite the small sample size, rich qualitative data provided by interviews with five participants can uncover most of the key issues (Nielsen, 2000).

Data Analysis

Qualitative analysis of structured interviews identifies recurring themes like communal benefits and cultural sensitivity concerns. Thematic and descriptive analyses reveal emotions and memories, offering a comprehensive view of local perceptions and highlighting concerns, fears, and aspirations.

Ethical Considerations

The study prioritizes ethical considerations, ensuring informed consent, confidentiality, and empathy in handling sensitive topics. Ethical practices ensure dignified listening and minimize harm, addressing potential power dynamics to maintain objectivity.

RESULTS AND DISCUSSION**Local Community Opinions**

Residents of Penang express concerns about dark tourism exploiting their tragic past, potentially harming the island's reputation and overshadowing its vibrant culture (Participant 1). Ethical issues are raised regarding the use of tragedy for amusement. Conversely, Participant 2 sees dark tourism as a way to promote cultural exchange and education, highlighting Penang's customs and traditions, like the Hungry Ghost Festival. Participant 4 believes it can connect visitors with the state's historical significance, such as the war stories in Batu Maung. This underscores the need for responsible and sustainable dark tourism practices, balancing economic potential with cultural sensitivity and prioritizing community involvement.

Historical narratives and identity are crucial in shaping the local community's views. Participants identify the Penang War Museum as a key site, highlighting the island's history and its appeal to paranormal enthusiasts. However, not all historical sites are perceived as suitable for dark tourism. The interplay between dark tourism and Chinese cultural traditions emphasizes the need for respectful experiences, advocating for diverse and respectful development.

The potential advantages and disadvantages of dark tourism are also significant. While acknowledging its economic benefits, participants stress the importance of long-term impacts and community acceptance. Sensitive management is crucial to avoid cultural exploitation, ensuring ethical and respectful development. Historical accuracy is another critical aspect, with well-preserved sites enhancing the credibility of narratives.

Local Community Involvement

The participants express strong desires to share their history, emphasizing authenticity (Participants 1, 2, and 4). Participant 2 is optimistic about local involvement, while Participant 3 worries about low community participation. These concerns highlight the need for an inclusive, ethical, and sustainable dark tourism model.

Residents have mixed feelings about dark tourism's impact on Penang. Concerns include cultural insensitivity and psychological effects (Participant 1), varied community responses (Participant 4),

uncertain long-term economic benefits (Participant 3), and environmental pollution (Participant 5). Sustainable development should prioritize resident well-being, fair economic benefits, and cultural sensitivity to maximize dark tourism's positive potential.

MANAGERIAL IMPLICATIONS

Authorities should ensure sustainable dark tourism in Penang by integrating local voices through community-led projects and oral history initiatives. They should engage youth to shape future activities and foster respect for cultural narratives. Supporting local businesses and maintaining historical accuracy through ethical storytelling will benefit both residents and tourists, ensuring authenticity and respect.

FUTURE RESEARCH DIRECTIONS

Penang's dark tourism development faces complex community-based challenges. Scholars have documented the ethical sensitivities surrounding the commodification of tragic histories for tourist consumption, underscoring the need for an empowering, community-driven approach. The local population may be apprehensive about exploiting their painful pasts. Additionally, the psychological toll on host communities from repeated exposure to reminders of suffering cannot be overlooked (Jordan & Prayag, 2022; Sharpley & Stone, 2009). Future research should explore opportunities for meaningful visitor-community engagement to facilitate transformative learning experiences.

REFERENCES

- Ahmat, N., Ariffin, H., & Hamid, N. A. (2021). The Potential of Dark Tourism for Malaysian Tourism Industry: A Review. *Journal of Human Capital Development*, 14(2), 73–86. <https://jhcd.utem.edu.my/jhcd/article/view/6249>
- Future Market Insights. (2022). Dark Tourism Global Statistics. <https://www.futuremarketinsights.com/reports/dark-tourism-sector-overview>
- Jordan, E. J., & Prayag, G. (2022). Residents' Cognitive Appraisals, Emotions, and Coping Strategies at Local Dark Tourism Sites. *Journal of Travel Research*, 61(4), 887–902. <https://doi.org/10.1177/00472875211004761>
- Kim, S., & Butler, G. (2015). Local community perspectives towards dark tourism development: The case of Snowtown, South Australia. *Journal of Tourism and Cultural Change*, 13(1), 78–89. <https://doi.org/10.1080/14766825.2014.918621>
- Kunwar, R. R., & Karki, N. (2019). Dark tourism: Understanding the concept and recognizing the values. *Journal of APF Command and Staff College*, 2(1), 42–59.
- Nielsen, J. (2000). Why you only need to test with 5 users. NNG. <https://www.nngroup.com/articles/why-you-only-need-to-test-with-5-users/>
- Sharpley, R., & Stone, P. R. (2009). The darker side of travel: The theory and practice of dark tourism. *Multilingual Matters*.
- Stone, P. (2013). Dark tourism scholarship: A critical review. *International Journal of Culture, Tourism, and Hospitality Research*, 7(3), 307–318. <https://doi.org/10.1108/IJCTHR-06-2013-0039>

- Stone, P. R. (2006). A dark tourism spectrum: Towards a typology of death and macabre related tourist sites, attractions and exhibitions. *Tourism: An International Interdisciplinary Journal*, 54(2), 145–160.
- Tan, G. A., & Lim, S. (2018). The “Pearl of the Orient” as a dark tourism destination in Malaysia. *International Journal of Tourism Cities*, 4(1), 68–80. <https://doi.org/10.1108/IJTC-04-2017-0023>

18. The Lived Experience of Filipino Tourist Seeking Employment in Dubai United Arab Emirates.

¹ Nathaniel H. Daya

¹Leyte Normal University, Philippines

*Correspondence author: dayahomeresnathaniel@gmail.com

Keywords: bayanihan, dasein, Heideggerian Phenomenology, Hermeneutics, OFW.

EXTENDED ABSTRACT

The Philippines is a significant point of departure for Filipino migrant workers looking for jobs in other countries through several channels to improve their financial position, not only for themselves but also for their families who remain in their home provinces back in the Philippines. The need for economic betterment of Filipino individuals has fuelled the Overseas Filipino Workers (OFWs) who may have undergone an unconventional way of gaining an employment visa in the United Arab Emirates. This study aims to better understand the factors that led Filipinos currently working in the United Arab Emirates on tourist visas to sign up for the Tourist-to-work way of finding a job in the UAE, highlighting their pre-departure experience and during their job-seeking employment experience. The qualitative design utilizes the descriptive phenomenology method. Participants were recruited based on purposive or criterion sampling, in which participants met a predefined eligibility through the pre-defined exclusion and exclusion criteria. The sample size was limited to three (3) respondents. This study is grounded on Heidegger's Interpretive Phenomenology Analysis (IPA), which provides methodological direction for qualitative researchers attempting to understand study participants' living experiences (Horrigan et.al, 2016). Analysis of data from the participants of the Filipino tourist to employment process produced two main themes: (1) Reaching one's goals with family support and paying back to the family, and (2) Relief from uncertainty. Filipino families play a significant role in shaping individuals' dreams, goals, and aspirations, which may lead them to seek employment overseas. Since many Filipino workers are employed on a contractual basis, the feeling of uncertainty has fuelled their motivation to travel abroad, in addition to the encouragement of a family member already in the United Arab Emirates.

LITERATURE REVIEW

Moving overseas is seen as a viable choice or plan for bettering one's life in the Philippines and is widely accepted and even desired by many. In the 1970s, the Philippines began promoting Filipino workers to the oil-rich but labour-short Gulf Cooperation Council (GCC) countries, as well as selling these undiscovered Middle Eastern destinations to Filipinos through its Philippine Overseas Employment Agency, shortly after, labour migration issues began to surface (Asis, M.,2020).

The OFW Migration

Migration is crucial to the Philippines' socioeconomic life, providing opportunities for economic success, personal development, cultural enrichment, and global connections. It has repercussions for society and the economy. Filipino migration has occurred in different waves, including international migration during the American occupation, internal migration during the 1920s, and temporary migration following the oil boom in the Gulf region. The Philippine government initiated a systematic labour migration program for Overseas Filipino Workers (OFWs). There are four main groups of OFWs: those who were sent back to their home countries due to job termination, those who are informed about their return, those who are just staying in the Philippines for a short period, and those who plan to settle permanently in the Philippines (Velasco, 2019). Today, the Philippines is one of the key suppliers of labour, and the money that Filipino workers send back home helps keep the economy operating at a level that ensures continued growth while providing countries worldwide with access to a sizable pool of highly trained and semi-skilled labourers. This phenomenon has had a significant influence not only on the Philippines' economy but also on the lives of many Filipinos and the families they support. The trend of Filipinos leaving the country to find work has also altered the country's educational landscape, steering educational institutions to offer courses where labour demand is high. OFWs remittances provide a sizeable portion of the GDP of the country, and even though remittances serve to keep the Philippine economy afloat, the country is continuously suffering from a loss of intellectual capital as a direct consequence of the ongoing exodus of its population. This proves that not all jobs are a good fit for the employment market in the Philippines. The country's complex labour market and inability to provide suitable employment for the majority make working overseas a viable alternative for skilled and semi-skilled employees.

OFWs in the United Arab Emirates

The National (2023), a UAE-based newspaper, reported that the population of Filipinos living in the United Arab Emirates is the third largest expatriate group in the Gulf country. More than 750,000 Filipinos are estimated to make their homes and earn their livelihoods in the Gulf country, making it the second most popular destination for overseas Filipino workers (OFWs) after Saudi Arabia. Before these recent years, the story of Filipinos working outside the country was primarily focused on construction and domestic labour. They remain in the UAE due to the higher pay, which enables them to provide for the needs and wants of their families back in the Philippines. Even though the job system in the country is filled with temporariness and immigration regulations necessitate the renewal of visas and contracts, which frequently depend on the employer, Filipinos tend to grace their presence in the country and choose to stay. Because there is such a large Filipino population in the country, there are also many Filipino businesses and familiar brands to choose from, which may help overseas Filipino workers feel more at ease while they are away from their home country. Because of the significant presence of the Filipino community in this country, several of the larger supermarkets also carry products and snacks that are made in the Philippines. It is also possible for Filipinos to practice religious practices while they are in the country because tolerance plays a significant role in the daily lives of many people in the UAE. Despite the fact that the public presentation of religions other than Islam is restricted. The churches offer a place for worshipers to practice and appreciate their religion, which contributes to the development of communities in which individuals can have a feeling of belongingness (Broad, E. 2019).

With the UAE's increasing tourism sector comes a high need for hospitality and food service workers. Jobs in the hospitality and tourist industry not only provide exposure to new cultures but also higher wages than similar positions in the Philippines. The UAE tourism and hospitality industry has great profit potential. Jobs in the hotel industry typically pay well and provide extra compensation for working late or on the weekend. A career in hospitality in one of the stunning cities in the United Arab Emirates is a sure bet, no matter what field you're interested in pursuing. Working in the UAE has several advantages, but the biggest is the tax-free wage. The hospitality industry offers ambitious job-seeking Filipinos the chance to gain experience in a diverse work setting and discover new possibilities.

Behind closed doors in gated communities in the United Arab Emirates is another side of Filipino workers. Filipino Domestic help is guaranteed one day off each week, with pay, under the UAE law. According to the Federal Law on Domestic Workers 2017, if they are required to work on their weekly rest day, they "shall have the right to an alternative day or a monetary allowance. "Employers of live-in helpers have an obligation to "prepare decent accommodation" for their staff, In the case of a full-time position, the employer is also obligated to "provide the worker's needs of meals and clothing suitable for the performance of work," excluding any other arrangements (Quasem, 2022).

Filipinos are also in the fields of healthcare, architecture, and engineering. Based on the findings of a survey conducted by the marketing agency Eon Group (2021), highly trained Filipinos are employed across various vital industries that contribute to the economy of the United Arab Emirates. It was found that 62 percent of Filipinos surveyed in the UAE are used in fields considered significant contributors to the diversification and advancement of the Gulf state's economy. They are in Customer service (13%), health and medical profession (10%), marketing and advertising (8%), architecture, engineering, and construction (17%), and tourism and hospitality (16%). This demonstrates that the Filipino diaspora in the Gulf State is a source of labour and a significant player in the nation's economic and social advancement.

Channels of Migration among Filipino Migrants

Filipinos have developed a significant presence in the international labour market as numerous people undertake this life-changing journey of seeking a greener pasture overseas, contributing to the labour forces of several nations worldwide. The routes taken by these Filipinos are as varied and complex as their motives. These channels, which range from official immigration processes and job contracts to informal networks and personal relationships, are critical in determining the migratory experience for OFWs. Migration intermediaries and government agencies were found to be crucial sources of information for departing overseas foreign workers, according to a study conducted in 2022 by USAID and Winrock International, while the agencies of the Philippine government are notifying OFWs, there is a possibility that brokers or agents may be spreading misinformation, which has the potential to mislead OFWs. Many overseas Filipino workers (OFWs) reported feeling coerced into selecting the particular migration intermediaries that they used throughout the pre-departure phase of their employment. Furthermore, some OFWs are taking on enormous debt to finance this procedure, with training expenses in particular contributing a significant percentage of that debt. Some of these brokers services may include the "fly now, pay later" scheme, sponsorship services, issuing an affidavit of support or a letter of invitation, and

escort services by personally accompanying or designating someone to accompany the migrant (Hwang, 2017).

The procedures and functions of each of these employment channels are often used to classify them. Some typical channels overseas workers use include POEA-approved intermediaries; they are the legal and safest way for OFWs to leave the country. Companies on this list have been handpicked by the Philippine government and are authorized to send Filipino workers overseas. A licensed employment agency's responsibility under the POEA (2018) is to verify the legitimacy of overseas principals, sponsors, and employers seeking accreditation and registration. Gives approval on human resource requests from overseas companies and principals. They also analyse and process employment agreements. Assist workers who are leaving through exit points. Creates new markets, monitors existing ones, and performs market analysis. They also engage in promotional activities, the signing of a memorandum of understanding (MOU) with international countries who are interested in hiring Filipino workers, and most importantly, they allow government agencies to quickly send out contracted personnel and offer a practical means of keeping track of employees and hired OFWs.

OFWs can also use migration channels that involve intermediaries who are not licensed by the POEA. Travel agencies, fixers, and personal recommendations from families and friends are all examples of such operations. Travel agencies that are not trustworthy make the false promise that they will speed up the process of obtaining visas and other papers in exchange for a charge. They might provide aid in obtaining tourist visas, which they would change into work visas after the individual arrives in the host nation. The study of Daquio (2016) revealed that prospective migrants are willing to pay hefty fees for low-skilled employment like domestic service and construction labour to work overseas, and the source of the money is mainly borrowed. This behaviour violates the law and puts people at risk of being deported in addition to facing other legal repercussions. Families or friends of individuals participating in the tourist-to-worker program who are already residents in the UAE apply for their tourist visa at one of the agencies in the UAE and provide a copy of the tourist visa to the traveling Filipino. Their family and friends "guarantee" that they will provide for the sponsored individual's needs. However, every worker has a burden to bear, and sometimes their financial responsibilities back home are more than enough to consume a portion of their finances, creating pressure for the individual who has just arrived in the host country to tirelessly seek employment, even if it pays less.

In 2019, the Immigration Bureau in the Philippines in Manila, Philippines banned Filipinos from boarding their trip to the Middle East for failing to provide proper work permits. This was the latest effort to prevent human trafficking and unlawful recruitment in the country. The travellers pretended to be tourists even though the primary objective of their trip was to find work in another country. Each of them first stated that they were traveling to Dubai to spend a holiday with a friend or family, and they provided their tourist visas and return tickets as proof of their claim (Maceda, C. 2019).

Motivations and Realities of Filipino Migration

Overseas Filipino Workers (OFWs) are a significant global workforce, with millions seeking work overseas. Their psychological, economic, and societal motives reflect the complex interplay of international labour markets and the Philippine economic situation. OFWs often leave the country for dreams of better lives for their families, education, medical treatment, and a comfortable life after retirement. Working abroad offers excellent pay, valuable job experience, and additional benefits like tickets, medical benefits, and insurance. Some countries allow expats to seek permanent status, leading to citizenship. The push-pull theory suggests that migration is influenced by unfavourable conditions in the destination country, while pull factors include favourable conditions in the destination country. Merton's Structural Strain Theory suggests that individuals may turn to unconventional means when conventional avenues fail to satisfy their desires and needs. Filipinos' pursuit of work overseas reflects their unwavering resolve to improve their lives and provide better prospects for their families.

RESEARCH METHOD

This qualitative design utilized the descriptive phenomenology method, a powerful way to understand the subjective experience and gain insights into people's actions and motivations. A purposive sample technique is most generally employed in phenomenological research since it permits the selection of individuals with a rich understanding of the phenomena being studied (Polit & Beck, 2012). The discussions focused on exploring motivations, expectations, and experiences related to the participant's involvement in the tourist-to-worker practice. Participants in the research are currently employed in the United Arab Emirates. Their responses were recorded by an experienced transcriptionist from the Philippines, transcribed, and analysed using a hermeneutic circle.

According to Liamputtong (2009), the objective of phenomenology is "not to count how many people have had a particular experience instead, the goal of phenomenology is to understand a phenomenon deeply through the experience of people". In this study, 3 participants have been interviewed until a theme is developed. To identify the study population consistently, objectively, reliably, and uniformly, The Inclusion and exclusion criteria determined who can be included or excluded from the study, as these variables may influence the study's outcome (Garg, R.,2016).

Participants were recruited using purposive or criterion sampling. They were chosen based on their availability and ability to use online platforms. They were given time to read consent and information forms before making a decision. Participation has been voluntary, with the researcher explaining consent, information confidentiality, and audio recording. Participants were also informed about receiving a copy of the final output.

This study gathered data through in-depth semi-structured interviews via a virtual meeting (Zoom). Online interviews offer flexibility and convenience, allowing researchers to reach participants in various locations.

The hermeneutic circle is an iterative process to understand Filipino tourists' employment motivations, expectations, and experiences. It is considered the most acceptable evaluation form from a Heideggerian perspective, as it helps us understand our existence and being. Hermeneutics is a unique data collection and analysis approach, particularly useful for interpreting qualitative research participants' motivations, feelings, and expectations. It emphasizes comprehension and interpretation, acknowledging the complexity of human experiences and biases. Hermeneutics encourages self-awareness and critical evaluation of researcher viewpoints. It emphasizes the dynamic interaction between whole and parts, enabling researchers to provide a comprehensive understanding of phenomena. Heidegger's concept of *dasein* challenges Husserl's reductionist view of humans as mere observers of objects. He emphasizes the inseparability of subject and object, presenting *dasein* as a living being aware of their existence and possibilities. This philosophical framework is suitable for this study, which aims to describe tourists' experiences with employment OFWs in the UAE. Heidegger emphasizes self-awareness and engagement, and caution is exercised in data collection and interpretation.

RESULTS

This chapter presents the 2 themes in this research about the Filipino Travel Experience through the Tourist Visa to Employment Scheme in Dubai, United Arab Emirates. First, the Participants were motivated to seek employment in Dubai United Arab as they see Dubai as a place where they can earn better financially compared to their previous jobs back in the Philippines. Second, traveling to Dubai was seen to offer relief from the difficulties and uncertainties they had back when working in the Philippines both participants have identified their previous jobs in the Philippines as something that did not offer stability as all participants were on a contract basis on their previous job in the Philippines.

DISCUSSIONS

Theme 1: *Reaching one's goals with family support and giving back the support.*

Filipinos in Dubai often help their families travel to join them or visit by sending remittances back home to cover travel costs. They might also assist in arranging necessary travel documents and providing accommodation and support when their families are in Dubai. Through sponsorship, those with stable jobs in Dubai can also apply for family visas to bring family members to live with them. This strong emphasis on family ties and support among Filipinos, known as "*bayanihan*," and "*pagtulong sa pamilya*" plays a significant role in such efforts, reflecting a cultural value of helping one another to achieve dreams and improve living conditions and achieve one's dreams.

Participant 1: *My cousin , asked me if I want to work in Dubai, I immediately said YES! , Of course I want to , She will be sponsoring me from leaving from the Philippines until I get a job in Dubai.....and obviously I will be staying there , with her*

Participant 2: *“Immigration was seeking documents, and asked where I will be residing in the UAE, I told him ... I’m gonna go with my aunt, who’s owning a flat, she has a tenancy contract ... I will be staying with her...” “Definitely my family, they are the ones who supported me..she provided all the documents”*

Participant 3: *“it’s a roller coaster experience... Yeah! Because... okay uh just to give you a background when I went for the interviews, I realized that they are not going to consider my work experience in the Philippines. I have to start from scratch But with the encouragement of my family and friends.. I continued searching.. going to different interviews”*

The assistance from a family member in the host country, especially in arranging their relatives' journey to the UAE exemplifies ideals of *bayanihan* and *pagtulong sa pamilya* that are deeply rooted in Filipino society. These Filipino traits embody the concept of shared responsibility and collective empowerment, in which one family member's accomplishment becomes the family's collective triumph furthermore, *bayanihan* and *pagtulong sa pamilya* demonstrates that, being part of the family, each has to support a family member and that no one in the family should face challenges alone. This Filipino trait aligns with the principle of altruism or the unselfish concern for others. OFWs sponsoring a family member to travel to the UAE serves as beacons of hope and inspiration for their families through their selfless actions, which include not only financial assistance but also emotional support and unwavering dedication until their *Kapamilya* or a family member finds work in the UAE and can stand on his own. *Bayanihan* and *Pagtulong sa pamilya* are not limited to direct family members but extend beyond siblings, parents, and children. The decision to pursue employment opportunities abroad is often motivated by a strong desire to achieve one's dreams, a sense of duty and responsibility to family members, and to pay back the help they have received from their family, both immediate and extended.

Theme 2: An Uncertain Future.

The participants of this study were either in limited contract with an organization, which refers to a temporary and a non-permanent arrangement in an organization. Similarly, the “co terminus” term used by a participant refers to a contractual arrangement wherein the employment contract of an individual, usually in the Philippine local government unit, is set to expire or terminate at the same time as the term of the appointing authority who hired them. Essentially, the individual's employment is tied to the term of the official who appointed them rather than being permanent or independent of leadership changes.

Participant 1: *During that time in Manila, I was working as a contractual employee, which offers limited time working in a company , and you don’t know , you don’t know about what will happen in the future so it’s only work for a limited time so it’s only contract.*

Participant 2: *I was in working as a technical support staff in city environment office, it was a co-terminus position.....it was challenging, and It made me feel unsure of what will happen after.... although I have the passion but..money wise it is still lacking...I do not have my civil service eligibility yet and my license.*

Participant 3: *It's not easy to save back in the Philippines. Walang kasiguraduhan dito. I am planning uhm, I am planning to give uh you know ... to have a more comfortable life but I worry that my salary will not be enough for retirement.*

An individual's decision to leave their home country and work as an Overseas Filipino worker is driven by various factors, with the feeling of an unsecured future being one of the primary reasons for their choice to travel and work abroad. In the Philippines, many job-seeking individuals are employed on a contract basis due to the lack of certain eligibility criteria or lack of work experience. As a result, these individuals often face job instability and are unable to access important benefits such as health insurance.

While the economy continues to face challenges job opportunities become scarce and many Filipinos find themselves grappling with the uncertainty of their future. The feeling of insecurity about their future pushes them to seek better economic prospects and stability in foreign lands. The pattern of individuals having a tough time having a stable job and a family member working overseas giving them the possibility to work abroad becomes a cycle that every Filipino household with a family member working in the UAE east may be experiencing. These family members who are already in the UAE familiarize themselves with the visa processing procedure in the UAE giving them the knowledge or idea on the process on how to help their family members back home visit the UAE on a tourist visa.

MANAGERIAL IMPLICATIONS

This study found that there are two main themes on Filipino overseas workers experience scheme in tourist visa to working visa. These themes are: (1) Reaching one's goals with family support and giving back the support; (2) An uncertain future. It is of greatest significance to understand the experiences of Tourist to worker OFWs due to the escalating risks associated with overstaying, human trafficking, their financial sustainability, and lack of support. Examining the underlying motivations can aid government agencies such as the newly established Department of Migrant Workers (DMW) in comprehending the many social and cultural factors that affect this particular event. Moreover, the aforementioned phenomenon can elucidate the intricate dynamics between the pursuit of enhanced economic prospects and the influence of cultural norms, familial responsibilities, and social connections among OFWs. In addition, numerous traveling Filipinos who engage in tourist-to-work activities without obtaining the necessary permits encounter a multitude of legal and human rights problems. Examining the motivations of their experiences can shed light on the various vulnerabilities and risks they encounter, such as instances of exploitation and abuse (Bautista, A., & Tamayo, V., 2020). This research can also provide guidance for initiatives aimed at safeguarding their rights. Furthermore, the examination of motivations can yield valuable insights into the labor migration trends among Tourist to worker OFWs and the variables that encourage Filipino individuals to seek employment in specific countries or industries. This information holds significant value for governments endeavoring to efficiently and effectively regulate this phenomenon.

FUTURE RESEARCH DIRECTIONS

The investigation on the experiences of Filipino travelers in Dubai, UAE who transition from tourist visas to employment offers valuable insights into the challenges and support mechanisms around. Nonetheless, additional research is required to deepen the understanding of this phenomenon and fill the gaps identified. Further studies can be done, including comparative studies across different nationalities, to determine if similar patterns arise. Longitudinal studies can be done by future researchers to identify research gaps in the long-term outcomes and support systems that play. Other factors that could be an interesting take would be gender-specific experiences and sector-specificity, which may vary.

REFERENCES

- Ang, A., & Tiongson, E. (2023). Philippine migration journey: Processes and programs in the migration life cycle.
- Ataro, G. (2019). Methods, methodological challenges and lesson learned from phenomenological study about OSCE experience: Overview of paradigm-driven qualitative approach in medical education. *Annals of Medicine and Surgery*, 49, 19-23. <https://doi.org/10.1016/j.amsu.2019.11.013>
- ASEAN Briefing. (2021, August 20). Minimum wages in ASEAN for 2021. ASEAN Business News. <https://www.aseanbriefing.com/news/minimum-wages-in-asean-for-2021/> Retrieved on September 24 2023
- Asis, M. M. (2020). The Philippines: Beyond labor migration, toward development and (Possibly) return. *migrationpolicy.org*. <https://www.migrationpolicy.org/article/philippines-beyond-labor-migration-toward-development-and-possibly-return>
- Alipio, C. (2013, January 30). Young Men in the Philippines. *SAGE Publishing*, 646(1), 214-232. <https://doi.org/10.1177/0002716212467946>
- Bautista, A., & Tamayo, V. (2020). Life Challenges of Overseas Filipino Workers <https://www.scirp.org/journal/paperinformation.aspx?paperid=103483>
- Broad, E. (2019). The UAE's Filipino community: A photo essay. Issue 248 | The Gazelle. <https://www.thegazelle.org/issue/150/filipino-photo-essay>
- Bordogna, C. M. (2021). Transnational Teaching: Evaluating the Application of Heideggerian Phenomenology and IPA in a Study of Lived Experiences. *International Journal of Qualitative Methods*. <https://doi.org/10.1177/16094069211008335>
- Bonsteel, S. (2012, July 1). APA PsycNET. , 14(1), 16-19. <https://doi.org/10.5260/chara.14.1.16>
- Castelli, F. (2017). Drivers of migration: Why do people move? *Journal of Travel Medicine*, 25(1). <https://doi.org/10.1093/jtm/tay040>
- Cabico, G. K. (2023). Anti-trafficking council approves revised departure rules for Filipino travelers. *Philstar.com*. <https://www.philstar.com/headlines/2023/08/23/2290805/anti-trafficking-council-approves-revised-departure-rules-filipino-travelers>
- Cucen, A. K. (2017). Is Heidegger's Hermeneutics an Interpretation of Being of Dasein? *European Journal of Multidisciplinary Studies*, 2(5), 252. https://revistia.com/files/articles/ejms_v2_i5_17/Cucen.pdf
- Daquio, C. (2016). Low-Skilled Labor Migration: Measuring Migration Costs of OFW Returnees from Saudi Arabia using CAPI. Department of Labor and Employment - Institute for Labor Studies.

- Dass, J. (2020). OFWs share pitfalls of job hunting in UAE on visit visas. GMA. <https://www.gmanetwork.com/news/pinoyabroad/dispatch/755946/ofws-share-pitfalls-of-job-hunting-in-uae-on-visit-visas/story/>
- EON. (2021, October 11). Why businesses should pay attention - EON group | PR firms. <https://eon.com.ph/news/the-changing-face-of-the-ofw-in-uae-why-businesses-should-pay-attention/>
- Englander, M. (2012). The Interview: Data Collection in Descriptive Phenomenological Human Scientific Research*. Journal of Phenomenological Psychology, 43(1), 13–35. doi:10.1163/156916212x632943
- Elpidorou, A., & Freeman, L. (2015). Affectivity in Heidegger I: Moods and Emotions in Being and Time. Philosophical Compass, 10(10), 717-728.
- Garg, R. (2016). Methodology for research I. Indian Journal of Anaesthesia, 60(9), 640-645. <https://doi.org/10.4103/0019-5049.190619>
- Garabiles, M R., Ofreneo, M A P., & Hall, B J. (2017, August 24). Towards a model of resilience for transnational families of Filipina domestic workers. Public Library of Science, 12(8), e0183703-e0183703. <https://doi.org/10.1371/journal.pone.0183703>
- Geanellos, R. (2000). Exploring Ricoeur's hermeneutic theory of interpretation as a method of analysing research texts. Nursing Inquiry, 7(2), 112-119.
- Gillo, M. (2021). Fundamentals of Hermeneutics as A Qualitative Research Theoretical Framework [Doctoral dissertation].
- Guest, G., MacQueen, K. M., & Namey, E. E. (2018) Applied Thematic Analysis. Sage Publications.
- Going back – Moving on: Economic and social empowerment of migrants including victims of trafficking returned from the EU and neighbouring countries. (2010, July 22). International Labour Organization. https://www.ilo.org/global/topics/forced-labour/WCMS_142949/lang--en/index.htm
- Guéraiche, W. (2016). Transnational Filipinos in the UAE: Actors and Strategies. International Journal of Archeology and Social Science in the Arabian Peninsula. <https://doi.org/10.4000/cy.3153>
- Heidegger M. (1927/2011). Being and Time (Macquarrie J., Robinson E., Trans.). New York, NY: Harper & Row
- Heidegger, M. (1962). Being and Time, Harper & Row. New York.
- Heidegger, M. (2008). Being and time. HarperCollins.
- Horrigan-Kelly, M., Millar, M., & Dowling, M. (2016). Understanding the Key Tenets of Heidegger's Philosophy for Interpretive Phenomenological Research. International Journal of Qualitative Methods. <https://doi.org/10.1177/1609406916680634>
- Hwang, M. C. (2017). Offloaded: Women's Sex Work Migration across the South China Sea and the Gendered Antitrafficking Emigration Policy of the Philippines. Women's Studies Quarterly Vol. 45, No. 1/2, 131-147
- Human Rights Watch (2014), "I Already Bought You": Abuse and Exploitation of Female Migrant Domestic Workers in the United Arab Emirates
- International Organization for Migration (IOM). (2011). Glossary on Migration, International Migration Law Series No. 25. Retrieved on Sept 2 2023 from <https://www.iom.int/key-migration-terms>

- International Labor Organization. (2015). International Labour Organization. https://www.ilo.org/wcmsp5/groups/public/---asia/---ro-bangkok/---ilo-manila/documents/publication/wcms_362751.pdf
Retrieved on September 24, 2023
- Is Being An OFW (Overseas Filipinos) Worth It? (2022, February 17). Edubirdie. Retrieved September 8, 2023, from <https://edubirdie.com/examples/is-being-an-ofw-overseas-filipinos-worth-it/>
- Jocano, F.L (2018). Filipino Cultural values: A local perspective. *Philippine Studies* , 42(1).p59-76
- US AID and Winrock International. (2022, March 9). Indebted before departure: Information arbitrage and financial exploitation by Philippine migration intermediaries. Human Trafficking Search - Everything you need to know about . In one place. <https://humantraffickingsearch.org/resource/indebted-before-departure-information-arbitrage-and-financial-exploitation-by-philippine-migration-intermediaries/>
- Irani, E. (2018). The Use of Videoconferencing for Qualitative Interviewing: Opportunities, Challenges, and Considerations. *Clinical Nursing Research*. <https://doi.org/10.1177/1054773818803170>
- Liamputtong, P. (2009). *Qualitative Research Methods*. Australia and New Zealand: Oxford University Press.
- Long, J. (2014) Diasporic Families: Cultures of Relatedness in Migration. *Annals of the Association of American Geographers*. 104(2), 243-252. doi:10.1080/00045608.2013.857545
- Lorenzo, F M E., Galvez-Tan, J., Icamina, K., & Javier, L. (2007, March 20). Nurse Migration from a Source Country Perspective: Philippine Country Case Study. *Wiley-Blackwell*, 42(3p2), 1406-1418. <https://doi.org/10.1111/j.1475-6773.2007.00716.x>
- Martin, I., & Parry, J. (2016). Heideggerian hermeneutics and its application to sport. *Sport, Ethics and Philosophy*, 10(4), 364-374. doi:10.1080/17511321.2016.1261365
- Maceda, C. (2019). 30 Dubai-bound Filipinos barred from boarding their flight in Manila, as Philippine immigration tightens grip against human trafficking. *Gulf News*. <https://gulfnews.com/world/asia/philippines/30-dubai-bound-filipinos-barred-from-boarding-their-flight-in-manila-as-philippine-immigration-tightens-grip-against-human-trafficking-1.1554011473208>
- Matua, G. A., & Van Der Wal, D. M. (2015). Differentiating between descriptive and interpretive phenomenological research approaches. *Nurse Researcher*, 22(6), 22-27
- Menges, J I., Tussing, D., Wihler, A., & Grant, A M. (2017, April 1). When Job Performance is All Relative: How Family Motivation Energizes Effort and Compensates for Intrinsic Motivation. *Academy of Management*, 60(2), 695-719. <https://doi.org/10.5465/amj.2014.0898>
- Parcia, J. (2014, January). An OFW's journey home. *Philippine Daily Inquirer*.
- Parreñas, R. S., & Silvery, R. (2016). Domestic Workers Refusing Neo-slavery in the UAE. *Contexts* Vol. 15, No. 3, 36-41
- Patterson, M. & William, D. (2004). *Collecting and Analyzing Qualitative Data. Hermeneutic Principles, Methods, and Case Examples*. Sagamore Publishing, USA. 2004. Richard E. Palmer, *Hermeneutics: Interpretation Theory in Schleiermacher, Dilthey, Heidegger, and Gadamer*, North Western University Press, Evanston, 1969

- Philippine Statistics Authority (2022). Survey on Overseas Filipinos. <https://psa.gov.ph/statistics/survey/labor-and-employment/survey-overseas-filipinos>
- Philippine Statistics Office. (2023). Labor Force Survey. Philippine News Agency. <https://www.pna.gov.ph/articles/1205119> Retrieved on Sept 24, 2023
- Ramalho, J. (2020, September 24). Hope, home and insecurity: Gendered labours of resilience among the urban poor of Metro Cebu, the Philippines. SAGE Publishing, 39(5), 844-862. <https://doi.org/10.1177/0263775820959337>
- Ramalho, J. (2020, September 24). Hope, home and insecurity: Gendered labours of resilience among the urban poor of Metro Cebu, the Philippines. SAGE Publishing, 39(5), 844-862. <https://doi.org/10.1177/0263775820959337>
- Polit D. F., Beck C. T. (2012). Nursing research: Generating and assessing evidence for nursing practice (9th ed.). Lippincott Williams & Wilkins.
- Quasem, H. (2022, March 1). Nannies in the UAE: Experts share advice about common dilemmas. The National. <https://www.thenationalnews.com/lifestyle/family/2022/03/01/nannies-in-the-uae-expert-advice-on-common-dilemmas/>
- Rowan, A. M. (2016). Dasein, autenticznosc i wybor w Heideggerowskim "Byciu i czasie" [Dasein, authenticity, and choice in Heidegger's "Being and Time"]. Logos & Ethos, 41(1), 87–105. <http://dx.doi.org/10.15633/lie.1795>
- Rocamora. (2023). Australia to give 200 Filipinos 'work, holiday' visas annually. Philippine News Agency . <https://www.pna.gov.ph/articles/1209745>
- Ruslin, Mashuri, Abdul Rasak, Alhabsyi, & Syam. (2022). Semi-structured Interview: A Methodological Reflection on the Development of a Qualitative Research Instrument in Educational Studies
- Shivakoti, R., Henderson, S., & Withers, M. (2021). The migration ban policy cycle: A comparative analysis of restrictions on the emigration of women domestic workers. Comparative Migration Studies, 9(1), 1-18. <https://doi.org/10.1186/s40878-021-00250-4>
- Sirbu, A., Andrienko, G., Andrienko, N. et al(2020). Human migration: the big data perspective. Int J Data Sci Anal 11, 341–360 (2021). <https://doi.org/10.1007/s41060-020-00213-5>
- Smith J. A., Flowers P., Larkin M. (2009). Interpretative phenomenological analysis. Theory, method, and research. Los Angeles, CA: Sage.
- Swing, W. L. (2016). The crux of humankind's current migration 'crisis'. Retrieved on Sept 2, 2023 from <https://www.devex.com/news/the-crux-of-humankind-scurrent-migration-crisis-87854>
- Tabuga, A., Vargas, A., & M, M. (2022). Filipino migrant workers 'potentially vulnerable' due to lack of access to social protection—PIDS study. Philippine Institute for Development Studies. <https://pids.gov.ph/details/filipino-migrant-workers-potentially-vulnerable-due-to-lack-of-access-to-social-protection-pids>
- Tabuga, A. (2018). A Probe into the Filipino Migration Culture: What Is There to Learn for Policy Intervention?. Philippine Institute for Development Studies.
- The National. (2023). How the Filipino workforce has evolved in the UAE and boosted its spending power. <https://www.thenationalnews.com>. <https://www.thenationalnews.com/business/money/how->

the-filipino-workforce-has-evolved-in-the-uae-and-

boosteditsspendingpower1.911707#:~:text=An%20estimated%20750%2C000%20of%20the,per%20cent%20

- Todres, L. (2005). Clarifying the Life-World: Descriptive Phenomenology. In I. Holloway (ed.), *Qualitative Research in Health Care*, Blackwell: Oxford.
- Velasco, M. (2016, December 29). Four types of OFWs were identified in ILS research. Institute for Labor Studies - Official Website. <https://ils.dole.gov.ph/policy-advocacies/media-resources/news/four-types-of-ofws-identified-in-ils-research>
- Vistaland. (2023, June 23). How do you overcome culture shock when working abroad? Vista Land International Marketing Inc. <https://www.vistalandinternational.com/blog/how-to-deal-with-culture-shock-while-working-abroad/>
- Yaqoob, S., Ishaq, M I., Mushtaq, M., & Raza, A. (2023, March 2). Family or otherwise: Exploring the impact of family motivation on job outcomes in collectivistic society. *Frontiers Media*, 14. <https://doi.org/10.3389/fpsyg.2023.889913>
- Youngblood, R L. (1973, August 1). *Family Strictness, Social Class, and Political Attitudes among Manila High School Students*. University of California Press, 13(8), 761-771. <https://doi.org/10.2307/2642866>

19. Unveiling the Visitors' Experiences in BASECO Manila's Slum Tourism: A Content Analysis of TripAdvisor Reviews as a Springboard for Community-Based Tourism

Luzviminda O. Tugade*¹

¹Luzviminda O. Tugade, Polytechnic University of the Philippines, Philippines

*Correspondence author: lo.tugade@pup.edu.ph

Keywords: BASECO, Community-Based, Manila, Slum, TripAdvisor.

EXTENDED ABSTRACT

This research examines slum tourism, a controversial practice involving visits to impoverished areas, focusing on BASECO, Manila. Analysing TripAdvisor reviews, the study reveals tourists' motivations, memorable experiences, and ethical concerns regarding slum tours.

Findings indicate a complex picture: tourists are drawn to unique cultural experiences and educational opportunities but raise concerns about exploitation, voyeurism, and a lack of transparency. The research emphasizes responsible tourism practices, community empowerment, and transparent benefit-sharing for ethical and sustainable slum tourism.

Notably, tourists report increased social awareness and personal growth through these experiences. The study suggests prioritizing community-based tourism models, collaborating with NGOs, and focusing tours on community empowerment and cultural exchange.

This research contributes valuable insights into tourist motivations and ethical considerations in slum tourism, informing future research and guiding the development of responsible practices that empower communities and foster sustainable growth in BASECO and similar contexts.

LITERATURE REVIEW

Slum Tourism

Slum tourism, fuelled by media portrayals of urban poverty, has emerged as a unique form of urban tourism, offering a glimpse into marginalized communities (Booyens & Rogerson, 2019; Rusata et al., 2023). Originating in South Africa and Brazil in the 1990s, it now attracts over a million tourists annually (Ratho, 2018). Primarily observed in developing nations (Sousa et al., 2023), it promotes cross-cultural understanding and supports local communities (Basu, 2012; Freire-Medeiros, 2013; Scheyvens, 2011). However, ethical concerns about exploitation and objectification persist (Frenzel et al., 2012; Meschkank, 2012). Despite the controversy, slum tourism caters to a growing demand for authentic travel experiences.

Theoretical Frameworks in Slum Tourism Context

Theoretical frameworks like Memorable Tourism and Social Exchange Theory provide insights into BASECO slum tourism's visitor motivations and experiences. The Theory of Planned Behaviour explains ethical decision-making while gatekeeping theory examines the influence of local guides. Aligning with UN Sustainable Development Goals can enhance practices to promote decent work, community development, and responsible consumption. Community-based tourism (CBT) models, informed by visitor experiences, are crucial for ethical and sustainable slum tourism, empowering residents and ensuring long-term sustainability with careful oversight by stakeholders (Seraphin et al., 2021).

RESEARCH METHOD

The analysis examines tourist experiences from reviews of BASECO slum tours in Manila from 2018-2019. It involves a descriptive-qualitative content examination of 53 purposefully and quota-sampled reviews from TripAdvisor.

Table 1: Slum Visitors' Profile in TripAdvisor (2018-2019)

<i>Demographic Profile</i>		<i>Frequency (N=53)</i>	<i>Percentage</i>
Group Size	Solo	21	40%
	Couple	9	17%
	Family	7	13%
	Friends	16	30%
Number of Visit	First Time	53	100%
	Repeat	0	
Description of Experience	Excellent	53	100%
	Very Good	0	
	Fair	0	
	Poor	0	
	Terrible	0	
Loyalty Intention	Repeat Visit	2	4%
	Positive Recommendation	27	51%
	No intention/not indicated	24	45%

The visitors to BASECO slum tours come from diverse demographic backgrounds, including solo travelers, friends, couples, and families. Most visitors are engaging in slum tourism for the first time, and while most have had positive experiences, they are not strongly inclined to make return visits. Understanding visitor motivations and profiles is crucial for tour operators to tailor their offerings and promote responsible and sustainable tourism practices in BASECO, thereby addressing negative sentiments and potentially increasing the desire for return visits.

The study aims to understand visitor motivations, experiences, and ethical considerations using frameworks like Memorable Tourism, Gatekeeping Theory, and Social Exchange Theory. The study recognizes the limitations of online reviews, emphasizes anonymity, and respects shared information. Results will shape the future of slum tourism in BASECO, promoting cultural exchange, responsible interaction, and community development, with supplementary data enhancing the analysis.

RESULTS

This study delves into the complexities of slum tourism in BASECO, Manila, through an analysis of TripAdvisor reviews and a multi-theoretical framework. The findings reveal a multifaceted picture, highlighting both positive and negative aspects of visitor experiences.

Memorable Experiences: Slum tours in BASECO offer unique and unforgettable experiences, fostering cultural immersion, personal growth, and emotional connection. Tourists appreciate the opportunity to learn about a different way of life and challenge their preconceived notions about poverty.

Roles of Local Guides: Local guides are not just tour guides; they are the guiding lights that shape visitor experiences. They provide valuable insights into the community's history, culture, and challenges while ensuring responsible interactions and ethical practices, making their role invaluable in the slum tourism experience.

Ethical Concerns: Despite the positive aspects, ethical concerns persist regarding exploitation, privacy invasion, cultural insensitivity, equitable benefit distribution, and power dynamics. These concerns necessitate a critical evaluation and improvement of current practices.

Benefits and Costs: Visitors weigh the perceived benefits of cultural exchange and personal growth against the costs of emotional discomfort and ethical concerns. This highlights the need for tour operators to address these concerns and provide a balanced experience.

Alignment with SDGs: While some aspects of BASECO slum tourism align with the UN Sustainable Development Goals, there is room for improvement, particularly in community empowerment, responsible consumption, and equitable partnerships.

Potential for Community-Based Tourism: The study identifies the significant potential of community-based tourism (CBT) in BASECO. By empowering residents, promoting transparency, and focusing on community strengths, slum tourism can become more ethical, sustainable, and beneficial for all stakeholders.

DISCUSSIONS

This study on BASECO slum tourism reveals a complex landscape, echoing findings in similar contexts. While memorable experiences align with research emphasizing emotional impact and personal growth (Lee & Lee, 2020), ethical concerns regarding exploitation and voyeurism persist (Shang et al., 2022; Frenzel et al., 2012; Meschkank, 2012). The crucial role of local guides in shaping perceptions, highlighted by Ntiamoah et al. (2021), underscores the need for authentic storytelling and community representation.

Applying social exchange theory, the study reveals how visitors weigh perceived benefits against costs (Andereck, 2005), emphasizing the importance of transparency and mutual benefits in the tourism

exchange. The focus on community-based tourism (CBT) aligns with current trends in responsible tourism, offering a pathway for community empowerment and poverty alleviation (Ngo & Creutz, 2022).

This research contributes to the growing knowledge of slum tourism, highlighting the need for ethical considerations and sustainable practices. By learning from positive and negative experiences, stakeholders can collaborate to create a more responsible and beneficial form of tourism in BASECO and similar contexts.

MANAGERIAL IMPLICATIONS

The research highlights the significance of empowering residents, maintaining transparency, and upholding ethical standards in managing slum tourism. To establish lasting and mutually advantageous experiences, tour operators should prefer community-based approaches, partner with NGOs, and redirect their attention from poverty to cultural interaction and community assets.

FUTURE RESEARCH DIRECTIONS

Further studies may examine the extended effects of slum tourism on the inhabitants and tourists, assessing the efficiency of tourism models based on community involvement and quantifying the socio-economic advantages for residents of BASECO. The potential impact of social media on influencing perceptions and experiences of slum tourism is a crucial aspect to consider, as it could significantly shape the future of responsible tourism.

REFERENCES

- Ajzen, I. (1991). The Theory of Planned Behaviour. *Organizational Behaviour and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-](https://doi.org/10.1016/0749-5978(91)90020-)
- Andereck, K.; Valentine, K.; Knopf, R. & Vogt, C. (2005). Residents' perceptions of community tourism impacts, *Annals of Tourism Research*, Volume 32, Issue 4, Pages 1056-1076, ISSN 0160-7383, <https://doi.org/10.1016/j.annals.2005.03.001>.
- Booyens, I., & Rogerson, C. M. (2019). Re-creating slum tourism: Perspectives from South Africa. *Urbani Izziv*, 30, 52–63. <https://doi.org/10.5379/urbani-izziv-en-2019-30-supplement-004>
- Chen, L., Wang, Q., & Zhang, X. (2022). Managing large datasets in qualitative content analysis: Strategies and challenges. *Qualitative Research*, 22(1), 76-92.
- Freire-Medeiros, B. (2013). Slum tourism: A contradiction in terms? *Annals of Tourism Research*, 40, 234-254.
- Frenzel, F. E. (2012). Slumming it: The tourist valorization of urban poverty. *Annals of Tourism Research*, 39(1), 1-29.
- Kim, J.-H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25.
- Lee, C. K., & Lee, Y. K. (2020). The impact of emotions and personal development on tourist satisfaction: A study in similar contexts. *Tourism Management*, 78, 104022.
- McQuail, D., & Windahl, S. (1981). *Communication models for the study of mass communications*.

- Meschkank, M. (2012). Slum tourism: Conceptual considerations. *Geographische Zeitschrift*, 100(2), 81-96.
- Ngo, T. H., & Creutz, S. (2022). Assessing the sustainability of community-based tourism: a case study in rural areas of Hoi An, Vietnam. *Cogent Social Sciences*, 8(1). <https://doi.org/10.1080/23311886.2022.2116812>
- Ntiamuah, A., Baffour Awuah, G., & Li, M. (2020). The role of tour guides in shaping tourist understanding of poverty through slum tourism. *Journal of Sustainable Tourism*, 28(7), 1018-1034.
- Ratho, R. (2018). Slum tourism: The new frontier of tourism. *International Journal of Social Economics*, 45(11), 1714-1728.
- Rusata, T.; Atmadiredja, G. & Kornita, A. (2023). Slum Tourism: Representing and Interpreting Reality in a City. *Indonesian Journal of Tourism and Leisure*. 4. 55-64. 10.36256/ijtl.v4i1.301.
- Scheyvens, R. (2011). Tourism and poverty reduction: Theoretical and empirical issues. *Journal of Sustainable Tourism*, 19(3), 261-279.
- Shang, Y., Li, F. (Sam), & Ma, J. (2022). Tourist gaze upon a slum tourism destination: A case study of Dharavi, India. *Journal of Hospitality and Tourism Management*, 52, 478-486. <https://doi.org/10.1016/j.jhtm.2022.08.008>
- Smith, J. A., Flowers, P., & Larkin, M. (2022). *Interpretative Phenomenological Analysis: Theory, Method and Research*. SAGE Publications Ltd.
- Smith, K., Johnson, M., & Brown, L. (2021). Accessibility in tourist attractions: A content analysis of TripAdvisor reviews. *Journal of Tourism Research*, 45(3), 398–413.
- Sousa, B., Machado, A., de Oliveira, F. F., de Abreu Rocha, A. M., & Ribeiro, M. (2023). Promoting Favela Storytelling in the Tourist Visitation: An Exploratory Study. In A. Abreu, J. V. Carvalho, D. Liberato, & I. S. Galdames (Eds.), *Advances in Tourism, Technology and Systems (Smart Innovation, Systems and Technologies, Vol. 340, pp. 301-311)*. Springer. https://doi.org/10.1007/978-981-19-9960-4_30
- United Nations. (2015). *Transforming our world: The 2030 Agenda for Sustainable Development*. United Nations Department of Economic and Social Affairs. <https://sdgs.un.org/2030agenda>

20. Brewing Change: How Eco-Friendly Practices and Engaged Customers Shape Coffee Shops' Role in Rizal Communities

Jojo M. Villamin¹, Daryl Ace V. Cornell², Lara May G. Cornell³, Ma. Arnie O. Salonga⁴

¹²³⁴ Polytechnic University of the Philippines, Philippines

⁴ Infanta National High School (Senior High School), Quezon, Philippines

*Correspondence E-mail: davcornell@pup.edu.ph

Keywords: Community Space, Customer Citizenship Behaviour, Eco-Friendly Practices, Environmental Attitude, Roles of Coffee Shops.

EXTENDED ABSTRACT

The Department of Tourism (DOT) launched a new strategy to market the various provinces, including the Rizal province in CALABARZON, called the Green Corridor Initiative (GCI). The multifaceted province of Rizal, popularly known as the Cradle of Philippine Art, is one of the targets of this flagship initiative of the Department of Tourism Region IV-A. Additionally, it aims to highlight the Faith, Food, Art, Adventure, and Nature (FFAAN) Experience tourist cluster (Baclig, 2021). In addition, destinations emphasizing eco-tourism and the environment are among the most popular tourist destinations in the new normal.

The owners and managers of coffee shops must adapt to the changing market to draw in new consumers while retaining those who already patronize. Furthermore, this competitive atmosphere has compelled the management of coffee shops to take the initiative in cultivating long-lasting connections with customers (Jang et al., 2015).

Consequently, consumers' conduct and manners adjust to the setting in which they find themselves by considering several factors that foster a courteous and upbeat atmosphere for all visitors. The idea that cafes can play a vital role in community life and specifically in the well-being of people who are otherwise marginalized is evident from the range of not-for-profit community cafes that exist (Warner et al., 2012). For this reason, the study will focus on further exploring environmentally friendly practices in coffee shops, particularly in the province of Rizal, how this influences the behaviour of patrons, and how coffee shop owners/managers utilize their part to foster a sense of community space.

LITERATURE REVIEW

Eco-friendly Practices and Customer Citizenship Behaviour

Businesses that provide comparable goods and services, such as coffee shops, attempt to develop fresh business plans that contribute to competitive advantages and keep their existing customers (Jang et al.,

2015). From small coffee shop businesses to renowned worldwide like Starbucks, the green practices they implement allow them to gain more patrons.

The Roles of Coffee Shops in Community Space

With a ubiquitous presence in urban areas, these places have the potential to play various roles in the communities in which they are embedded; they provide more than just spaces to get a caffeine fix (Henriksen et al., 2013). The emergence and popularity of coffee shops as places of debate, discussion, and sociability are well explored, highlighting how coffee shops allow men to gather, discuss the news, debate ideas, and socialize (Morris, 2019). Visiting a coffee shop can establish a sense of belonging and 'public familiarity' through repeated practices and a 'public familiarity' (Blokland, 2017). While many people visit coffee shops for a coffee fix, a quick snack, or just a bit of respite, there is the potential for these spaces to have a more significant impact on their local communities through the co-creation of spaces conducive to communal activities, whether this is through the formation of a group based on a shared interest, the opportunity to work with other people in a similar situation, or to provide a connection to other people in the local community (Ferreira et al., 2019).

Consequently, the consumers' attitudes and behaviours adapt to their environment - therefore, it is essential to understand the underlying factors associated with them in creating an adequate community space. In addition, Congruity Theory is used to show the connection between the relationship between customers and owners. The brand image established by restaurant managers affects how customers build a connection with them. By matching the appearance of a store to one's identity, environmentally concerned consumers may experience a high degree of congruence with a store that implements green practices and thus may develop a favorable emotional attachment (Jang et al., 2015).

RESEARCH METHOD

The study utilized a mixed-method approach using an explanatory research design. The quantitative approach investigated the relationship between EFP and CCB and how it affected coffee shops in developing a community space in Rizal province. On the other hand, the qualitative approach was essential to a greater understanding of how restaurant owners/managers establish and maintain the role of their coffee shop to their patrons and the community. Accidental sampling was applied in choosing the participants, with 30 respondents per coffee shop, resulting in 180 total participants. The participants were dining in the coffee shop, meaning they had stayed and ordered any beverage or food from the cafe, which qualified them to answer the survey. The questionnaire is based on the studies of Hwang and Lyu (2019) and Jeong, E., and Jang, S. (2010) to effectively assess the respondents' perspectives. Throughout the interview, self-administered questions served as a guide during the interview which maximized the information the owners/managers provided.

RESULTS & DISCUSSIONS

Highlights of the results are presented proving the influences between the constructs selected:

Figure 1: Impact of Green Image and Environmental Attitude on CCB

Coefficients ^a				
Model	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	1.125	.295	3.815	.000
Environment_Attitude	.349	.089	3.916	.000
Green_Image	.277	.097	2.854	.005

a. Dependent Variable: CCB

For the independent variables, there are environment attitude and green image. The dependent variable is customer citizenship behaviour. The environment attitude has a coefficient of 0.349, with a significance level of 0.000, which suggests a statistically significant relationship. Thus, the environmental attitude has a notable impact on customer citizenship behaviour.

Figure 2: Environmental attitude and green image

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Environment_Attitude	Between Groups	.737	5	.147	.528	.755
	Within Groups	48.541	174	.279		
	Total	49.278	179			
Green_Image	Between Groups	1.048	5	.210	.901	.482
	Within Groups	40.465	174	.233		
	Total	41.512	179			

With the increase in environmental problems, the food service industry - including coffee shops - has become environmentally friendly. According to the Green Restaurant Association (GRA), a pro-environmental food service business conserves energy and water, lowers its carbon footprint, recycles trash, and uses environmentally friendly, non-chemical goods (Kim et al., 2019). Having pro-environmental behaviour allows the cafe to have a green image recognized by its customers. Furthermore, in their study, they refuse to support studies that indicate environmental behaviour and environmental attitude do not influence pro-environmental behaviour.

Figure 3: Influence of EFP and CCB

Correlations		
	EFP	CCB
EFP Pearson Correlation	1	.511**
Sig. (2-tailed)		.000
N	180	180
CCB Pearson Correlation	.511**	1
Sig. (2-tailed)	.000	
N	180	180

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

To justify the relationship between the impact of EFP and CCB, the statistical tool used was the Pearson correlation r . The table shows that the coefficient between EFP and CCB is 0.511, with a significance level 0.000. The result shows a strong relationship, having a positive value of 0.511, which indicates a moderate to strong positive linear relationship between EFP and CCB. With this, it suggests that as one variable increases, the other also tends to increase.

The emergence of these coffee shops and other commercial establishments introduces solid waste management issues due to limited sanitary landfills and dumpsites. According to the managers and owners of Cafe A, B, and C, this is evident, especially during rainy seasons, as many empty cups and other kinds of plastic waste coming from households and other coffee shops upland drift away, which causes clogging of waterways that results from flooding in their surrounding their areas.

CONCLUSIONS

Coffee shops have become a cornerstone of social life in Rizal communities. But beyond that delicious cup of cappuccino, these establishments have the potential to be powerful agents for positive change. Here's how eco-friendly practices and engaged customers can reshape their role. By implementing sustainable practices like using compostable cups, sourcing fair-trade beans, and minimizing energy use, coffee shops can lessen their environmental footprint. This resonates with a growing segment of customers who are environmentally conscious and seek to support businesses that align with their values. Engaged customers can further amplify this impact. By bringing their own mugs, advocating for eco-friendly initiatives, and spreading the word about the shop's sustainability efforts, they create a positive feedback loop, encouraging the coffee shop to go even greener and inspiring others to follow suit. This collaborative approach between eco-conscious businesses and engaged customers can make a significant contribution to building a more sustainable future for Rizal communities.

REFERENCES

- Bacilig, C. E. (2021, March 10). DOT, Rizal LGU seek to revitalize tourism after keeping COVID-19 cases in check | Inquirer News. INQUIRER.net.
- Blokland, T. (2017). Community as urban practice. John Wiley & Sons.

- Ferreira, J., Ferreira, C., & Bos, E. (2021). Spaces of consumption, connection, and community: Exploring the role of the coffee shop in urban lives. *Geoforum*, 119, 21-29.
- Henriksen, I. M., Skjølsvold, T. M., & Grønning, I. (2013). The café community. *Café society*, 87-101.
- Hwang, J., & Lyu, S. O. (2020). Relationships among green image, consumer attitudes, desire, and customer citizenship behaviour in the airline industry. *International Journal of Sustainable Transportation*, 14(6), 437-447.
- Jang, Y. J., Kim, W. G., & Lee, H. Y. (2015). Coffee shop consumers' emotional attachment and loyalty to green stores: The moderating role of green consciousness. *International Journal of Hospitality Management*, 44, 146-156.
- Jeong, E., & Jang, S. (2010). Effects of restaurant green practices: Which practices are important and effective?.
- Kim, T., & Yun, S. (2019). How will changes toward pro-environmental behaviour play in customers' perceived value of environmental concerns at coffee shops?. *Sustainability*, 11(14), 3816.
- Morris, J. (2018). *Coffee: A global history*. Reaktion Books.

21. Empowering Green Practices: How Manila Tour Operators Can Lead the Way

Regina B. Zuniga¹

¹ Polytechnic University of the Philippines, Philippines

*Correspondence E-mail: rbzuniga@pup.edu.ph

Keywords: Green Innovation, Green Practices, Manila, Philippines, Sustainability, Tour Operators.

EXTENDED ABSTRACT

INTRODUCTION

Tourism has become a significant driver of socioeconomic progress worldwide, contributing to over 10% of the global GDP (WTO, 2020). Tour operators are increasingly playing a transformative role in promoting environmentally friendly practices. Their embrace of green innovation catalyzes eco-innovation and enables organizations to improve eco-efficiency, develop environmentally friendly services, address environmental concerns, and minimize environmental impact (Paille & Raineri, 2015; Song & Yu, 2018).

While recent studies have explored the impact of tour operators' adoption of sustainable practices on the tourism supply chain, the associated challenges and opportunities have yet to be thoroughly investigated.

The study emphasizes the necessity of a sustainable supply chain management framework tailored to tour operators. This addresses the challenges and opportunities in implementing eco-friendly practices based on the three pillars of sustainability: environmental, socio-cultural, and economic. It aims to examine tour operators' green initiatives, their motivations for practicing greening roles, and the perceived challenges and opportunities. The findings identify specific challenges and opportunities for greening tour operators, enhancing our understanding of this area of research.

LITERATURE REVIEW

Tour operators have several compelling reasons to embrace sustainability. With their inherent flexibility and innovation, they have the potential to enhance their bottom line through sustainable greening practices, offering a promising future.

Motivations of Tour Operators in Greening the Business

Budeanu (2009) divides the motivators for sustainable tourism into external drivers and organizational benefits. External drivers include consumer demand for sustainable tourism experiences, while organizational benefits include cost savings from energy efficiency measures. Studies have identified various motivators for operators to embrace corporate social responsibility (CSR), which aligns with the

motives of the industry and the tourist sector. Lack, cited by Madanaguli (2022), states that CSR involves integrating social and environmental issues into business operations to promote sustainability.

Intermediaries believe that responsibility is tied to promoting and selling more sustainable products, giving them influence over the interaction between tourism products, services, and visitors. This influence allows them to sell and target specific offerings selectively. However, Goffi et al. (2018) observed resistance within the industry to embrace sustainable tourism fully. Larger, more organized firms, driven by instrumental reasons, are notable for their strong commitment to CSR. Their efforts to enhance performance and competitiveness positively affect the industry (Bernal et al., 2017).

Greening Practices, Challenges, and Opportunities

The study outlines three pillars of sustainability for tour operators: the environmental pillar focuses on using natural resources, preventing pollution, and managing the environment; the socio-cultural pillar conveys human values, ethical concerns, and collective decision-making; and the economic pillar includes making decisions and facilitating trade, profit, cost-saving, and economic growth.

Zailani et al. (2015) emphasize the importance of supply chain management in promoting sustainable tourism and the profitability of tourist businesses. They suggest that organizations shift their focus from solely economic success to a triple-bottom-line approach, which considers economic, environmental, and social performance. According to Hamid et al. (2020), businesses that consider economic, ecological, and social factors can gain a competitive advantage by attracting target customers. Therefore, measuring the significance of economic, social, and environmental sustainability performance is crucial.

Tour operators need help with challenges that affect their cooperation and lead to inefficient use of tourism resources like property fragmentation, which involves coordinating the destination. Chan (2010) highlighted challenges and issues in developing sustainable tourism destinations, including the need to understand the level of sustainability of a tourist destination. According to Cohen (2012) and Cole (2007), destinations risk losing uniqueness worldwide due to cultural and architectural sameness. The study supports the idea that commodifying culture is a challenge in promoting sustainability, as it devalues a destination's artistic practices and disrespects the people who practice them. Alcocer (2017) points out that cultural clashes work both ways, with tourists potentially offending locals and vice versa. The study also supports the theory of Ecotourism Interrelationships proposed by Alampay and Libosada (2005), highlighting the relationship between tourism and local communities and emphasizing the need to involve locals in planning and decision-making to align with shared goals.

RESEARCH METHOD

This study used a descriptive research design involving 128 tour operators selected based on their adherence to industry standards and green practices. The data was collected using an online email and Google Forms questionnaire. The questionnaire assessed tour operators' challenges and opportunities in adopting green practices, particularly in environmental, socio-cultural, economic, and motivational

aspects. The questionnaire's reliability and validity were ensured through expert validation, achieving an excellent Cronbach's alpha coefficient ($\alpha = .905$), indicating its internal consistency and suitability for the study. Mean and Standard Deviation were used for the data analysis.

RESULTS

The following data summarizes the findings that motivate tour operators to green their businesses, tour operators' practices, perceived challenges, and opportunities based on the three pillars of sustainability.

Tour Operators' Motivators in Greening the Business

Tour operators are taking steps towards environmental sustainability and believe they play a central role in the industry. They are highly motivated to implement practical solutions to improve environmental performance and understand the emotional impact on tourists' pro-environmental behaviour. While there is some variation in agreement among tour operators on this point, they understand the importance of tourists' environmental consciousness and the growing significance of eco-friendly tourism.

Table 1: Tour Operators' Greening Practices

Sustainability Practices	GWM	SD	Verbal Interpretation
Environmental	4.1	0.92	Practiced
Socio-Cultural	4.08	0.66	Practiced
Economic	4.31	0.71	Highly Practiced

Legends: "Not Practiced (1.00-1.80)", "Somewhat Not Practiced (1.81-2.60)", "Somewhat Practiced (2.61-3.40)", Practiced (3.41-4.20)", "Highly Practiced (4.21-5.00)"

The table shows tour operators' commitment to environmental, sociocultural, and economic sustainability through various initiatives and practices. Their efforts include proper waste disposal, participation in sustainability initiatives, and prioritizing local and environmentally friendly products to benefit host communities and enhance visitor experiences. All SDs are also relatively low, suggesting that the tour operators' greening practices tend to be fairly consistent within each category.

Table 2: Perceived Challenges in Greening the Business

Sustainability Pillar	GWM	SD	Verbal Interpretation
Environmental	4.32	0.72	Extreme Challenge
Socio-Cultural	4.24	0.69	Extreme Challenge
Economic	4.34	0.58	Extreme Challenge

Legends: "Not a Challenge at all" (1.00-1.80)", "Somewhat not a Challenge" (1.81-2.60)", "Somewhat a Challenge" (2.61-3.40)", Average Challenge (3.41-4.20)", "Extreme Challenge" (4.21-5.00)"

Table 2 shows that socio-cultural sustainability presents notable challenges, including commercializing traditional cultural events and conflicts between tourists and local communities. Challenges also involve promoting smaller destinations, assessing infrastructure costs, and prioritizing quality tourism over mass

tourism. Competitive market conditions pose the most significant challenge for economic sustainability; engaging local companies to make financial contributions and educating customers are also substantial challenges.

Table 3: Perceived Opportunities in Greening the Business

Sustainability Pillar	GWM	SD	Verbal Interpretation
Environmental	4.4	0.52	Extreme Opportunity
Socio-Cultural	4.26	0.62	Extreme Opportunity
Economic	4.47	0.88	Extreme Opportunity

Legends: “Not an Opportunity at all” (1.00-1.80)”, “Somewhat not an Opportunity” (1.81-2.60)”, “Somewhat an Opportunity” (2.61-3.40)”, Average Opportunity (3.41-4.20)”, “Extreme Opportunity” (4.21-5.00)”

The table illustrates the significant opportunities tour operators identify in their role in environmental sustainability within the socio-cultural dimension. Involving local communities, improving social mobility, widening tourist cultural appreciation, and prioritizing environmental and cultural heritage are significant opportunities. This suggests that tour operators believe green initiatives can create economic opportunities, foster cultural understanding, and empower local communities.

DISCUSSIONS

Tour operators see adopting environmentally friendly practices as an opportunity to improve sustainability in three key areas: environmental, socio-cultural, and economic. They believe reducing pollution, raising awareness among tourists about their impact, and attracting new customers can lead to a more sustainable and profitable business. The potential benefits include a better reputation, increased customer loyalty, and cost savings.

In the socio-cultural dimension, tour operators think that implementing eco-friendly initiatives can empower local communities, foster cultural understanding, and create economic opportunities, leading to a more inclusive and culturally rich tourism industry.

From an economic perspective, they view greening their businesses as a way to boost revenue, create jobs, and benefit the local economy. The findings suggest a strong connection between environmental sustainability and economic success in the tourism industry. This aligns with Venturelli’s (2020) study, emphasizing the importance of fostering quality tourism over mass tourism to protect tourist attractions. It underscores the idea that sustainable tourism goes beyond preserving landscapes.

How Tour Operators Can Lead the Way

In areas where practices vary more, tour operators can take the lead in educating tourists about the environmental impact of their choices. By developing strategies to reduce environmental impact across the supply chain and partnering with eco-friendly transportation providers, tourists have choices that matter and can make a difference.

On the socio-cultural dimension, highlight opportunities to empower local communities by partnering with them to develop and deliver tours and supporting local businesses by purchasing their products and services. Respect through immersion in local culture and tradition and educating tourists can promote cultural appreciation.

Regarding economic dimensions, tour operators can capitalize on opportunities that benefit the local economy by purchasing local and environmentally friendly products from the host community and partnering with local businesses to provide tourist services. Collaboration with other stakeholders, NGOs and government agencies, can promote sustainable tourism practices.

MANAGERIAL IMPLICATIONS

A sustainability framework can be developed by focusing on areas where there is a high level of agreement on the importance of green practices to tour operators and other businesses in the tourism industry.

FUTURE RESEARCH DIRECTIONS

Similar studies may be conducted with other stakeholders to assess tour operators' greening practices.

REFERENCES

- Alampay, R.B., & Libosada, C.M. (2003). Development of a Classification Framework on Ecotourism Initiatives in the Philippines. <https://api.semanticscholar.org/CorpusID:19955841>
- Alcocer, Y. Impact of Social & Cultural Issues on the Tourism Industry. (2017, November 15). <https://study.com/academy/lesson/impact-of-social-cultural-issues-on-the-tourism-industry.html>
- Bernal-Conesa, J., BRIONES-PEÑALVER, A., & Nieves-Nieto, C.D. (2017). Impacts of the CSR strategies of technology companies on performance and competitiveness. *Tourism & Management Studies*, 13, 73-81.
- Budeanu, A. (2009). Environmental Supply Chain Management in Tourism: The Case of Large Tour Operators. *Journal of Cleaner Production*, 17(16), 1385-1392.
- Chan, J. K. (2010). Building sustainable tourism destinations and developing responsible tourism: conceptual framework, key issues, and challenges.
- Cohen, E. (2012). Globalization, Global Crises and Tourism. *Tourism Recreation Research*, 37(2), 103–111. <https://doi.org/10.1080/02508281.2012.11081695>
- Cole, S. (2007). Beyond authenticity and commodification. *Annals of Tourism Research*, 34(4), 943-960. <https://doi.org/10.1016/j.annals.2007.05.004>
- Goffi, G., Masiero, L., & Pencarelli, T. (2018). Rethinking sustainability in the tour-operating industry: Worldwide survey of current attitudes and behaviours. *Journal of Cleaner Production*, 183, 172-182.
- Hamid, M.A., Isa, S.M., & Kiumarsi, S. (2021). Sustainable tourism practices and business performance from the tour operators' perspectives. *Anatolia*, 32, 23 - 32.

- Madanaguli, A., Srivastava, S., Ferraris, A., & Dhir, A. (2022). Corporate social responsibility and sustainability in the tourism sector: A systematic literature review and future outlook. *Sustainable Development*, 30(3), 447-461. <https://doi.org/10.1002/sd.2258>
- Paillé, P., & Raineri, N. (2015). Linking perceived corporate environmental policies and employees eco-initiatives: The influence of perceived organizational support and psychological contract breach. *Journal of Business Research*, 68, 2404-2411.
- Song, W., & Yu, H. (2018). Green Innovation Strategy and Green Innovation: The Roles of Green Creativity and Green Organizational Identity. *Corporate Social Responsibility and Environmental Management*, 25(2), 135-150. <https://doi.org/10.1002/csr.1445>
- Venturelli, A. (2021). Corporate Social Responsibility in Tourism. In: Idowu, S., Schmidpeter, R., Capaldi, N., Zu, L., Del Baldo, M., Abreu, R. (eds) *Encyclopedia of Sustainable Management*. Springer, Cham. https://doi.org/10.1007/978-3-030-02006-4_654-1
- Zailani, S., Iranmanesh, M., Yusof, N., & Ansari, R. (2015). Effects of service supply chain practices on the profitability of tourism firms. *Anatolia*, 26, 612 - 623.

22. Beyond the Pizza: Unveiling the Recipe for Success Through Cultural Fusion and Sustainable Hospitality at Pizza 4P's Vietnam

Lee Pham Phuong*¹, Li-Hsin Chen² and Meng-Jun Hsu³

¹ Lee Pham Phuong, National Kaohsiung University of Hospitality and Tourism, Taiwan

² Li-Hsin Chen, National Kaohsiung University of Hospitality and Tourism, Taiwan

³ Meng-Jun Hsu, National Kaohsiung University of Hospitality and Tourism, Taiwan

*Correspondence E-mail: 5121a005@stu.nkuht.edu.tw

Keywords: Case Study, Cultural Fusion, Hospitality Management, Pizzeria Chain, Sustainable Restaurant.

EXTENDED ABSTRACT

Pizza 4P's recently has grown significantly with over 31 stores in Vietnam, 2 in Cambodia, 1 in Japan, and 1 in India (as May 2024). The 4P stands for Pizza for Peace and also represents its 4 core pillars in developing Pizza - People - Planet - Peace. This research aims to investigate their recipe for a successful business model involving sustainability and culture. Also, this study employs a theoretical model that incorporates cultural fusion, sustainable hospitality management, and customer satisfaction. By examining Pizza 4P's unique blend of Italian, Japanese, and Vietnamese cultures, the research expands the current understanding of multi-cultural fusion models. It also provides empirical evidence on how sustainable practices enhance customer experience and brand loyalty. Furthermore, it demonstrates the application of Omotenashi, a Japanese hospitality principle in a non-Japanese context, contributing to the broader address on service quality in hospitality.

LITERATURE REVIEW

Sustainability in Hospitality

Sustainability in hospitality involves minimizing environmental impact and fostering social responsibility. Sustainable practices, such as using locally sourced ingredients and controlling and managing waste, enhance customer loyalty by appealing to environmentally conscious diners (Kim & Hall, 2020). Pizza 4P's commitment to sustainability includes green practices and supporting local agriculture models, aligning with customer values (Higgins-Desbiolles et al., 2019).

Cultural Fusion and Glocalization

Cultural fusion in cuisine merges elements from various cultures, creating unique dishes and broadening audience appeal (Choi et al., 2018). "Glocalization" adapts global products to local tastes, a strategy central to Pizza 4P's success (Ritzer, 2009).

Types of Fusion Restaurants

Fusion cuisine includes creative-mix, merging elements from different cultures to create new dishes, and variety-mix, offering a diverse menu influenced by different cuisines (Choi et al., 2018; De Keersmaecker et al., 2016).

User-Generated Content (UGC) from TripAdvisor Reviews

Studies found that UGC significantly impacts customer decision-making in tourism and hospitality. Online reviews influence consumer behaviour and attitudes, highlighting the importance of customer feedback in the F&B context (Cassar et al., 2020).

Japanese Service Culture – Omotenashi

Omotenashi, a Japanese concept of wholehearted guest care, focuses on creating exceptional experiences through genuine hospitality. Pizza 4P's aligns with this philosophy, aiming to cultivate mindfulness and peace in their guests, documented by over 16 million "smiles" served since 2011.

RESEARCH QUESTION

How has the fusion of Italian, Japanese, and Vietnamese cultures, along with sustainable hospitality practices, contributed to the success and customer satisfaction of Pizza 4P's in Vietnam?

RESEARCH METHOD

Data Collection Techniques

Document Analysis

Information was collected from Pizza 4P's official website and Facebook page, as well as e-newspapers and relevant electronic sources.

TripAdvisor Reviews Analysis

Focusing on the Le Thanh Ton store in Ho Chi Minh City, the original store with the highest number of reviews, 2,148 reviews from June 2011 to April 2024 were analyzed using WebHarvey software. It is important to acknowledge limitations. Focusing on a single store limits generalizability, and TripAdvisor reviews might be susceptible to bias.

Data Analysis

Thematic Analysis

Following Braun and Clarke's (2012) procedure, the thematic analysis identified cultural fusion and sustainability impacts on Pizza 4P's success from TripAdvisor reviews.

RESULTS

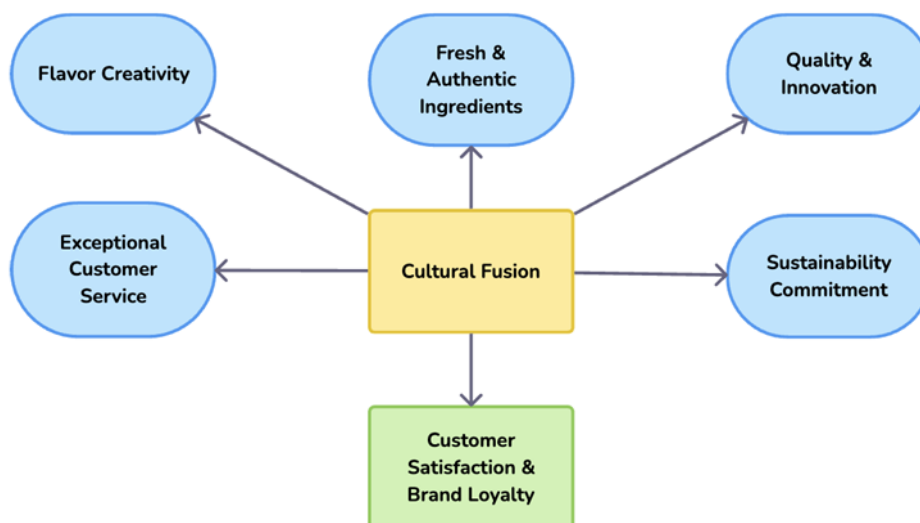
Themes Identified from TripAdvisor Reviews:

1. Cultural Fusion Enhances Culinary Experience: Customers appreciate the unique blend of Italian, Japanese, and Vietnamese flavors.

2. The Authenticity and Freshness of each dish: The use of high-quality, authentic ingredients is highly valued.
3. The Restaurant's Commitment to Sustainability: Customers praise the use of locally and sustainably sourced ingredients and eco-friendly practices such as the zero-waste concept, from farm to table concept, etc.
4. Exceptional Customer Service: The staff's attentive and friendly service reflects the Japanese concept of "omotenashi."
5. Innovative and Diverse Menu: The menu's creativity and diversity cater to a wide range of tastes infusing multi-country food culture.

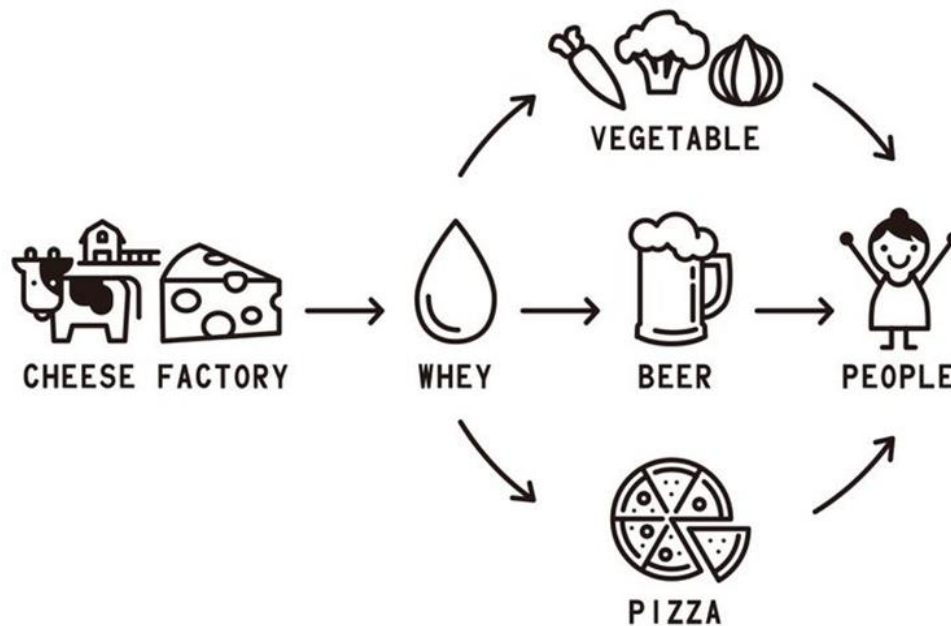
TripAdvisor's overall rating of 4.5/5 highlights significant customer satisfaction, and Pizza 4P's selection as a Travelers' Choice confirms its high ranking. Document analysis supports these findings, emphasizing locally and sustainably sourced ingredients and innovative farming collaborations, such as the partnership with Thien Sinh Farm for organic vegetables and producing their house-made cheese.

Figure 1: A Basic Model of Pizza 4P's Success



Through the document analysis, these factors are enhanced and validated as follows: locally and sustainably sourced ingredients, embracing the farming culture of Vietnam, and application of waste management practices in the producing cycle shown in Figure 2.

Figure 2: Sustainability cycle at Pizza 4P's



DISCUSSIONS

The success of Pizza 4P's is attributed to its integration of cultural fusion and sustainable practices. High-quality ingredients, exceptional customer service, and sustainability resonate well with customers. There are some gaps found in previous studies such as multiple culture fusion influence. While Choi et al. (2018) examined the combination of two cultural influences, this study explores and integrates three distinct culinary at once and significantly enhances the experience and satisfaction. Similar to Kim and Hall (2020), this study found that sustainable practices in restaurants can enhance customer loyalty and satisfaction proven by the fact that a lot of customers come back after the first try based on their reviews. Limited studies understand the real-world setting of sustainability on customer satisfaction. Moreover, UGC has been used in many studies and has an impact on customer decision-making (Cassar et al., 2020; Garner et al., 2022), there is a lack of thematic analysis in the context of fusion restaurants and sustainable practices.

Many establishments may think that their efforts of being sustainable are not worth and seen by customers however through the reviews, they've shown that the customers appreciate all these practices and efforts that Pizza 4P's has made. The customers praised their fresh, organic, sustainably sourced ingredients incorporating other factors like cultural fusion and hospitality style all elevating the customers' experience and satisfaction. Sustainability in hospitality management is not a trend to apply but it requires consistency and a long-term journey. Pizza 4P's cannot make it this far if they do not improve effortlessly day by day.

MANAGERIAL IMPLICATIONS

Managers in the food and beverage industry can learn from Pizza 4P's approach by:

- Emphasizing cultural fusion to create unique dining experiences.
- Ensuring high-quality and authentic ingredients.
- Implementing exceptional customer service based on cultural hospitality principles.
- Committing to sustainable practices that resonate with environmentally conscious consumers.

FUTURE RESEARCH DIRECTIONS

Future research could analyze reviews from other stores for a comprehensive understanding of customer perception and compare findings across different locations. Different research approaches are encouraged to evaluate the efficiency of their sustainable practices.

REFERENCES

- Higgins-Desbiolles, F., Moskwa, E., & Wijesinghe, G. (2019). How sustainable is sustainable hospitality research? A review of sustainable restaurant literature from 1991 to 2015. **Current Issues in Tourism*, 22*(13), 1551–1580. <https://doi.org/10.1080/13683500.2017.1383368>
- Kim, M. J., & Hall, C. M. (2020). Can sustainable restaurant practices enhance customer loyalty? The roles of value theory and environmental concerns. **Journal of Hospitality and Tourism Management*, 43*, 127–138. <https://doi.org/10.1016/j.jhtm.2020.03.004>
- Braun, V., & Clarke, V. (2012). Thematic analysis. In H. Cooper (Ed.), **APA handbook of research methods in psychology, Vol. 2: Research designs** (pp. 57-71). American Psychological Association.
- Cassar, S., Main, H., Cantoni, L., & Marchiori, E. (2020). Role of online reviews in the decision-making process of tourists. **Information Technology & Tourism*, 15*(1), 49-66.
- Choi, S., Liu, S. Q., & Mattila, A. S. (2018). Consumer response to authentic-language vs. English-language menu labeling in ethnic dining. **Cornell Hospitality Quarterly*, 59*(2), 125–134.
- De Keersmaecker, J., Van Assche, J., & Roets, A. (2016). Need for closure effects on affective and cognitive responses to culture fusion. **Journal of Cross-Cultural Psychology*, 47*(10), 1294–1306.
- Garner, B., & Kim, D. (2022). Analyzing user-generated content to improve customer satisfaction at local wine tourism destinations: An analysis of Yelp and TripAdvisor reviews. **Consumer Behaviour in Tourism and Hospitality*, 17*(4), 413-435. <https://doi.org/10.1108/CBTH-03-2022-0077>
- Japan National Tourism Organization. (n.d.). Omotenashi: Japanese hospitality. Retrieved May 26, 2024, from <https://www.japan.travel/en/au/experience/culture/omotenashi/>
- Liu, S. Q., Wu, L. L., & Wang, C.-Y. (2020). A creative-mix or variety-mix fusion experience? Examining marketing strategies for ethnic fusion restaurants. **International Journal of Hospitality Management*, 89*, 102596. <https://doi.org/10.1016/j.ijhm.2020.102596>
- Pizza 4P's. (n.d.). Our story. Retrieved May 26, 2024, from <https://pizza4ps.com/vn/>
- Ritzer, G. (2009). **Globalization: A basic text**. Wiley-Blackwell.
- Stierand, M. B., & Dörfler, V. (2012). Reflecting on a phenomenological study of creativity and innovation in haute cuisine. **International Journal of Contemporary Hospitality Management*, 24*(6), 946–957.

- Taecharungroj, V., & Mathayomchan, B. (2019). Analysing TripAdvisor reviews of tourist attractions in Phuket, Thailand. **Tourism Management, 75**, 550–568. <https://doi.org/10.1016/j.tourman.2019.06.020>
- Vietcetera. (n.d.). Pizza 4P's attitude of authenticity: Thien Sinh organic farm. Vietcetera. Retrieved June 7, 2024, from <https://vietcetera.com/en/pizza-4ps-attitude-of-authenticity-thien-sinh-organic-farm>
- Vietcetera. (n.d.). Peace for Earth: Whey. Vietcetera. Retrieved June 7, 2024, from <https://vietcetera.com/en/peace-for-earth-whey>
- Pizza 4P's. (2023). **Sustainability Report 2023**. Retrieved from Pizza 4P's official website.

23. Exploring Environmental and Social Sustainability Practices and their Impacts on Tourist Experiences

Camilla Chen*¹, and Li-Hsin Chen²

¹ Camilla Chen, NKUHT, Taiwan

² Li-Hsin Chen, NKUHT, Taiwan

*Correspondence E-mail: 5121a001@stu.nkuht.edu.tw

Keywords: Responsible Tourism, Sustainable Hotels, Sustainability Practices, Environmental Sustainability, Social Sustainability, Tourist Experiences.

EXTENDED ABSTRACT

Sustainable tourism is gaining significant traction, with over 75% of tourists expressing a desire for eco-friendly travel options, as reported in the 2023 Sustainable Tourism report by Booking.com. However, this report also revealed a critical gap: over two-thirds of tourists lack a clear understanding of how hotels implement sustainable practices. The development of environmental and social sustainability practices serves as a means of refining innovative business strategies to rethink business models by exploring alternatives and creating new practices by tourist experiences (Govindan et al., 2021; Amrutha & Geetha, 2020).

As a result, the study addresses this gap by investigating the environmental and social sustainability practices implemented at Formosa Yacht Resort, the first sustainable hotel and sole international yacht resort in Taiwan. It has already incorporated sustainable measures in its operations and sought to be socially responsible. Therefore, the objectives of this study are as follows:

- 1) What environmental and social practices has Formosa Yacht Resort adopted?
- 2) What outcomes do these sustainable practices impact tourist experiences?

This research is based on a case study approach that triangulates data from semi-structured interviews, content analysis, and observations. The findings of this study are expected to contribute to the existing body of knowledge on resort sustainability practices by offering insights into how implemented initiatives can be effectively managed to enhance tourists experience.

LITERATURE REVIEW

Environmental and Social Sustainability in the Hospitality Industry

Sustainable tourism development is defined as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities” (UNWTO, 2019). While sustainable tourism development has

largely focused on products and businesses, this definition reflects an ongoing shift towards addressing the needs and values of tourists (Streimikiene et al., 2021).

In the hotel industry, environmental practices include the purchase of environmentally friendly products, the use of eco-friendly cleaning products, energy and water-saving measures (Abdou et al., 2020; Yusoff et al., 2020). Social sustainability practices aim to generate a “positive impact on society and the environment” through interactions with tourist (Modica et al., 2020). These practices in the hospitality industry include providing high-quality services and products, and organizing activities with the local community (Amrutha & Geetha, 2020; Govindan et al., 2021). Consequently, the tourist’s experience in the accommodation is now a key aspect for the resorts.

Sustainability from Tourist’s Experience

Individual differences and contextual features surrounding tourists may enhance their awareness of environmental and social sustainability (Govindan et al., 2021). Some studies indicate a positive relationship between sustainability and tourist experiences. For example, Modica et al. (2020) highlight the importance of tourist experiences related to sustainability issues, suggesting that environmental awareness may eventually lead to changes in tourists’ travel intentions. Additionally, Hamzah and Shamsudin (2020) found a positive relationship between tourist satisfaction and sustainable tourist experiences. Green marketing effectively attracts environmentally conscious tourists by raising awareness of eco-friendly practices (Yusof & Soelar, 2021). Most of these studies employ quantitative research methods. In contrast, this study utilizes an interview approach to gain more detailed insights from individual tourists.

RESEARCH METHOD

This study is small industry-oriented research project in Formosa Yacht Resort, Taiwan. The data in this paper is based on a single case study triangulates data from semi-structured interviews, content analysis, and observations. Therefore, this study used an explorative case study in which examine perceived experience value within a real-life context based on local particularity and sustainability issues.

Data Collection and Analysis

The resort's focus on tourist experience has been recognized by the Taiwanese Ministry of Environment with a Bronze Label green mark for hotels. This recognition made Formosa Yacht Resort an ideal case for investigating the connection between perceived experience value and environmental and social sustainability efforts.

The study employed a triangulated methodology, including semi-structured interviews, content analysis, and observations. Four interviews (two females and two males) with recent resort guests explored their views on the resort's value proposition and sustainability efforts. Content analysis of two company public reports provided insights into the resort's communication on sustainability and experience value. Observations focused on tourist-staff interactions regarding sustainability practices and guests' use of

sustainable amenities in the guests' room. Analyzing these data sources offered a comprehensive understanding of the perceived value of the tourist experience.

RESULTS

This section presents the key findings based on my research questions at Formosa Yacht Resort. The analysis aimed to understand tourist perceptions of the resort's experiences value and its efforts of environmental and social sustainable practices.

1) What environmental and social practices has Formosa Yacht Resort adopted?

Utilize the information gathered from content analysis to the specific company public reports and support by the semi-interviewed data. The resort adopted measures to reduce energy and water consumption (Abdou et al., 2020), and prevention of CO2 emission (Streimikiene et al., 2021). Interviewees are also experience its value when they lived in the guest room.

The resort has eliminated disposable toiletries and encourages reduced linen changes for extended stays. Reusable water kettles in guest rooms replace individual plastic bottles, with purified water dispensers available in common areas. (Interview A)

On the other hand, the adoption of social sustainability practices made the connection with local communities, and culture events (Govindan et al., 2021). The resort offers a bicycle rental program, appreciated by guests for exploring the local community.

I noticed that the resort offers a bicycle rental program in front of the lobby, appreciated by guests for exploring the community. Besides, they also offer bicycle parking space for the cyclist. (Interview B)

2) What outcomes do these sustainable practices have on tourist experiences?

Based on the interviews with tourist, there are two sustainable experience dimensions were identified of the stakeholders: (1) Enhanced luxury perception and (2) Memorable experiences. Stakeholders identified the dimension of "Enhanced luxury perception" through expressions such as "ecofriendly practices enhance value", and "sustainable design adds to luxury appeal".

There are a lot of sustainable practices can make me enhance the experience value through the ecofriendly products as body wash and shampoo in the guests' room. (Interviewee C)

Many stakeholders also identified the dimension of "Memorable experiences" as illustrated. Analysis of interview transcripts revealed a high frequency of terms like "Signboards awareness", and "guest participation".

...the hotel's sustainability practices through tangible elements like reduced water and energy use to raise our environmental responsibility awareness.(Interviewee D)

DISCUSSIONS AND CONCLUSION

Theoretical and Managerial Implications

The main objective of this study was to investigate what environmental and social sustainability practices were adopted by the Formosa Yacht Resort and what results were obtained from their adoption, according to valuable insights from individual tourists. The research highlights the importance of perceived experience value in a luxury resort setting. Similar to Hamzah and Shamsudin (2020), our findings showed that guest engagement with sustainability initiatives, especially luxury ecofriendly products can enhance the overall experience. However, different from Yusof & Soelar (2021) results, our respondents offered by Formosa Yacht Resort highlights two dimensions, which can attract guest attention and encourage participation in sustainable initiatives, potentially increasing tourist satisfaction.

FUTURE RESEARCH DIRECTIONS

This research focused on two key components of sustainability: environmental and social practices. Future research could explore the impact of economic sustainability practices at Formosa Yacht Resort. Additionally, a larger sample size could potentially reveal a wider range of guest perspectives on the resort's sustainability initiatives and their perceived value.

REFERENCES

- Abdou, A. H., Hassan, T. H., & El Dief, M. M. (2020). A description of green hotel practices and their role in achieving sustainable development. *Sustainability*, 12(22), 9624.
- Amrutha, V. N., & Geetha, S. N. (2020). A systematic review on green human resource management: Implications for social sustainability. *Journal of Cleaner production*, 247, 119131.
- Govindan, K., Shaw, M., & Majumdar, A. (2021). Social sustainability tensions in multi-tier supply chain: A systematic literature review towards conceptual framework development. *Journal of cleaner production*, 279, 123075.
- Hamzah, A. A., & Shamsudin, M. F. (2020). Why customer satisfaction is important to business? *Journal of Undergraduate Social Science and Technology*, 1(1).
- Modica, P. D., Altinay, L., Farmaki, A., Gursoy, D., & Zenga, M. (2020). Consumer perceptions towards sustainable supply chain practices in the hospitality industry. *Current Issues in Tourism*, 23(3), 358-375.
- Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable tourism development and competitiveness: The systematic literature review. *Sustainable development*, 29(1), 259-271.
- Yusoff, Y. M., Nejati, M., Kee, D. M. H., & Amran, A. (2020). Linking green human resource management practices to environmental performance in hotel industry. *Global Business Review*, 21(3), 663-680.
- Yusof, N. A. M., & Soelar, S. A. (2021). A Quantitative Case Study on Customers' Expectations of Hotel Green Marketing. *Asia-Pacific Journal of Innovation in Hospitality & Tourism*, 10(3).

24. Beekeeping Farms Implications on Ecosystem, Human, And Business Factors Leading to Melitourism Development Plan

Chancellor V. De Guzman¹, Ryda Hildrian C. Artugue¹, Irene Nikole B. Constantino¹, Gian Maureen T. Dela Cruz¹, Kryssandra Maye T. Lalo¹, and Asst. Prof. Jojo M. Villamin*¹

¹Department of Tourism Management, Open University System, Polytechnic University of the Philippines, Philippines

*Correspondence E-mail: jmvillamin@pup.edu.ph

Keywords: Agri-tourism, Beekeeping, Entrepreneur, Melitourism, Philippines.

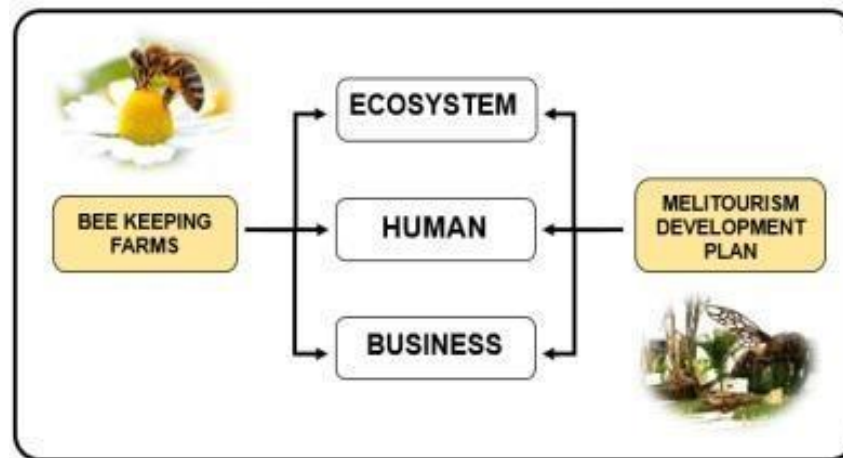
EXTENDED ABSTRACT

Poverty is the main factor behind food insecurity for Filipinos. Moreover, many Filipino rural people depend on farming to support their needs, and their families living in regions with poor agricultural yields may struggle to make ends meet, according to Nath et al. (2019). A study by Outwater et al. (2021) increasing bee farms to raise the bee population can enhance food security by potentially increasing their crop yields through cross-pollination; they can also raise bees and sell them to other beekeepers or bee farms, and bees can produce beeswax, honey and honeycomb that they can sell in different industries or to entrepreneurs who use beeswax by making products to make commodities such as shoe polish, candles and ointments which can help them to earn more money.

In Figure 1, beekeeping farmers must focus on innovative strategies to thrive in a competitive business environment. These can include programs for ensuring the quality of honey, new product development, and the production of value-added honey products. It is also necessary to understand the influence of many factors that can impact the performance of the beekeeper's business (Cavlin, 2023). Environmental sustainability statutes have significant effects on both functional sustainability and economic function. The results are consistent with global trends that support biodiversity management using a forest-based bioeconomy strategy. In order to manage connections among supporting individuals to promote environmentally friendly honey production, the strategy needs to be enhanced (Harianja et al., 2023).

This study identifies beekeeping farms' implications on the ecosystem, human, and business factors leading to a melitourism development plan in Lipa, Batangas. The following research objectives are intended to 1.) determine the ecosystem factors of the bee farms: food production, plantation forest, and conservation and biodiversity; 2.) determine the effects of human factors in nutrition, immune booster and maintaining health; bioeconomy opportunities; community empowerment; 3.) determine the business performance factors regarding the competitive environment, innovation performance; 4.) determine the opportunities based on the melitourism factors such as technology, ethics, and, farm tourism; and, 5.) create a tourism development plan for a melitourism program.

Figure 1: Conceptual Framework



LITERATURE REVIEW

Ecosystem and Human Factors

Matsuzawa & Kohsaka (2021) point out that wild and domesticated honey bees raise issues. Managed honeybees can spread diseases and parasites to other species of bees and wild bees. Even though almost all nations and regions have quarantine laws governing beekeeping, there are no regulations to stop transmitting diseases and parasites. Honey is a good treatment for several diseases, including oral mucositis caused by radiotherapy and chemotherapy. This study by Münstedt et al. (2020) state has found essential factors that can discourage women from using honey to treat illnesses. When honey is produced for medical purposes, factors connected to ethical and organic beekeeping seem to matter.

Business Performance and Melitourism Factors

A competitive business environment pushes beekeepers to produce value that is harder to imitate and at a higher level than the competitors. Beekeeping producers must focus on creative solutions to survive in a competitive marketplace. These solutions could include programs for ensuring the quality of honey, additional product development, and the production of honey products with added value. Cavlin et al. (2023) studies state that the model's results have demonstrated that a competitive environment and inventive performance directly and statistically significantly affect the business success of Serbian beekeeping production. Bee pollination is primarily responsible for food production and environmental and nutritional protection. Beekeeping has been practiced historically as a part of the regional food economy in several areas. Due to the tremendous demand for honey, beekeeping is expanding quickly, and farmers are using various beekeeping techniques to produce high yields. Many environmental conditions also influence the production of honey. The primary goal of this study by Rahman et al. (2021) is to identify the best farm out of the three farms by analyzing the effects of various environmental conditions on three distinct bee farms using a linear regression model.

RESEARCH METHOD

To achieve the defined goals of the study, the primary data-gathering tool to gather comprehensive information for this study was an in-person interview with ten selected bee farm owners or managers in Lipa City, Batangas. The research approach employed is qualitative and contains the respondents' main profile and questions related to the study. The interview guide consisted of questions adapted from relevant studies and questions developed by the researchers, all of which were relevant to the participant's perspectives on the research topic. Ethical considerations were also incorporated into the research. To comply with the code of ethics for research, this study began with a successful effort to secure ethical approval from the University Research Ethics Committee. Following the approval, we prepared a written consent form. Within the consent slips, all the participants in the research were informed about the nature of the research and how the results would be used. The prerequisite of voluntary participation in the research was met for all the participants.

RESULTS

Based on the results of the specific forage/flowers needed to sustain the bees, respondents answered that there is no forage or flowers required to support the bees, and some of them responded to bees needed Coconut flowers, Coffee flowers, Rambutan, Santol, Makopa, Mango, Dragon fruit, Santol, Papaya and Flowering plants like Vietnam rose and Cadena de amor.

Bee farm participants answered that bee farm can help their immediate community by livelihood and local employment and can promote their community, Batangas, as “Honey capital,” which can help other farms to boost their plants and trees, flowers and fruits production by the help of bee’s pollination. Participants described that they considered choosing the location of their bee farm by the forest location where there are many trees, flowers, and plants, and three answered for the location's climate.

Modern technology can improve the bee farm experience as respondents indicate that they used social media as a type of technology that helped them to boost their sales and promote their products. They also use compressors or extractors to get the honey quickly. They shared that they agree with melitourism.

DISCUSSIONS

Melitourism as an activity centered on beekeeping and honey production has received a positive response in the region. The bee farm caretakers' interviews highlighted the significance of preserving bee farms through environmentally friendly techniques, enlightening the people about bees, and appreciating the financial possibilities of melitourism.

The bee farms in Batangas expressed their enthusiasm for engaging with tourists and educating them about beekeeping practices. They saw melitourism as an opportunity to share their knowledge and raise awareness about the importance of bees and honey production. Bee farms may support environmental preservation, rural development, and public understanding of bees' crucial role in our ecosystems by practicing ethical beekeeping techniques and interacting with the local community and tourists.

MANAGERIAL IMPLICATIONS

Melitourism has a big potential since Batangas is becoming the honey Capital. To further expand its potential, they should involve local communities in the planning and running tours. In addition to empowering the local population, this offers visitors genuine experiences and insights into the local culture.

FUTURE RESEARCH DIRECTIONS

There is a strong need for other bee farm to consolidate their experiences in line with farm tourism. The concept may be tested alongside the other factors of ecotourism, agri-tourism, and even sustainability tourism. Similarly, the human component and the leadership potential of the farm owners may also be considered due to its dynamic qualification as to the continuity of the farm.

REFERENCES

- Cavlin, M., Prdić, N., Ignjatijević, S., Vapa Tankosić, J., Lekić, N. & Kostić, S. (2023) Research on the Determination of the Factors Affecting Business Performance in Beekeeping Production. *Agriculture*, Volume 13, 686. <https://doi.org/10.3390/agriculture13030686>
- Harianja A., Adalina Y., Pasaribu G., Winarni I., Maharani R. & Fernandes A. (2023) Potential of Beekeeping to Support the Livelihood, Economy, Society, and Environment of Indonesia. *Forests*, 14(2):321. <https://doi.org/10.3390/f14020321>
- Matsuzawa, T., & Kohsaka, R. (2021). Status and trends of urban beekeeping regulations: A global review. *Earth*, 2(4), 933–942, DOI: <https://doi.org/10.3390/earth2040054>
- Nath A., Thakur M., Sharma S., Dr. YSP University of Horticulture & Forestry, Nauni Solan HP 173230 & 2Biochemist of Directorate of Research SKAUST-J J& K, India (2019) Beekeeping as an Entrepreneurship. Volume 7 - Issue 4. DOI: 10.32474/CIACR.2019.07.000270
- Rahman, S., Lee, M., Lim, J. Cho, Y. & Shin, C. (2021). Systematic Analysis of Environmental Issues on Ecological Smart Bee Farm by Linear Regression Model, Volume 14, No. 1. DOI:10.21742/IJHIT.2021.14.1.04

25. Green campus: Does it Living as it is Name?

Siti Khafidzah Mufti^{*1}, Abdurrahman Ali Dzar¹, Henzul kifli Rahman¹, Aryzana Sunkar¹

¹IPB University, Indonesia

*Correspondence E-mail: skamuft@gmail.com

Keywords: Accessible Tourism, Emission, Green Campus, Green Space, University.

EXTENDED ABSTRACT

The green campus program is believed to be one of the activities that support efforts to reduce emissions from the university sector. The establishment of open green space is the actualization of this program, the problem is whether the green open space is able to accommodate the amount of carbon produced by students, staff and the general public and see the potential of OPG as a tourist attraction that is easily accessible. This paper discusses the calculation of emission production from the use of public and private transportation at IPB University. The data used comes from various studies, IPB reports and official information from the IPB directorate.

Results show that with 76.970% open green space area of the total area of IPB University Dramaga, it can absorb a total of 26,330.53 tonsCO₂/ha. Total CO₂ production from transportation activities of 3,154,633 tonsCO₂/year requires IPB University to maintain 12,539 ha of open green space. This open space is also used for various activities, one of which is educational activities that come not only from within IPB but also outside the campus.

LITERATURE REVIEW

Climate change is a global problem, caused by high human activity, one of which is the high use of transportation that produces emissions in the form of gasses such as carbon dioxide (CO₂), methane (CH₄), chlorofluorocarbons (CFCs), and nitrous oxide (N₂O) (IPCC, 2006). Likewise, activities such as transportation in universities, emissions generated from personal transportation of students, educators and staff and public transportation can reach 65% of the total emissions generated by a university (Sipell et al., 2018; Ridhosari and Rahman, 2014).

In previous research, many have explained about schemes to reduce the amount of air pollution generated by transportation, especially in universities, one of which is the green campus scheme. This scheme was created to focus on implementing the goals agreed upon in the United Nations Sustainable Development Goals (UN SDGs) (Ribeiro et al., 2021). One of the efforts developed in the green campus scheme to tackle this problem is policies related to limiting private vehicles, improving infrastructure such as buses and bicycle lanes as well as increasing the efficiency of carbon-absorbing vegetation and green open spaces (Patel and Patel, 2012; Ribeiro et al., 2021).

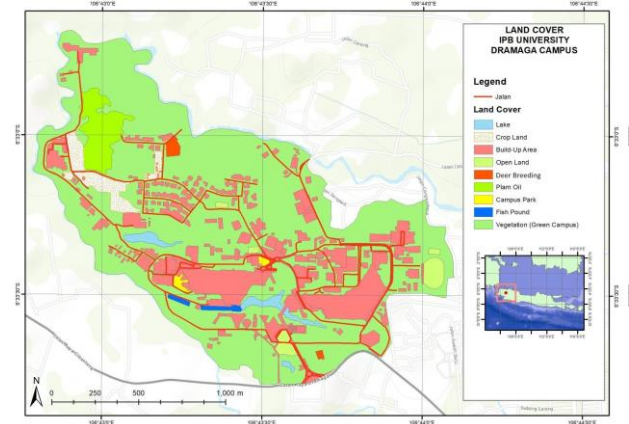
IPB University is one of the universities that since 2015 has implemented the Green Transportation program towards Green Campus, regulated in the Rector Regulation of Bogor Agricultural University Number 24/IT3/LK/2015 concerning Restrictions on the Use of Vehicles, Roads, and Parking Areas within the Campus of Bogor Agricultural University Dramaga, Bogor. That is to realize green transportation towards Green Campus by encouraging the use of bicycles, electric cars, the use of buses, freeing certain sections from motorcycles and cars to reduce the use of fuel oil in the IPB Campus in order to achieve IPB Campus as a Green Campus.

Until now, the program of planting various types of vegetation and multiplying green open spaces has only been considered as an effort to reduce and normalize the amount of emissions produced. This research seeks to provide a new view and prove that the function of vegetation and green open space is not only to reduce emissions but also as a tourism attraction that is easily accessible to the community.

RESEARCH METHOD

This study was conducted to assess the implementation of the green campus scheme, focusing on emission from transportation, green space and how these two programs provide accessible tourism, especially in the urban area.

Figure 1: Study Area IPB University



The case study is based upon data from 2023 to current, focusing on the internal commuting of students and employees in IPB University (Figure 1). Since 2019, IPB University has implemented a green campus scheme, regulated in Rector Regulation of Bogor Agricultural University Number 104/IT3/LK/2019 on Green Campus Criteria for IPB 2019-2023 Rector of Bogor Agricultural University.

Materials and Data analysis

Greenhouse Gas Emission

Categorizing type of activity based on GHG Protocol. The two scope from two emission types and sources shown in Table 1.

Table 1: GHG Characterizing

Scope GHG Protocol	Emission Type	Emission Source
1	Direct	Emission produced from university-based vehicles, commuting inside university
2	Indirect	Produce from activity related but not controlled by the university Emissions produced from individual vehicles inside the university

Data collection based on the previous internal research, official IPB reports and official data from IPB stakeholders. Data that is used in both scopes can be seen on Table 2.

Table 2: Type of activity used

Scope	Activity
1	• Number of public vehicles • Academic community vehicle fuel car • Fuel for motorcycle academic community vehicles Operational car fuel • Campus bus fuel
2	• Number of private vehicles entering and leaving IPB • Fuel consumption by private cars • Fuel consumption by private motorcycles

Various statistical analyses have been used for calculating carbon emission produced by universities, namely Campus Carbon Calculator and US-EPA. However, both analyses only used United States emission factors. This research calculates carbon emission produced by transportation activity from students, staff and academics inside the university environment using GHG Protocol, with more universal emission value (Samara *et al.*, 2022; Battistine *et al.*, 2023).

The amount of emission derived from the amount and type of fuel burned or activity intensities. The amount of fuel or activity intensities represented as activity data (A) and the type of fuel that was used represented as the Indonesian emission factors (F). The equation can be seen in **Equation 1**.

$$E \text{ (kg/year)} = A \text{ (TJ/year)} \times F \text{ (kg/TJ)} \quad (1)$$

Before using Equation 1, energy consumption in activity data (A) that is available needs to be converted into energy units TJ with **Equation 2**.

$$\text{Energy consumption (TJ)} = \text{Energy consumption (units)} \times \text{calorific value} \quad (2)$$

Equation 3. Retrieved from IPCC (2006), provides calculation on the capacity of vegetation to absorb emission (S_e) by vegetation area (ΔA) and carbon stock per unit area (C).

$$S_e = \Delta A \times C \quad (3)$$

Green Campus and Tourism

The implementation of open green space in University beside absorb emission and maintaining constant temperature (Patel and Patel, 2022). It might play an important role as an accessible form of tourism, not only for the stakeholders but also for the public. Data collected from based on the previous internal research, official IPB reports and official data from IPB stakeholders.

RESULTS

Greenhouse Gas Emission

The results showed that the number of vehicles entering and exiting the front and back gates of IPB were divided into two types: motorcycles and cars. In addition, vehicles that continue to operate on campus are public buses and electric cars. The number of motorcycles each month for one year can be seen in **Figure 2**.

Figure 2: Number of private motorcycles

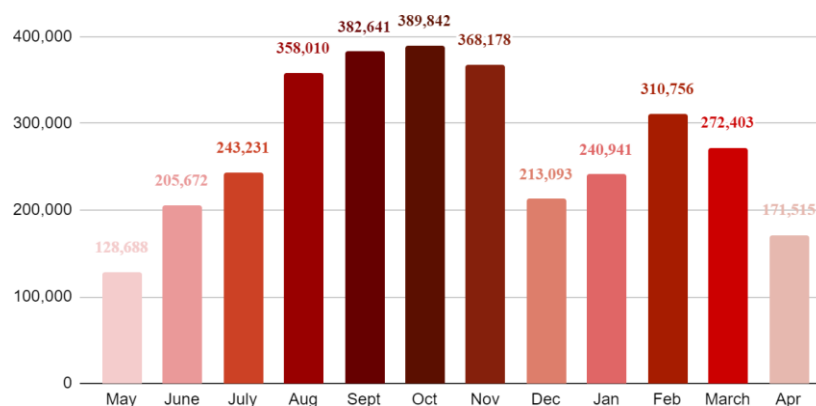
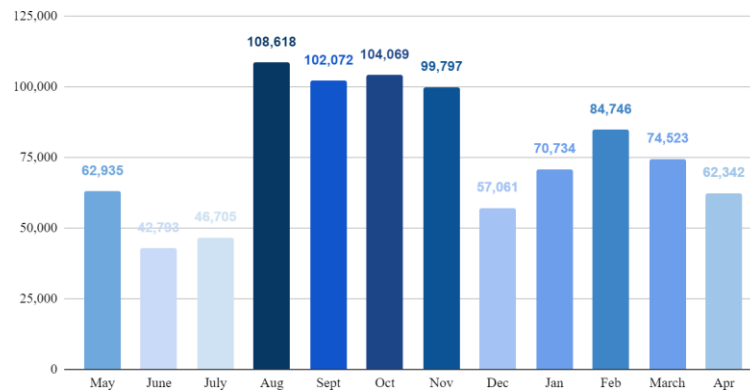


Figure 3: Number of private cars



Energy consumption from the number of vehicles can be seen in **Table 3**.

Table 3. Analysis for energy consumption

Fuel	Assumption of travel distance (km)	Assumption of fuel consumption (L)	Indonesian Calorific value (TJ/L) ^a	Energy consumption (TJ/Kg)
Car-petrol	6.47	0.824	3.3×10^{-6}	2.7201174×10^{-6}
Car-diesel	6.47	0.824	3.6×10^{-6}	2.9674008×10^{-6}
Motorcycle-petrol	6.47	0.191	3.3×10^{-6}	6.298545×10^{-7}

^aIPCC (2006)

Travel distance measured from distance from the main road inside campus. Fuel consumption assumed from previous research (Ridhosari and Rahman, 2019), where 0.98 km equal to 0.1274 L car-petrol and car diesel, meanwhile for motorcycle-petrol 0.59 km equal to 0.0295 L. Carbon emission produced by multiple transportation can be seen on **Table 4**.

Table 4. Total emission

Fuel	Energy consumption (TJ/kg)	Emission factor (kgCO ₂ /TJ) ^a	E (Kg/year)	Total emission (Ton/Year)
car-petrol	2.7201174×10^{-6}	690400	1.88	1,720.961
car-diesel	2.9674008×10^{-6}	745200	2.21	0.024
motorcycle-petrol	6.298545×10^{-7}	692900	0.44	1,433.647
Total				3,154.633

^aMinister of Energy and Minerals Resources (2020)

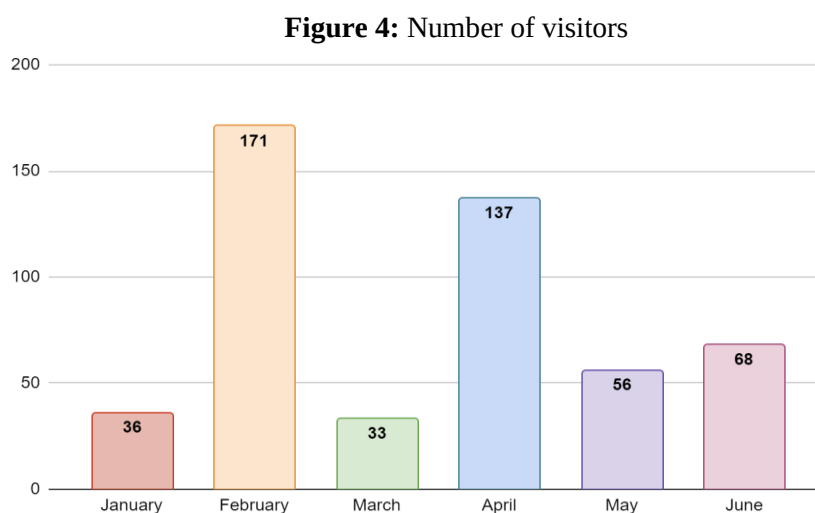
Table 5. Emission absorption capacity of open space at IPB.

Vegetation type ^a	Carbon stock (ton/ha) ^{b,c}	Area (ha) ^a	S _e (ton/ha)
Mixed trees	108.6	88.81	9644.77
Grassland and shrubs	142.98	116.70	16685.77
Total			26,330.53

^aHidayat (2024); ^bSiarudin et al (2021); ^cUmar et al (2022)

Green Campus and Tourism

One of the green open spaces (OGS) on the campus of IPB is the Campus Forest Park which is directly managed by the Faculty of Forestry and Environment of IPB. The number of visitors in 2024, January to June can be seen in **Figure 4**.



DISCUSSION

Greenhouse Gas Emissions

Based on the data, the highest emission was produced by private motorcycles and cars, used by students, staff, taxi bikes or even the public. Meanwhile emission from public buses being the lowest, apart from only 11 units, the buses productivity was also affected by student activity. The start of lectures at the start of the semester for each stratum causes emissions released by transportation activities to be the highest when the number of incoming vehicles is comparable to the number of emissions during August to November. However, the data used is not divided into the status of vehicle owners and users, making it difficult to know who contributes the largest emissions. The high number of vehicles is also because IPB is a public campus, so there are no restrictions on the number and type of visitors. On the contrary, during holidays the number of vehicles entering the campus becomes less, which has an impact on the emissions contained in the campus environment.

Various vegetation from open green space inside university can help reduce emission from transportation

especially from private vehicles. The calculation showed a total 3,154.633 tonCO₂/year, equal to 12,539 ha of open green space that is ideal for IPB University. Increase chance of contracting respiratory problems and risk of cardiovascular disease that is caused by extreme exposure of carbon dioxide (WHO, 2014).

Green Campus and Tourism

The presence of natural vegetation in workspace, even by viewing or present in the environment, significantly decreases tension, anxiety, depression and confusion. Resulting much higher productivity (Takayama *et al.*, 2014; Patel and Patel, 2022). Improving mental state and quality of life have been a social and cultural function of open green space in Indonesia, based on the Indonesian Republic Law Number 26 of 2007 about Spatial Planning.

The Campus Forest Park area is located in the northwestern part of the IPB Dramaga campus known as Cikabayan Bloc. In 1995, based on Rector Decree No 086/Um/1995, the Faculty of Forestry was authorized to manage several locations on the IPB Dramaga campus, one of which was in the Cikabayan Block, with an area of about 12 hectares. This 12-hectare area is planned as the IPB Dramaga Campus Forest Park (Barus, 2022). This OGS is also included in public OGS because it can be accessed by everyone. Public open space is a space that can be used by the general public and can carry out various activities in the space (Mu'awanah, 2021). Various activities that can be carried out on this tour are healing forest activities, bird watching as well as recreational tourism and nature education tourism.

MANAGERIAL IMPLICATIONS

It is important for stakeholders of IPB University to be the first actor in promoting not only green campus but also interesting activities for the local community related to sustainability. Engage the local community especially those that live near university to get used and aware of nature.

FUTURE RESEARCH DIRECTIONS

Conduct same research with broader scope, considering other indirect product emission namely road and air travel.

REFERENCES

- Barus, F. B. (2022). Interpretation Media Planning at Bogor Agricultural University Dramaga Campus Forest Park [Bachelor thesis, IPB University]. IPB University Scientific Repository. <https://repository.ipb.ac.id/handle/123456789/112866>
- Battistini, R., Passarini, F., Marrollo, R., Lantieri, C., Simone, A., & Vignali, V. (2023). How to assess the carbon footprint of a large university? The case study of University of Bologna's organization. *Energies*, 16(2023), 166. <https://doi.org/10.3390/en16010166>
- Intergovernmental Panel on Climate Change (IPCC). (2006). *2006 IPCC guidelines for national greenhouse gas inventories*. <https://www.ipcc-nggip.iges.or.jp/public/2006gl/vol2.html>

- Mu'awanah, A. S., & Salshabila, A. S. F. (2021). Feasibility of public green open space based on physical characteristics of space (Study in Gajahwong City Park, Yogyakarta City). *Jurnal Ruang*, 7(2), 74–86.
- Patel, B., & Patel, P. (2012). Sustainability campus of Claris lifesciences through green initiatives. *Renewable and Sustainable Energy Reviews*, 16, 4901–4907. <https://doi.org/10.1016/j.rser.2012.04.041>
- Bogor Agricultural University. (2015). *Rector Regulation Number 24/IT3/LK/2015 concerning restrictions on the use of vehicles, roads, and parking areas within the campus of Bogor Agricultural University Dramaga, Bogor*.
- Bogor Agricultural University. (2019). *Rector Regulation Number 104/IT3/LK/2019 on green campus criteria for IPB 2019–2023*.
- Ribeiro, J. M. P., Hoeckesfeld, L., Dal Magro, C. D., Favretto, J., Barichello, R., Lenzi, F. C., Secchi, L., Montenegro de Lima, C. R., & Salgueirinho Osório de Andrade Guerra, J. B. (2021). Green campus initiatives as sustainable development dissemination at higher education institutions: Students' perceptions. *Journal of Cleaner Production*, 312, 127671. <https://doi.org/10.1016/j.jclepro.2021.127671>
- Ridhosari, B., & Rahman, A. (2019). Carbon footprint assessment at Universitas Pertamina from the scope of electricity, transportation, and waste generation: Toward a green campus and promotion of environmental sustainability. *Journal of Cleaner Production*, 246, 119172. <https://doi.org/10.1016/j.jclepro.2019.119172>
- Samara, F., Ibrahim, S., Yousuf, M. E., & Armour, R. (2022). Carbon footprint at a United Arab Emirates university: GHG protocol. *Sustainability*, 14(2522). <https://doi.org/10.3390/su14052522>
- Siarudin, M., Rahman, S. A., Artati, Y., Indrajaya, Y., Narulita, S., Ardha, M. J., & Larjavaara, M. (2021). Carbon sequestration potential of agroforestry systems in degraded landscapes in West Java, Indonesia. *Forests*, 12(6), 714. <https://doi.org/10.3390/f12060714>
- Sipell, M., Meyer, D., & Scholliers, N. (2018). What about greenhouse gas emissions from students? An analysis of lifestyle and carbon footprints at the University of Applied Science in Konstanz, Germany. *Carbon Management*, 9(2), 201–211. <https://doi.org/10.1080/17583004.2018.1442179>
- Takayama, N., Korpela, K., Lee, J., Morikawa, T., Tsunetsugu, Y., Park, B. J., Li, Q., Tyrväinen, L., Miyazaki, Y., & Kagawa, T. (2014). Emotional, restorative and vitalizing effects of forest and urban environments at four sites in Japan. *International Journal of Environmental Research and Public Health*, 11(7), 7207–7230. <https://doi.org/10.3390/ijerph110707207>
- Umar, H. A., Sufardi, S., Syafruddin, S., Arabia, T., & Anwar, C. (2022). Analysis distribution of biomass carbon of grasslands, shrubs, and rainfed rice fields on dry land in the Aceh Besar District, Indonesia. *Environmental Protection and Natural Resources*, 33(2), 29–35. <https://doi.org/10.2478/oszn-2022-0010>
- World Health Organization. (2014). *Indoor air quality guidelines: Household fuel combustion*. <https://www.who.int/publications/i/item/9789241548885>

26. Digital Heritage: Exploring TikTok Strategies of Two Museums in Malaysia

Padma Pillai¹, Pei Mey Lau^{*2}, Jessica Sze Yin Ho³ and Siti Norbaya Azizan¹

¹ Sunway University, Malaysia

² Wawasan Open University, Malaysia

³ Heriot-Watt University, Malaysia

*Correspondence E-mail: peimey@yahoo.com

Keywords: Museum, TikTok, Social Media, Digital Heritage, Audience Engagement.

EXTENDED ABSTRACT

Digital communication is indispensable in public engagement in museums, archives, and libraries. It serves a multitude of purposes, such as the facilitation of access to collections, the dissemination of information, the education of individuals on a variety of subjects, and the promotion of events. Thanks to social media, Museums have established a more personal connection with their audience through two-way interactions. This has enabled them to listen to and respond to the preferences of their followers. This interactive communication encompasses followers' comments, shares, questions, and likes. Younger generations, like Gen Z, prefer immersive and gamified digital experiences. Museums have been reluctant to incorporate platforms such as TikTok, which can potentially engage a younger audience effectively. This study aims to investigate how museums employ TikTok, with a particular emphasis on a comparative analysis of two national museums (M1) and state museums (M2) in Malaysia.

In the current digital era, museum and cultural institution operators must devise strategies to distribute educational and engaging content via social media to encourage user engagement, including likes, comments, and shares. Content should be original, pertinent, and conducive to user engagement. Effective communication necessitates the establishment of two-way dialogues to establish relationships with followers. In past studies, the effective integration of traditional museum practices, social norms and contemporary trends engages audiences. These studies have focused on informative and educational videos.

LITERATURE REVIEW

In today's digital era, it's essential for museum and cultural institutions to create strategies for sharing engaging and educational content on platforms like TikTok, encouraging user interactions such as likes, comments, and shares. This content should be consistently original and relevant, meeting followers' expectations and encouraging comfortable engagement. Successful network communication involves fostering two-way dialogue and interactions that cultivate meaningful relationships with followers (Camarero, Garrido, and Jose, 2018).

This study is grounded in the Social Media Engagement Behaviour (SMEB) model proposed by Dolan et al. in 2016. In accordance with Dolan et al.'s (2016) Social Media Engagement Behaviour Model (SMEB), it describes six distinct categories of behaviours that capture the intensity and valence of social media engagement, such as creation, contribution, consumption, dormancy, detachment, and destruction. The current investigation places specific emphasis on contribution and consumption. Contribution engagement involves users actively enhancing social media creators' content through actions like "likes," "shares," and "comments," while consumption refers to a more passive role where users consume content without actively interacting with it through actions such as "likes" or "comments" (Hart, 2022).

METHODOLOGY AND FINDINGS

Quantitative and qualitative methodologies are implemented in the investigation. The quantitative data gathered encompasses the number of videos, dates, durations, shares, likes, followers, followings, comments, subtitles, text, spoken language, captions, music, and hashtags. Qualitative data offers a more comprehensive understanding of the contexts and effects of the museums' TikTok content, such as the format, types, subjects, themes, and emotional and cultural influences. This analysis aims to ascertain the relationship between these attributes and user engagement and museum activities. From 2001 to 2023, both museums have uploaded fewer than 100 videos to TikTok. A total of 100 videos were analysed, which represents 68.03 per cent of the total available videos. A sample of 50 videos from each museum, which covered a range of views, was selected.

Engagement metrics, content attributes and themes, emotional and cultural influence, and implications for museum marketing strategies were the segments into which the results were divided. The quantitative analysis indicates that the national museum (M1) outperforms the state museum (M2) on TikTok regarding engagement metrics. M1 has a higher average number of views (197 to 31,500 vs 58 to 13,400), likes (6 to 3,183 vs 1 to 701), and shares (up to 244 vs 125) per video. M1's content resonates more and reaches a broader audience despite the low number of comments on both. This implies that M1's content is superior quality and appeal, providing valuable insights for enhancing TikTok engagement strategies.

In terms of content attributes and themes, both museums on TikTok implement numerous content formats and themes, emphasising historical, informational, and promotional subjects. Nevertheless, the national museum (M1) incorporates a broader range of themes, such as infotainment and entertainment, which is likely the reason for its higher engagement rates and broader audience appeal.

In their respective videos, each museum emphasises both cultural and emotional influences (Table 1). The TikTok videos of M1 elicit a diverse range of emotions, from neutral to persuasive and enjoyable, employing a variety of emotional appeals to engage viewers effectively. In contrast, M2 elicits positive emotions such as enthusiasm and appreciation, establishing a solid connection with the audience. However, it has a more limited emotional spectrum than M1. In terms of culture, M1 showcases a diverse array of local arts and ethnic attire, whereas M2 concentrates on specific events and lifestyles per their missions and exhibit focuses.

Table 1: Summary of Thematic Analysis (Video Format)

Name	Analysis of Video Emotions	Analysis of Cultural Elements
M1	• Most shown emotion are neutral (22); • This is followed by fun/exciting (13), persuasive/attracting (10), enthusiastic/proud/ appreciative (5), and hope/motivational (4); • Emotions of humor (1), dark/scary/mystery (1), and economy/ Normal life impacts (1) are rarely observed; • None showed severity, alarm/concern, instructive/firm, response efficacy, and susceptibility/ sensitivity/ prone; • 10 out of 50 show more than one emotion.	• Most showed cultural element is arts/instruments (11); • This is followed by lifestyles (7), language (4), musical (4), and ethnicity/ multiculturalism (3); • 19 out 50 display at least one cultural element.
M2	• Most shown emotion is persuasive/attracting (30); • This is followed by enthusiastic/proud/ appreciative (16), fun/exciting (12), and neutral (5); • Emotions of hope/motivational (2), humor (2), economy/ Normal life impacts (2), dark/scary/mystery (1), and instructive/firm (1) are rarely observed; • None showed severity, alarm/concern, response efficacy, and susceptibility/ sensitivity/ prone; • 19 out of 50 show more than one emotion.	• Most showed cultural element is arts/instruments (16) and lifestyles (15); • This is followed by ethnicity/ multiculturalism (3); • None showed musical and language aspects; • 26 out 50 displayed at least one cultural element.

Note: Part of the findings for M2 has been published by the authors in Ho et al. (2024)

DISCUSSION AND CONCLUSION

The research posits that museums can improve TikTok engagement by incorporating educational, entertaining, and culturally enriching themes into their content. The strategic application of emotional appeals can enhance viewer engagement across various responses. Highlighting local cultural elements educates and cultivates viewer identity and pride, potentially increasing museum visitation interest and loyalty. The significance of strategic digital marketing and resource allocation to effectively optimise promotional efforts is underscored by the varying engagement levels between national and state museums. In conclusion, this analysis emphasises the potential of TikTok as a powerful tool for museums to effectively engage younger audiences by utilising content attributes, emotional impact, and cultural

representation. It implies that museums can optimise their digital presence and audience engagement by strategically employing these components. Moreover, museums can preserve cultural heritage and promote educational content on TikTok by aligning with UN Sustainable Development Goals such as Sustainable Cities and Communities and Quality Education. Future research could identify specific strategies for maximising engagement, particularly for smaller museums with restricted resources (Borges, 2023).

All figures should be numbered with Arabic numerals (e.g. Figure 1; Figure 2;). The figure headings should be placed above the figure with 11 points, Times New Roman, Centered, Line and Paragraph Spacing-1. Leave 2 lines with Line and Paragraph Spacing-1 between the paragraphs and the figure. The figures must be high quality with at least 300 DPI resolution. Avoid providing any unclear illustration with low readability. The figure must not be distorted, out of margin and numbers must be seen clearly in the illustrations.

REFERENCES

- Borges, N. P. (2023). User gratifications in social media usage: the case of TikTok (Doctoral dissertation).
- Camarero, C., Garrido, M. J., & San Jose, R. (2018). What works in Facebook content versus relational communication: a study of their effectiveness in the context of museums. *International Journal of Human-Computer Interaction*, 34(12), 1119-1134.
- Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: a uses and gratifications perspective. *Journal of strategic marketing*, 24(3-4), 261-277.
- Hart, S. K. (2022). Are you new here? Understanding how generation Z uses Tiktok and the future of social media marketing (Doctoral dissertation, University of Miami).
- Ho, J. S. Y., Lau, P. M., Pillai, P., & Azizan, S. N. (2024). Case 7: TikTok Tales: Unravelling the Penang State Museum's Content Strategy for Enhanced Audience Engagement. In *Marketing Case Studies in Emerging Markets: Contemporary Multi-industry Issues and Best-practices* (pp. 97-108). Cham: Springer Nature Switzerland.

27. Modelling the value-belief-norm (VBN) theory on tourists' propensity to visit time-honored restaurants: a mediating role of intentional loyalty

¹ Marichu C. Liwanag

² Antonino F. Alejandro

¹Far Eastern University – Manila, Philippines,

²Lyceum of the Philippines University-Manila, Philippines

*Correspondence E-mail: mliwanag@feu.edu.ph

Keywords: Attitudes, Food Tourism, Intentional Loyalty, Propensity to Visit, Time-Honoured Restaurants, Value-Belief-Norm Theory.

EXTENDED ABSTRACT

INTRODUCTION

Most travellers now frequently engage in the practice of trying local heritage cuisines to gain an understanding of their culture and identity. Food and other practices have always embodied people's traditions and ways of life (UNESCO, 2001). According to the findings of the World Food Travel Association (2018), food tourism is visiting to experience a place's cuisine to gain a sense of place and authentic foods. The most common place to enjoy food tourism is attributed to Time-Honoured Restaurants (THRs), which are a crucial tool for hospitality and tourism businesses, allowing them to attract tourists and visitors. Time-honoured restaurants are those food establishments that are honoured because of age. These time-honoured brands are restaurants in people's memories; their flavours are so well-known that people can't get away from them no matter how far the journey back home. The authors exposed how traditional restaurants accentuate the importance of heritage foods and attract visitors to local destinations (Chen et al. 2020). THRs are usually connected with food values, beliefs, and norms that constitute brand heritage, authenticity, and behavioural intentions with a prolonged history and solid culinary heritage. Traditional dishes associated with a standard character and image have become more prevalent in restaurants and other food service sectors (Wang et al., 2015). These traditional foods create a passing-through legacy of becoming part of any country's Intangible Cultural Heritage (ICH), where travellers are motivated to travel. As asserted by Cheung (2011, cited by Liwanag & Alejandro, 2019), this concern brings researchers to consider evaluating intangible heritage that has transformed for survival and avoids being extinguished. THRs have a reputation for serving authentic foods, providing a welcoming atmosphere, and passing down cultural traditions from generation to generation (Cheung, 2021). As such, they can be seen as cultural resources and social assets and acknowledged their significance in food culture (Singh & Kundu, 2019). Traditional foods are a vital manifestation of a destination's intangible legacy, and travellers will obtain an authentic cultural experience by eating them (Okumus, Okumus & McKercher, 2007). Tourists consider these foods to be heritage cuisines that generations have passed.

Many cultures have influenced the Philippines throughout the millennia, as seen by its arts and culinary traditions. There are still little-known facts about those traditional foods tourists seek by visiting and eating from the time-honoured restaurants in various studies. Research about tourist behaviour (TB) in gastronomy is lacking and has not been explored; thus, drawing from the theory of value-belief-norm (VBN) (Stern et al., 1999; Stern, 2000), this study will pinpoint critical variables that affect visitors' behaviour in visiting time-honoured restaurants with authentic, heritage foods to offer.

Compared to nearby countries with their own cuisine identities, the Philippines should be renowned for its food culture, background, and diverse influences. THRs in the Philippines can be compared to THRs in China. For instance, a study in Beijing and Shanghai, China, entitled: "Nostalgic Experiences in time-honoured restaurants: Antecedents and Outcomes" by Song, Xu, and Kim (2021), explored the contribution of THR by analysing the phenomena of the nostalgic experience of consumers and their revisit intention due to a long history and strong culinary heritage. The researchers chose this study to study the influence of tourist behaviour in food tourism literature and the importance of time-honoured brands in a destination to preserve THR's intangible cultural food heritage as a valuable tourism resource for the local communities. Opperman (2000) argues that developing and maintaining a customer loyalty relationship is frequently regarded as a successful business strategy. He added that tourist loyalty is primarily represented by travellers' inclination to return to the place and willingness to recommend the destination to others.

Although tourist behaviour (TB) is one of the areas of tourism that has been investigated the most, there are few comprehensive assessments of the body of knowledge in this area, mainly using the VBN model in food tourism. A paucity of gastronomy studies still explains restaurant consumers' behaviour when visiting THRs using the VBN theory. The currently published material (Raji & Nagadeepa, 2021) analyses and describes consumers' attitudes and preferences toward organic foods. However, traditional or heritage food offered by THRs as a motivation for tourism is under-researched, and study on values, beliefs and norms, attitudes, intentional loyalty, and propensity to visit time-honoured restaurants is mainly absent. The value-belief-norm theory has been developed and utilized in domains other than the extant environmental behaviour and tourism literature (Choi et al., 2015; Kiatkawsin & Han, 2017), pro-environmental behaviour (Ghazali et al., 2019), action for nature and biodiversity (Fornara et al. 2020), perceived risk into the VBN theory on recycled products (Hein, 2022) among others but none in the food tourism context in the Philippines setting. The VBN model (Stern et al., 1999; Stern, 2000) is not new in the restaurant context; one study used the VBN model to highlight the importance of traditional cuisine in the marketplace, recognizing regional cuisines and local specialty foods as tourist attractions (i.e., food tourism) and emphasizing tourist consumer behaviour. (Youn, Yin, Kim, and Li, 2019).

In filling the research gap in the literature and addressing the study's novelty, the researcher established an examination of the structural relationship of values, beliefs, norms, and attitudes on the propensity to visit with intentional loyalty as a mediator. The study will attempt to develop a tourist behavioural model to enhance understanding of the effect of values, beliefs, norms, and attitudes toward traditional foods of

the time-honoured restaurants in the National Capital Region, Philippines and contribute to the Intangible Food Heritage literature.

LITERATURE REVIEW

Time-Honoured Restaurants

Time-honoured restaurants are deeply rooted, established, and well-known traditional eateries that serve regional or national cuisine and culinary culture. It is a distinct segment of the conventional worldwide food service industry (Forêt & Mazzalovo, 2014). Time-honoured restaurant brands are generally well known in contrast to other typical traditional restaurants (Hernández-Rojas & Alcocer, 2021) and ethnic restaurants (Agarwal & Dahm, 2015) because their recipe and menu, skills in cooking, and traditional serving styles have been endorsed down through several generations, for instance, a study in China finds that before 1956, time-honoured restaurants were established, and thus, have a long working history of providing traditional food (Forêt & Mazzalovo, 2014). THRs epitomize a restaurant brand's longevity, and their continuous culinary experiences and extensive media exposure (Song et al., 2021) offer a unique environment for understanding the authenticity-loyalty dynamics that may vary from other types of restaurants. Similarly, THRs are frequently associated with the phenomenon of reminiscence due to their lengthy history and rich culinary legacy. (Song et al., 2021). Balogh et al. (2016) state that traditional establishments have become a promising and increasingly prominent segment of the food service industry. However, as the hospitality industry faces intense competition, it is reported that several venerable eateries are in decline, incurring long-term losses and even confronting insolvency (Chen et al., 2020).

According to Song, Xu & Kim (2021), the rampant growth of the food industry is fast approaching. According to their study, the criteria to distinguish a time-honoured restaurant are as follows: (1) the restaurant should be established on or before 1956, (2) the skills, food, and services be passed on from generation to generation, (3) the values should align to the region or culture where it is originated, lastly (4) it should have a good reputation. THRs have been famous for the mentioned criterion, regardless of the resources and assets. This is particularly true for smaller and medium-sized businesses highlighting food's cultural aspects and traditional preparation methods to generate new business possibilities (Wang et al., 2015). Aside from the heritage, the food industry plays a vital role in one destination because of how they showcase their skills and the method of their tradition of cooking. How they cook can also influence other people and give them more ideas on how to cook different food to create more recipes that can help them be known (Ricio et al. 2021). This also emphasized how traditional restaurants underscore local food's value and attract visitors to local destinations. (Chen et al. (2020).

Value-Belief-Norm (VBN) Theory Model

VBN is derived from the Theory of Planned Behaviour (TPB) by Ajzen (1991) and from the Fishbein and Ajzen (1975) Theory of Reasoned Action (TRA) to investigate the effects of cognitive components on action, such as attitudes, social norms, and intentions. Ajzen (1991) expanded the TRA to account for linked control aspects in predicting behavioural intention and actual behaviour. According to the extended

model, the Theory of Planned Behaviours, intention is influenced by attitude, subjective norms, and perceived behavioural control. Fauzi, Hanafiah, and Kunjuraman's (2022) research shows that the VBN and TPB models best explain human behaviour. It comprises three psychological domains: attitude, subjective norm, and the personality-behaviour connection. Brouns (2019), on the proposed revision of VBN Theory, explores the interplay of individuals and factors in explaining sustainable behaviour. The study is mainly anchored on the VBN model by Stern (2000). It is blatantly one of the most experienced and prolific of those who have attempted to construct social-psychological models of pro-environmental consumer behaviour. This theory posits relationships between values, beliefs, norms, and behaviours in a causal chain [Choi et al., 2015; Stern, 2000; Stern et al., 1999].

The theory takes part in an increasingly modern attempt to understand environmentally significant behaviours and to develop a coherent approach to them (Gardner & Stern 2002, Stern 2000). According to Brouns (2019), in her exploratory study, the Value-Belief-Norm model (VBN model) has been used to describe how and why people tend to act sustainably. The author proposed that the VBN model should be enhanced with social factors, such as social psychology, to influence personal values, beliefs, norms, and behaviour. It also introduces efficacy beliefs to the original model, focusing mainly on public-sphere pro-environmental behaviour. (Brouns, 2019). Stern and associates developed the Value-Norm-Belief (VBN model) as one of these theories (2000). This theory is established on the premise that a chain of causal factors ultimately leads to environmentally and sustainably conscious behaviour.

Values. VBN theory emphasizes value's role (Zhang et al., 2020). The causal model moves from personal values to the new paradigm, though more focused on the environmental aspect of behaviour. It explores how individuals' awareness of consequences, responsibility, and personal norms influence their behaviours (Han, 2015). Recent studies by Kiatkawsin and Han (2017) and Choi et al. (2015) have adapted VBN to green hotel visits and discovered that the theory could predict sustainable tourist consumption. Classic restaurants must make an effort to continue serving food that is consistently of a high caliber. THRs are eateries with a rather lengthy history specializing in traditional regional cuisine with unique regional culinary features (Youn et al., 2019). In the VBN paradigm, values directly influence individual beliefs (Dietz et al., 2005). Maintaining consistently high-quality meals is essential to keeping devoted customers with the belief that restaurant management should also devote more effort to improving the food's physical look and presentation. For example, the customary cuisine might be served or adorned with customary and cultural features (such as plates and patterns) as documented in the historical account.

Beliefs. According to Landon et al. (2018), awareness of consequences and attribution of responsibility are not only prerequisites for the activation of moral norms but also "refer to beliefs that one's behaviours may influence valued objects and that mitigating those influences is within one's control" (p. 959). Such arguments supported the study on a green hotel where tourists with more significant environmental concerns are likelier to spend on a green hotel than those less environmentally concerned (Hou and Wu, 2021). Moreover, belief is a proven antecedent of intention to visit the green hotel. Individual beliefs and values are imperative in purchasing decisions and eventual behaviour (Verma et al., 2019).

Norms. Similar to values and beliefs, personal norms provide significant behaviour for tourists visiting cultural heritage destinations. In recent research, Megeirhi et al. (2020) used the VBN theory for sustainable heritage tourism, while Zinan Zhao et al. (2022) investigated agritourism consumer intents by merging VBN and planned behaviour theories. According to Kim and Hwang (2020), visitors are eventually guided to believe in a given behaviour by the personal norm, which shows their validation of whether their unique behaviour is socially acceptable. When making decisions, most people rely on their actions or intentions to accept or reject those they consider essential, including friends, family, coworkers, and significant others (Choi et al., 2015). Moreover, individual moral and social norms that specify how a person should conduct and behave in accordance with their ideas are reflected in their personal norms (Kiatkawsin and Han, 2017).

Attitudes. As an extended construct in VBN Theory, attitudes are relevant in understanding consumer behaviour. This is likewise a vital element in the theory of planned behaviour (TPB) and an added parameter in addressing the significance of the construct in the tourist's behavioural intention to visit. In addition, based on the close bond between food consumption and nostalgia (Vignolles & Pichon, 2014), traditional restaurants are inferred to create a nostalgic atmosphere and evoke precious memories for consumers. Similarly, Lu and Chi (2018) explained why visitors and locals choose to eat local food vary, and these variations are caused by the various degrees of community attachment. Therefore, the authors proposed dividing diners into foreign visitors and locals and analysing their perceptions of regional cuisine. However, much work hasn't been done in the hospitality literature to comprehend local consumers' growing demand for traditional cuisines, attitudes, and purchasing habits. As a result, this discovery emphasizes the need to promote and maintain traditional food at revered establishments that provide it. The professionalization of gastronomy in restaurants' front and back of the house, as well as highlighting the cultural legacy of traditional gastronomy and improving the information provided about it, are other areas for improvement that have been identified. This study is crucial for managing historical tourism aspects to distinguish them from other comparable locations. Previous studies have mainly focused on the purchasing habits of tourists and have recognized traditional cuisines and regional specialty foods as tourist attractions (i.e., culinary tourism). For instance, Alderighi et al. (2016) investigated the impact of regional cuisine specialties on travellers' propensity to visit and return to a location. Nam and Lee (2011) investigated the factors influencing international visitors' satisfaction with traditional Korean eateries. On the other hand, not much is known about the motivations behind and perceptions of locals about conventional dining establishments.

Propensity to Visit. Behavioural intentions are considered the most effective predictor and explanation of individual behaviour (Ajzen, 1991; Han et al., 2017). Excellent heritage cuisine passed on through generations, the culture of dining with the family, and communing in the past in visiting time-honoured restaurants are a few of the characteristics of values that increase customer satisfaction, which can encourage future good behaviour and intentional loyalty. For tourism operations to succeed, which is dependent on positive travel experiences from tourists, there must be a high level of tourist loyalty.

Acknowledging that visitor satisfaction is crucial in fostering loyalty and inclination to return (Novello & Fernandez, 2014) is essential. Travelers' experiences with sustainable tourism are a result of these good sentiments. Therefore, it is important to understand what factors influence consumers' propensity to visit heritage destinations, including those time-honoured restaurants. For instance, Enjoying food from other countries improved the country's national image, perhaps encouraging customers to visit for culinary tourism (Kim et al., 2013). These data highlight that the most significant aspect impacting customers' destination selection is place image (Ramkissoon et al. 2013), which is constructed by tourists' experience, is associated with their willingness to recommend the destination to others and the propensity to visit and revisit (Choe and Kim, 2018).

H1. VBN influences the propensity to visit time-honoured restaurants.

H1a. Values influence the propensity to visit.

H1b. Beliefs influence the propensity to visit.

H1c. Norms influence the propensity to visit.

H1d. Attitude influences the propensity to visit.

Intentional Loyalty

The emotional component of consumers' hospitality experience directly correlates with their loyalty intentions (Su et al., 2016). Heritage cuisines are a promising tool for promoting local cultures and have a lot of potential to provide a positive image of a travel location. For instance, several scholars have studied culinary culture as a component of Malaysian identity that attracts tourists (Jones & Jenkins, 2002; Boyne, Hall, & Williams, 2003). As a result, Malaysia's vibrant culinary displays have created a false impression of the country, reflecting its multicultural community with various culinary traditions but lagging behind Singapore and Thailand due to weak promotional strategies. Intentional loyalty benefits marketing and management teams in the tourism industry by retaining loyal tourists as they contribute to economic value. The intentional loyalty study has been investigated since the 1990s (Zhang et al., 2014). As novelty introduced in this research, the researchers consider intentional loyalty as a mediator in the relationship between VBN and propensity to visit.

H2. VBN influences intentional loyalty.

H2a. Values influence Intentional Loyalty.

H2b. Beliefs influence Intentional Loyalty.

H2c. Norms influence Intentional Loyalty.

H2d. Attitude influences Intentional Loyalty.

H3. Intentional loyalty influences the propensity to visit.

H4. Intentional loyalty mediates the influence of VBN on the propensity to visit.

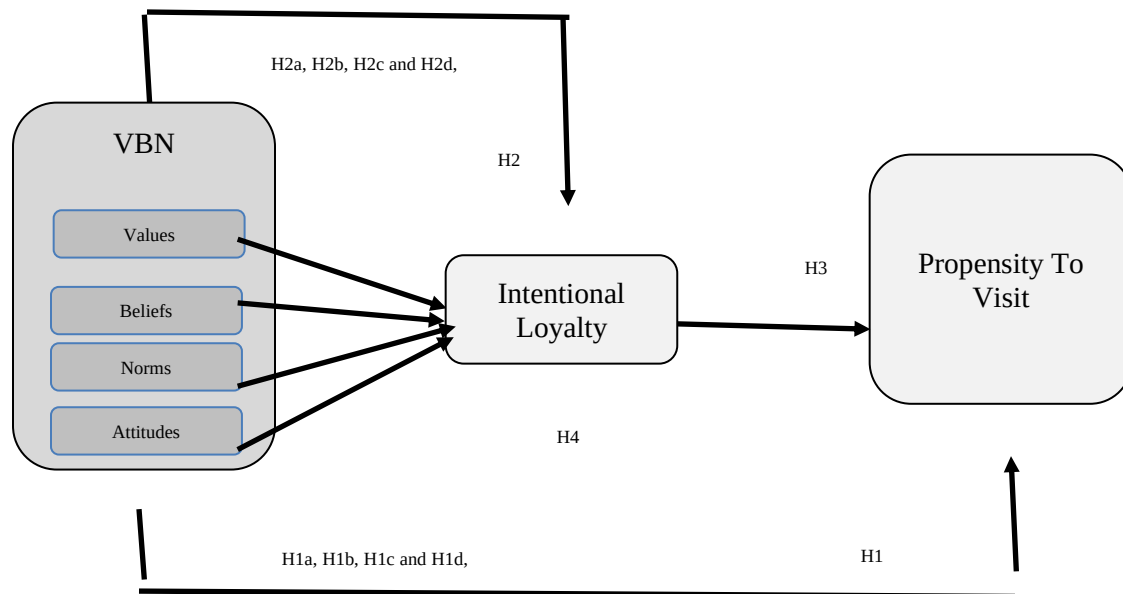
Conceptual Framework

The conceptual framework is anchored on the VBN Theory of Stern (2000) and the propensity to visit from TPB by Ajzen (1991). In depicting the study's overall purpose, the researcher designed a research framework to show the interrelationships of constructs in achieving this research's goal. Since the study

is anchored on the theory of value-belief-norm (VBN) by Stern (2000), the critical constructs illustrated in the proposed conceptual framework will now be tested in developing a new “Tourist Behavioural Model” relative to food tourism.

Hence, the study expanded the VBN model by adding the construct of intentional loyalty in the context of food tourism. Figure 1 shows the framework of the study to show the interrelationships of the constructs in the study.

Figure 1: Conceptual framework



Based on the VBN theory, the conceptual framework includes variables such as values, beliefs, and norms, as well as a novel construct of attitude as an exogenous variable and propensity to visit as an endogenous variable. Conversely, a mediating variable is used to augment the VBN theory with purposeful loyalty. According to the framework, VBN aspects such as attitude toward visiting time-honored eateries influence tourists' inclination to visit. This explains how THR intention toward traditional foods may connect with previously discovered behavioural theories of VBN. Concurrently, the framework will investigate whether intentional loyalty mediates the relationship between VBN traits and the propensity to visit. This study establishes a mediation analysis determining the direct and indirect effects of the stated variables that may influence values, beliefs, and norms and the attitude on tourists' propensity to visit time-honored restaurants in NCR, Philippines, with intentional loyalty of tourists as a mediating variable.

RESEARCH METHOD

Research Design

The study utilized predictive-causal research design in determining the significant relationships between exogenous using the Value-Belief-Norm Model (VBN) with Attitude (ATT) as the extended construct and the propensity to visit (PROV) as the endogenous construct. The use of the VBN model was expanded by

integrating intentional loyalty (INTL) as a functioning mediator in the relationship between VBN and PROV. Dudovskiy (2018) uses causal predictive research to discover the scope and type of cause-and-effect interactions. Causative predictive research can be used to analyze the consequences of certain modifications on current norms, procedures, and so on. Because multiple factors can influence cause and effect, the researcher attempted to design a structural model to collect statistical evidence of the causal link, becoming the new tourist behavioural model in heritage food tourism. PLS-SEM fits a composite model, maximizing the amount of variance explained and enabling researchers to simultaneously study the linkages (Hair et al., 2017). Specifically, the tool used in the PLS-SEM was the JASP 0.18.1. JASP is a free, open-source alternative to SPSS, allowing simple and complex analyses in a user-friendly package. The aim is to enable the conduct of complex and classical statistical tests, but it has the advantage of a drag-and-drop interface that is intuitive to use (Rosseel, 2012).

Instrumentation. The primary instrument in this study was a self-made questionnaire containing the profile of the respondents and the VBN dimensions, which was supported by previous studies but modified by the researcher to customize the study setting and the purpose of the research. The items of the constructs in VBN, attitudes and propensity to visit were framed from the following studies: VBN and attitude from Fauzi et al., 2022; Carfora et al., 2021; Propensity to visit from Ajzen, 2019 and Fauzi et al., 2022; intentional loyalty from Rojas and Alcocer (2021), Yoon and Uysal (2005). It was measured using a 5-point Likert scale to measure the responses along VBN, attitude, the propensity to visit, and intentional loyalty ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement was interpreted using descriptive statistics and then subjected to PLS-SEM. The questionnaire was subjected to face-to-face content validation from experts. It was pilot tested among 30 non-respondents of the study to determine the usability and consistency of the constructs and indicators of the questionnaire. All instrument indicators were within the range of 0.950 to 0.976, suggesting perfect consistency across the relevant variables. Overall Cronbach alpha value was 0.975. As a rule, Cronbach's Alpha of 0.70 and above is acceptable, 0.80 and above is better, and 0.90 and above is excellent (Shi, Mo, and Sun, 2012).

Evaluation of the Measurement Model

The researchers verified and confirmed the validity and reliability of the instrument by employing Confirmatory Factor Analysis (CFA) using JASP as one of the measurement models (Dash & Paul, 2021; Hayes et al., 2017). In other words, the discriminant CFA with regression and PLS-SEM were used to examine the validity and reliability of the questionnaire's exogenous and endogenous factors and the mediating variable comprised of values, beliefs, norms, attitudes, the propensity to visit, and intentional loyalty. CFA was conducted to evaluate the goodness-of-fit measurement models. The degree of correlation between an indicator and its latent construct is known as factor loading (Byrne, 2010, quoted in Kula, 2011). The results of CFA are presented below:

Model fit

Chi-square test

Model	X ²	df	p
Baseline model	2517.9032	15	
Factor model	96.8203	8	< .001

Note. The estimator is ML.

Factor loadings

Factor	Indicator	Estimate	Std. Error	z-value	p	95% Confidence Interval	
						Lower	Upper
Factor 1	Values	0.8265	0.0378	21.8681	< .001	0.7524	0.9006
	Beliefs	0.8386	0.0370	22.6440	< .001	0.7660	0.9111
	Norms	0.8256	0.0363	22.7620	< .001	0.7545	0.8967
	Attitudes	0.7707	0.0374	20.5901	< .001	0.6973	0.8441
Factor 2	Propensity to Visit	0.8029	0.0380	21.1233	< .001	0.7284	0.8774
	Intentional Loyalty	0.7448	0.0371	20.0562	< .001	0.6721	0.8176

Factor variances

Factor	Estimate	Std. Error	z-value	p	95% Confidence Interval	
					Lower	Upper
Factor 1	1.0000	0.0000			1.0000	1.0000
Factor 2	1.0000	0.0000			1.0000	1.0000

Factor Covariances

		Estimate	Std. Error	z-value	p	95% Confidence Interval	
						Lower	Upper
Factor 1	↔ Factor 2	0.8817	0.0167	52.6627	< .001	0.8489	0.9146

Residual variances

Indicator	Estimate	Std. Error	z-value	p	95% Confidence Interval	
					Lower	Upper
Values	0.0838	0.0087	9.6393	< .001	0.0668	0.1009
Beliefs	0.0569	0.0070	8.1608	< .001	0.0433	0.0706
Norms	0.0512	0.0065	7.9236	< .001	0.0385	0.0639
Attitudes	0.1193	0.0113	10.5827	< .001	0.0972	0.1413
Propensity to Visit	0.0884	0.0157	5.6292	< .001	0.0576	0.1192
Intentional Loyalty	0.1169	0.0153	7.6190	< .001	0.0868	0.1469

The result of the CFA analysis revealed that the criteria mentioned in the model showed a goodness-of-fit to the data as indicated by the value of $\chi^2 = 2517.9032$, $df = 23$; $p < .001$. The ratio of Chi-square (χ^2) to the degree of freedom (df) is 4.20, satisfying the cut-off value of >1 , which indicates excellent (Gaskin and Lim, 2016). The outcome suggested that the model's validity as a measuring model in this study was

affirmed for additional PLS-SEM analysis. The standardized regression weights were examined to determine the relevance of the factor loadings, even if improved goodness-of-fit was attained. According to Hair, Black, Babin, and Anderson (2009), standardized factor loadings between 0.30 and 0.39 are significant; loadings between 0.40 and 0.49 are more relevant, and loadings of 0.50 or more are deemed substantial. Standardized loading estimations should, as a general rule, be 0.5 or higher and ideally 0.7 or higher (Hair et al., 2009, p. 679). The estimated factor loadings of the observed items above the 0.5 threshold level exhibited extremely significant indications ranging from 0.74 to 0.84 (Hair et al., 2009). The results suggested that the emerging measuring model was validated as the one used for this study.

Ethical Considerations

The research followed the ethical protocols in the study by following the ten principles of ethical considerations by Bryman and Bell (2007). These are: (1) Research participants should not be subjected to harm in any way whatsoever, (2) Respect for the dignity of research participants should be prioritized, and full consent should be obtained before the study, (3) The protection of the privacy of research participants has to be ensured, and adequate confidentiality of the research data should be provided, (4) The anonymity of individuals and organizations participating in the research has to be ensured, (5) Any deception or exaggeration about the aims and objectives of the research must be avoided, (6) Affiliations in any form, sources of funding, as well as any possible conflicts of interest, have to be declared (7) Any communication concerning the research should be done with honesty and transparency, (8) Any misleading information and representation of primary data findings in a biased way must be avoided, (9) Thus, this scholarly research appoints respondents by voluntarily taking their privacy and anonymity, (10) Likewise, the study shall not use offensive, discriminatory, or another unacceptable language in designing the questionnaire and conducting interviews or focus group discussions. Acknowledgment of works of other authors will use the APA referencing system and maintain the highest level of objectivity in forums and analyses throughout the study.

RESULTS

VCN Dimensions, Propensity to Visit and Intentional Loyalty

Table. 1: Mean Scores of VCN, Attitudes, Propensity to Visit and Intentional Loyalty

Item	VCN Dimensions	Weighted Mean	SD	Int	Rank
1	Values	4.52	0.9334	SA	1
2	Beliefs	4.46	0.9329	A	2
3	Norms	4.43	0.9268	A	3
4	Attitudes	4.28	0.9603	A	4
5	Propensity to Visit	4.19	0.9518	A	6
6	Intentional Loyalty	4.25	0.9169	A	5
Overall Average Mean		4.36	0.9370	A	

The table shows the values that contributed significantly to the tourist behaviour study using VCN theory with a mean of 4.52, which is interpreted as strongly agreeing. On the other hand, the rest of the constructs

range from 4.19 to 4.46 and are construed as agree. Overall, the mean score of 4.36 denotes the elements of VBN that significantly contributed to the tourists' behavioural intention to visit and exercise intentional loyalty towards time-honored restaurants with an agree rating.

Table 2: Hypotheses Testing on VBN Dimensions and Propensity to Visit THRs

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Decision
	B	Std. Error	Beta				
1 (Constant)	4.1933	0.0495			84.6899	< .001	
H1a-Values	0.7447	0.0367	0.7617		20.2951	< .001	Significant
H1b-Beliefs	0.7616	0.0359	0.7756		21.2082	< .001	Significant
H1c-Norms	0.7908	0.0355	0.7907		22.2924	< .001	Significant
H1d-Attitudes	0.8592	0.0312	0.8475		27.5623	< .001	Significant

a. Dependent Variable: Propensity to Visit

Model 1: VBN Dimensions -> Propensity to Visit

Predicted VBN Dimensions = 4.1933 + 0.7447 (Values) + 0.7616 (Beliefs) + 0.7908 (Norms) + 0.8592 (Attitudes)

The findings provide information about the strength and direction of the relationship between the VBN dimensions and propensity to visit. The beta weights are the regression coefficients for standardized data. The unstandardized coefficient for the model constant is 4.1933, which represents the expected change in the propensity to visit when values, beliefs, norms, and attitudes are zero. The standard error of 0.495 indicates the average variability in the model constant estimate. The standardized coefficient for the model constant is 0, implying that it does not contribute significantly to the prediction of the dependent variable. The t-value of 84.6899 is calculated by dividing the unstandardized coefficient by its standard error. It measures the significance of the model constant estimate. The significance value of 0.01 suggests that the model constant is statistically significant in predicting the propensity to visit.

Table 3: Hypotheses on VBN Dimensions and Intentional Loyalty to Visit THRs

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Decision
	B	Std. Error	Beta				
2 (Constant)	4.2517	0.0474			89.7054	< .001	
H2a-Values	0.6786	0.0373	0.7252		18.1801	< .001	Significant
H2b-Beliefs	0.7072	0.0359	0.7523		19.7141	< .001	Significant
H2c-Norms	0.7533	0.0342	0.7868		22.006	< .001	Significant
H2d-Attitudes	0.7653	0.0346	0.7887		22.1432	< .001	Significant

a. Dependent Variable: Intentional Loyalty

Model 2: VBN Dimensions -> Intentional Loyalty

Predicted Intentional Loyalty = $4.2517 + 0.6786 (\text{Values}) + 0.7072 (\text{Beliefs}) + 0.7533 (\text{Norms}) + 0.7653 (\text{Attitudes})$

The table shows the beta coefficients that provide information about the strength and direction of the relationship between the VBN dimensions and intentional loyalty. The unstandardized coefficient for the model constant is 4.2517, which represents the expected change in the propensity to visit when values, beliefs, norms, and attitudes are zero. The standard error of 0.474 indicates the average variability in the model constant estimate. The standardized coefficient for the model constant is 0, implying that it does not contribute significantly to the prediction of the dependent variable. The t-value of 84.6899 is calculated by dividing the unstandardized coefficient by its standard error. It measures the significance of the model constant estimate. The significance value of 0.01 suggests that the model constant is statistically significant in predicting intentional loyalty.

Table 4: Linear Regression between Intentional Loyalty and Propensity to Visit THRs

coefficients

Model		Unstandardized	Standard Error	Standardized	t	p
H ₀	(Intercept)	4.1933	0.0495		84.6899	< .001
H ₃	(Intercept)	0.4079	0.1371		2.9756	0.0032
	Intentional Loyalty	0.8903	0.0317	0.8523	28.1236	< .001

	t	p-value	Decision	Interpretation
H3. Intentional Loyalty	28.1236	< .001	Significant	Has influence on Propensity to Visit

Model 3: Intentional Loyalty -> Propensity to Visit

Predicted Propensity to Visit = $4.1933 + 0.8903 (\text{Intentional Loyalty})$

The regression results assessing if intentional loyalty influences the propensity to visit time-honoured restaurants reveal a p-value of < 0.001, also less than 0.05. With that, at a 95% significance level, it can be claimed that there is a statistically significant effect of intentional loyalty toward the propensity to visit. This is reflected in the data above, which indicates a correlation coefficient (r) of 0.8903 or 89%, indicating a strong positive correlation between the variables. This means a substantial linear relationship exists between intentional loyalty and propensity to visit.

Table 5: Mediation Analysis – Direct, Indirect and Total Effects between VBN Dimensions and the Propensity to Visit in Time-honoured Restaurants with Intentional Loyalty as Mediator.**Direct effects**

						95% Interval	Confidence
						Lower	Upper
VBN Dimensions	→	Propensity to Visit	Estimate	Std. Error	z-value	p	
			0.4923	0.0531	9.2655	< .001	0.3882 0.5964

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

The table depicts the direct effects of VBN dimensions on the propensity of tourists towards time-honoured restaurants. As shown, since the p-value is < 0.001, which is less than 0.05, at a 95% significance level, there are direct effects of VBN dimensions on the propensity to visit. In determining the mediation analysis, there should be a significant relationship between VBN and Propensity to visit, thus proving the importance of the mediator in the relationship between the endogenous and exogenous variables.

Indirect effects

								95% Confidence Interval		
				Estimate	Std. Error	z-value	p	Lower	Upper	
H4. VBN Dimensions	→	Intentional Loyalty	→	Propensity to Visit	0.5076	0.0478	10.6184	< .001	0.4139	0.6013

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

The indirect effects of VBN dimensions on intentional loyalty on the propensity to visit show a p-value of < 0.001, less than 0.05, at a 95% significance level. The VBN dimensions statistically affect intentional loyalty, influencing the propensity to visit time-honoured restaurants. The results of the fully mediated construct of intentional loyalty.

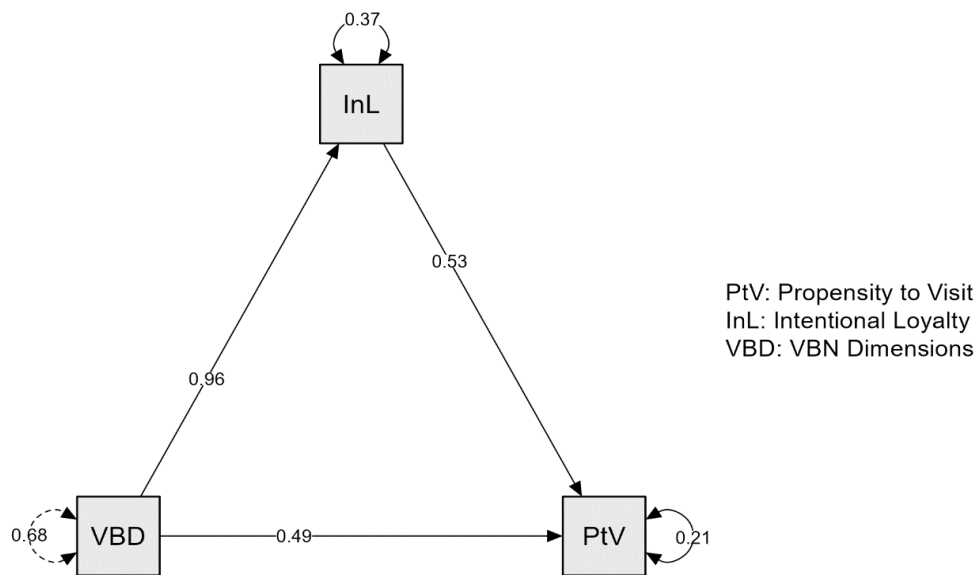
Total effects

						95% Confidence Interval	
						Lower	Upper
VBN Dimensions	→	Propensity to Visit	Estimate	Std. Error	z-value	p	
			0.9999	0.0391	25.5428	< .001	0.9232 1.0766

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

The total effects of VBN dimensions on the tourists' propensity to visit time-honoured restaurants when intentional loyalty acts as the mediator variable between them produced a p-value of < 0.001 , less than 0.05, at a 95% significance level. Intentional loyalty is statistically significant in serving as a full mediator between VBN dimensions and propensity to visit. The finding implies that mediation analysis with intentional loyalty as a mediator supported the hypothesis with full mediation, resulting in the relationship between the two significant constructs increasing to 0.999 when inserted into the model.

Figure 2: Path Plotting on the Mediation Analysis between VBN Dimensions and the propensity to visit Time-honoured Restaurants with Intentional Loyalty as Mediator.

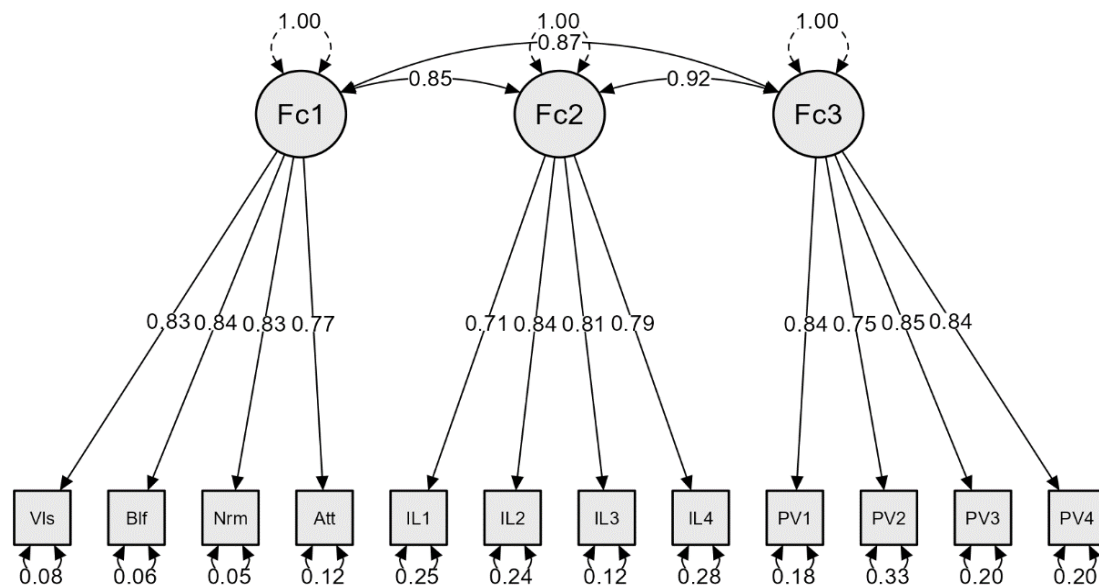


The figure reflects the path plotted in the mediation analysis between the VBN dimensions and propensity to visit, as intentional loyalty acts as the mediator variable. VBN dimensions have a strong direct relationship with intentional loyalty ($\rho = 0.96$). On the other hand, Intentional loyalty has a moderate direct relationship with propensity to visit ($\rho = 0.53$). Likewise, in assessing the relationship between VBN dimensions and the propensity to visit, considering the relationship of intentional loyalty for both, their relationship is considered to be in a moderate direct relationship ($\rho = 0.49$).

Evaluation and Validation of the Resulting Final Structural Model as a modelling framework for the Proposed Tourist Behavioural Model

The resulting model of the study has theoretically contributed to the existing body of knowledge on food tourism literature by using a structural equation modelling approach to determine the influence of the VBN dimensions on the propensity to visit with intentional loyalty as a mediator. The PLS-SEM was carried out to test the hypothesized model using the JASP 0.18.01. The model is presented in Figure 3.

Figure 3: This results in the final structural model being used as a modelling framework for the proposed tourist behavioural model.



The resulting final model demonstrates the correlational relationships and influences of the involved factors in the study, such as VBN dimensions, intentional loyalty, and propensity to visit. The dependent variables, the VBN dimensions – values, beliefs, norms, and attitudes- are individually assessed. As shown in the model, since all the matters they represent are positive (0.83, 0.84, 0.83, 0.77), they are all strongly correlated. On the other hand, independent variables such as intentional loyalty and propensity to visit also have positive values (IL = 0.71, 0.84, 0.81, 0.79) and (PV = 0.84, 0.75, 0.85, 0.84). The model is also strongly associated with one another in their groupings as general factors. Overall, factor 1, VBN dimensions, positively influence factor 2, intentional loyalty (0.85). Meanwhile, intentional loyalty also positively influences the propensity to visit (0.92). In that sense, intentional loyalty indeed enhances the influences that VBN dimensions provide to the propensity to visit tourists towards time-honoured restaurants.

Table 6: Model Fitting based on Confirmatory Factor Analysis for the Resulting Final Structural Model as a modelling framework for the Proposed Tourist Behavioural Model.

Chi-square test			
Model	X ²	df	p
Baseline model	4522.7010	66	
Factor model	293.6402	50	< .001

Note. The estimator is ML.

In order to corroborate the model fitting, the researcher used confirmatory factor analysis for the resulting final structural model as a modeling framework for the proposed tourist behavioural model. As shown, since the p-value is < 0.001, which is less than 0.05, the resulting final structural model can be used for

the study at a 95% significance level, resulting in an excellent fit. On the other hand, the table depicts the model's goodness of fit using PLS-SEM and JASP software. The estimations of the structural relationships within the hypothesized model were conducted through PLS-SEM after the CFA measurements were identified. The goodness of fit model of the structural model estimates shown in the figure was reported following the criteria below:

Table 7: Model Fitting based on Partial Least Squares SEM for Resulting Final Structural Model as a modelling framework for the Proposed Tourist Behavioural Model.

Model fit

	AIC	BIC	n	Baseline test		
				χ^2	df	p
Model 1	6540.7624	6596.3191	300	814.3823	51	< .001

The table shows the model fitting based on PLS-SEM for the resulting final structural model as a framework for the proposed tourist behavioural model. As shown, since the p-value is < 0.001, which is less than 0.05, the resulting final structural model will be used for the study at a 95% significance level. This finding implies that the VBN theory is a good construct in determining behavioural intention in food tourism and the context of heritage food or gastronomy tourism in a time-honoured restaurant. The model showed that all variables have a significant positive association between VBN, attitudes, and propensity to visit, mediated by intentional loyalty to regional cuisine and destination preference, travel motivation, and behavioural intentions.

DISCUSSIONS

This study has served as a reminder of the Filipino people's historical path, which is intrinsically tied to the present and future. Nothing unites people like food. UNESCO has declared just a few foods, cuisines, and culinary practices as Intangible Cultural Heritage. Traditional cuisines are a broad cultural paradigm comprising a wide range of goods, foodways, ceremonial rituals, age-old abilities, culinary methods, and traditional community customs and manners, all inspired by time-honoured restaurants. Filipino cuisine is sophisticated and symbol-laden, and the knowledge and abilities reflect the country's culture, establish social relationships, and define local and regional identities. Thus, the study aims to determine the influence of the values, beliefs, attitudes, and norms (VBN) on tourists' propensity to visit time-honoured restaurants with the mediating effect of intentional loyalty. A number of arguments can explain the significant contribution of this study.

First, all VBN dimensions were found to predict the propensity to visit with a significance value of 0.001, as shown in Table 2. The VBN beta coefficients of 0.7447, 0.7616, 0.7908, and 0.8592 represent the expected change in the propensity to visit for a one-unit increase in each dimension and suggest strong positive relationships with a large effect. The effect size is substantial and can significantly impact the propensity to visit. A coefficient greater than 0.3 is typically considered a large effect. The significance value of 0.001 indicates that the VBN dimensions are statistically significant in predicting the propensity

to visit at the conventional significance level of 0.05. This means that the propensity to visit increases as the VBN dimension increases. Testing the VBN theory with attitudes as extended constructs on the propensity to visit resulted in statistically significant relationships, indicating that tourist behaviour plays a meaningful role in influencing tourists' decisions to visit and dine in time-honoured restaurants and experience heritage foods; thus, the hypotheses are supported. VBN and attitudes imply that cuisine has both a natural and a cultural component that contributes to its authenticity, uniqueness, and cultural identity: the natural includes the unique physical environment of a region; the cultural includes values and attitudes of the local community (Hillel, Belhassen, & Shani, 2013). Food as heritage is very different from other heritages. It is multi-sensory, tangible and intangible (Ron & Timothy, 2013). The previous research study corroborates this finding that personal norms are a significant predictor of intention to visit cultural heritage attractions (e.g., Al Ziadat, 2015). Stern (2000) and Stern et al. (1999) are credited with creating the present value-belief-norm (VBN) model, saying that these two theoretical frameworks explain the moral normative foundation of "taking action with pro-environmental intent" (p. 441). VBN is based on environmental psychology and environmental social psychology research.

Secondly, predicting VBN dimensions on intentional loyalty was positive, with a significance value of 0.001. The VBN coefficients of 0.6786, 0.7072, 0.7533, and 0.7653 represent the expected change in the propensity to visit for a one-unit increase in each dimension. It suggests strong positive relationships with a large effect. The effect size is substantial and can significantly impact the propensity to visit. A coefficient greater than 0.3 is typically considered a large effect. This means that intentional loyalty increases as the VBN dimension increases. The significance value of 0.001 indicates that the VBN dimensions are statistically significant in predicting intentional loyalty at the conventional significance level of 0.05. Testing the VBN theory with attitudes as extended constructs on intentional loyalty resulted in statistically significant relationships, indicating that tourist behaviour plays a meaningful role in influencing tourists' decisions to visit and dine in time-honoured restaurants and experience heritage foods. Thus, the hypotheses are supported. The findings signify that the emotional component of consumers' hospitality experience and their behaviour directly correlates with their loyalty intentions (Su et al., 2016). Heritage cuisines are a promising tool for promoting local cultures and have a lot of potential to provide a positive image of a travel location. For instance, several scholars have studied culinary culture as a component of Malaysian identity that attracts tourists (Boyne, Hall, and Williams, 2003). Moreover, satisfying the needs of the patrons at a family restaurant may lead to increased patronage (Jung & Yoon, 2011). According to Jung and Yoon (2012), customer happiness is a crucial factor that can increase brand loyalty and reduce the likelihood of switching.

Thirdly, in relation to the influence of intentional loyalty on the propensity to visit, the finding implies that tourists dining in THRs are amazed at the authenticity of the food, bringing them to revisit the restaurant. It has a significant role in determining how visitors enjoy dining in THRs. Perceived authenticity increases the likelihood that the dining experience will be valued and regarded as high quality. It also increases the likelihood of visitor satisfaction and loyalty. The correlation coefficient is a statistical measure of the strength of a linear relationship between two variables. If one variable increases, the other tends to

increase. The result means that the magnitude of this association is “strongly” positively correlated and was found to be statistically significant ($\text{sig} = .000$). The distance and the value of the fall observed is .0317 (Table 4). This is the standard error. It indicates the model’s goodness of fit and how well the independent variables collectively explain the variability in the dependent variable. For the hypothesis testing the influence of intentional loyalty on the propensity to visit, a significance level of 0.05 is chosen. The p-value is 0.001, indicating a positive, strong correlation between the two variables. These values provide important information about the quality and accuracy of the regression model. A high correlation coefficient (r) indicates a relatively strong linear relationship between the variables. The r-square value represents the proportion of explained variance, showing how well the independent variable(s) predict the dependent variable.

The adjusted r-square adjusts for the number of predictors in the model, providing a more reliable measure of fit. Finally, the standard estimate error quantifies the model’s average prediction error. Thus, hypothesis H3 is supported. The findings denote that loyalty isn’t just a warm fuzzy feeling—it’s the lifeblood of a restaurant’s success. Repeat customers boost revenue and serve as brand ambassadors, spreading the word about their favourite dining spots. Enhancing loyalty through tradition and heritage, the Time-honoured restaurants weave tales of tradition and heritage into every dish, fostering a sense of nostalgia and connection with patrons. By honouring culinary legacies and maintaining impeccable service, these establishments cultivate loyalty that withstands the test of time.

Lastly, the findings of the structural model in determining the direct, indirect and total effects between VBN and Propensity to Visit with Intentional Loyalty as a mediator revealed The findings reflect a significant understanding of the relationship between constructs and the contextual factors crucial in shaping individual value beliefs, norms, attitudes, propensity to visit and intentional loyalty. These factors can range from cultural, social, environmental, and situational influences that impact how individuals perceive and prioritize certain values. For example, a person raised in a collectivist culture may prioritize communal values over individualistic ones, leading to differences in normative behaviours and loyalty toward their social groups. Similarly, environmental factors such as economic conditions or political climate can shape values and norms, influencing loyalty towards certain ideologies or institutions. By understanding and analysing the contextual factors that influence value beliefs, norms, and loyalty, we can gain insight into the complex interplay between individual and societal influences on behaviour and the decision-making process. This view supported the arguments of several researchers, who believe that regional or local cuisine has become a valuable tourism asset and is now a part of the cultural history of the region visitors travel to (Björk and Kauppinen-Räsänen, 2016). Therefore, food and tourism are closely related and may be categorized into four groups: 1) food as a component of local culture, 2) food as a tourist attraction, 3) food as a tourist product, and 4) food as a tourist experience (Chen and Huang, 2016).

Moreover, the integration of attitude in the VBN theory depicts the strong linkage of the VBN to the attitudinal aspect of behaviour, thus, despite a growing interest in food tourism (Ellis et al., 2018; Björk

and Kauppinen-Räsänen, 2017, 2016; Chandralal and Valenzuela, 2013; Robinson and Getz, 2016), few studies have examined whether tourists' attitudes to local food can influence their travel behaviour (Chen, Huang & Zhang, 2020; Sims, 2009). Notably, the interrelationships between tourist attitudes towards local food, destination choice, motivation, and satisfaction remain relatively unexplored (Williamson and Hassanli, 2020; Sims, 2009). Authenticity is a vital component of the visitor experience. It can act as an underlying driver in tourist destination choice (Richards, 2012), travel motivation (Mak et al., 2012), and satisfaction (Cetin and Bilgihan, 2016). Local food embodies authenticity (Ram et al., 2016). Therefore, it can be argued that tourists who search for traditional food are also on a quest to find authenticity (Sims, 2009).

CONCLUSION

The researchers' findings enrich the current view of using VBN Theory, normally used in pro-environmental behaviour, and integrate intentional loyalty as a mediator to strengthen the relationships. Statistically, there are significant and positive relationships between VBN dimensions, propensity to visit, and intentional loyalty. Thus, H1a, b, c, and d were supported with H2a, b, c, and d. The constructs are successful dimensions when the tourist feels satisfied in getting good value for money and a memorable experience in dining at THR, a strong potential culinary destination in the National Capital Region. There is a significant and positive relationship between intentional loyalty and propensity to visit, and indeed, intentional loyalty fully mediates in the relationship between the VBN dimension of values, beliefs, norms, and attitudes on the propensity to visit time-honoured restaurants. The implications of the study from the theoretical standpoint that local food, or heritage food, is a tourism product associated with strong beliefs visiting traditional restaurants can enhance their tourist experience through foods that were passed down from one generation to the next, including the preparation, and cooking methods, following gastronomic inheritance. One of the components of a region's cultural identity is its traditional cuisine. Theoretically, this research relates to how tourism and gastronomy preserve traditional foods and patronage of time-honoured restaurants.

MANAGERIAL IMPLICATIONS

VBN constructs of values, beliefs, norms, and attitudes represent the evolving consumer behaviour from the standpoint of a culinary destination and is a novel hypothesis in tourist propensity to visit and intentional loyalty. THRs should preserve the authenticity and heritage of their place while adapting to modern consumer expectations. Furthermore, this research may serve as a benchmark for management decisions on the time-honoured restaurant's continued use of marketing techniques to build a strong and enduring brand identity and reputation. The tourist behavioural model can be a marketing tool for traditional food and create a sustainable culinary heritage tourism experience.

Policy implications. This study takes time-honoured restaurants as an example to study the authenticity perception of tourists in culinary tourism. Due to the profound historical heritage of time-honoured restaurants and their local representativeness and influence, this study provides a reference for developing regional creative culinary tourism for time-honoured restaurants as tourist destinations. Protect and

conserve traditional culinary culture and improve dining quality attributes for practitioners, which, according to this study, are essential ways to authenticate local food by national tourism organizations like the Department of Tourism (DOT), National Commission for Culture and Arts (NCCA) among others by strengthening the authentication process of heritage foods in the Philippines.

FUTURE RESEARCH DIRECTIONS

Future studies are recommended to investigate culinary tourism from the perspective of intangible cultural heritage in other regions since the study confined the scope only to the national capital region. Demographic characteristics could also be considered when evaluating the model, which is one limitation of this study. More food culture should be studied to test the model.

REFERENCES

- Agarwal, R. and Dahm, M.J. (2015) Success Factors in Independent Ethnic Restaurants. *Journal of Foodservice Business Research*, 18, 20-33.
<https://doi.org/10.1080/15378020.2015.995749>
- Ajzen, I. (1991). The Theory of Planned Behaviour, *Organizational Behaviour and Human Decision Process*, 50: 179-211.
- Alderighi, M., Bianchi, C., & Lorenzini, E. (2016). The impact of local food specialties on the decision to (re)visit a tourist destination: Market-expanding or business-stealing? *Tourism Management*, 57, 323-333.
- Al Ziadat, M. T. (2015). Applications of planned behaviour theory (TPB) in Jordanian Tourism. *International Journal of Marketing Studies*, 7(3), 95. doi:10.5539/ijms.v7n3p95
- Balogh, P., Békési, D., Gorton, M., Popp, J., and Lengyel, P. (2016). Consumer willingness to pay for traditional food products. *Food Policy* 61, 176–184. doi: 10.1016/j.foodpol.2016.03.005
- Björk, P. et al. (2016). Exploring the multi-dimensionality of travelers' culinary-gastronomic experiences. *Curr. Issues Tourism*
- Boyne, S., Hall, D., Williams, F., & Hall, CM. (Ed.) (2003). Policy, support and promotion for food-related tourism initiatives: A marketing approach to regional development. In CM. Hall (Ed.), *Wine, Food and Tourism Marketing* (Vol. 14, pp. 131 - 154)
- Brouns, LE., (2019) August 14. VBN Theory Revised. An exploratory study on the interplay of individual and collective factors in explaining sustainable behaviour. Master Thesis. 5540569.
<https://studenttheses.uu.nl/bitstream/handle/20.500.12932/34589/Lisette%20Brouns,%20Master%20Thesis%205540569.pdf?sequence=1>
- Carfora V, Cavallo C, Catellani P, Del Giudice T, Cicia G. Why Do Consumers Intend to Purchase Natural Food? Integrating the Theory of Planned Behaviour, Value-Belief-Norm Theory, and Trust. *Nutrients*. 2021 Jun 1;13(6):1904. doi: 10.3390/nu13061904. PMID: 34205879; PMCID: PMC8229563.
- Chandralal, L., & Valenzuela, F. (2013). Exploring Memorable Tourism Experiences: Antecedents and Behavioural Outcomes. *Journal of Economics, Business and Management*, 177-181.
- Chen Q. et al. (2016). Understanding the importance of food tourism in Chongqing, China. *J. Vacat. Mark.*

- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction, and behavioural intentions for heritage tourists. *Tourism Management*, 31(1), 29–35.
- Cetin, G. and Bilgihan, A. (2016). Components of cultural tourists' experiences in destinations. *Current Issues in Tourism*, 19 (2), pp. 137-154.
- Chen, Q., Huang R., and Zhang A. (2020). A bite of nostalgia: The influence of nostalgia in consumers' loyalty intentions at traditional restaurants. *Journal of Hospitality and Tourism Management*, 45, p. 604–614.
- Chen, Q., Huang, R. & Hou, B. (2020). Perceived authenticity of traditional branded restaurants (China): impacts on perceived quality, perceived value, and behavioural intentions, *Current Issues in Tourism*, DOI: 10.1080/13683500.2020.1776687.
- Cheung, S.C.H. (2011). From Foodways to intangible heritage: a case study of Chinese culinary resource, retail, and recipe in Hong Kong. The Chinese University of Hong Kong, Hong Kong SAR (Received 9 December 2011; final version received 30 December 2011)
- Choi, H., Jang, J. and Kandampully, J. (2015), "Application of the extended VBN theory to understand consumers' decisions about green hotels," *International Journal of Hospitality Management*, Vol. 51, pp. 87-95, doi: 10.1016/j.ijhm.2015.08.004.
- Choi, H.; Jang, J.; Kandampully, J. (2015). Application of the extended VBN theory to understand consumers' decisions about green hotels. *Int. J. Hosp. Manag.*, 51, 87–95.
- Dash, G. & Paul, J. (2021). CB-SEM vs. PLS-SEM methods for research in social sciences and technology forecasting. *Technological Forecasting and Social Change*, 173, 121092, doi.org/10.1016/j.techfore.2021.121092.
- Dietz, T., Fitzgerald, A., & Shwom, R. (2005). Environmental values. *Annual Review of Environment and Resources*, 30, 335.
- Dudovskiy, J. (2018). The Ultimate Guide to Writing a Dissertation in Business Studies: A Step-by-Step Assistance. *Research-methodology.net*. <http://researchmethodology.net/about-us/ebook/>
- Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018). What is food tourism? *Tourism Management*, 68, 250-263. <https://doi.org/10.1016/j.tourman.2018.03.025>
- Fauzi. M.A., Hanafiah M.H., Kunjuran V., (2022 September 8) Tourists' intention to visit green hotels: building on the theory of planned behaviour and the value-belief-norm theory. *Journal of Tourism Futures*. ISSN: 2055-5911
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behaviour: An introduction to theory and research*. Reading, MA: Addison-Wesley.
- Fornara, F. et. al. (2020). The extended Value-Belief-Norm theory predicts committed action for nature and biodiversity in Europe. *Environmental Impact Assessment Review*, 81 106338. <https://doi.org/10.1016/j.eiar.2019.106338>
- Gaskin, J. & Lim, J. (2016), "Model Fit Measures," AMOS Plugin. Gaskination's StatWiki.
- Ghazali, E., Nguyen, B., Mutom, D., Yap, S-Y. (2019). Pro-Environmental Behaviours and Value-Belief-Norm Theory: Assessing Unobserved Heterogeneity of Two Ethnic Groups. *Sustainability*, 11, 3237; doi:10.3390/su11123237.

- Hair, J.F.J.; Hult, G.T.M.; Ringle, C.M.; Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), 2nd ed.; SAGE Publications, Inc.: Thousand Oaks, CA, USA, ISBN 9781483377445.
- Hair, J. et al. (2021). A primer on partial least squares structural equation modeling (PLS-SEM) third edition. Google Books.
https://books.google.com.ph/books?hl=en&lr=&id=6z83EAAQBAJ&oi=fnd&pg=PP12&dq=shortcomings+of+pls-sem&ots=tmt0owz1vT&sig=AmTHZ1CzBH7KNxXVVqhTOlfoojE&redir_esc=y#v=onepage&q&f=false
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM) (2ed.). Sage.
- Han, H. (2015). Travelers' pro-environmental behaviour in a green lodging context: Converging value-belief-norm theory and the theory of planned behaviour. *Tourism Management*, 47, 164–177.
- Han, H., Hwang, J., & Lee, M. J. (2017). The value–belief–emotion–norm model: Investigating customers' eco-friendly behaviour. *Journal of Travel & Tourism Marketing*, 34(5), 590–607.
- Han, L., Wang, S., Zhao, D., Li, J. (2017). The intention to adopt electric vehicles: driven by functional and non-functional values, *Transport. Res. A-Pol.* 103 185–197, <https://doi.org/10.1016/j.tra.2017.05.033>.
- Hanqun, S. & Kim J.H., (2022) Developing a brand heritage model for time-honored brands: extending signaling theory. *Current Issues in Tourism*, 25:10, 1570-1587, DOI: [10.1080/13683500.2021.1926441](https://doi.org/10.1080/13683500.2021.1926441)
- Hein, N. (2022). Factors Influencing the Purchase Intention for Recycled Products: Integrating Perceived Risk into Value-Belief-Norm Theory. *Sustainability*, 14, 3877. <https://doi.org/10.3390/su14073877>
- Hernandez- Rojas R.H. and Dancausa-Millan M.G., (2018). Turismo Gastronómico: la gastronomía tradicional de Córdoba (España). *Estudios y perspectivas en turismo*, 2018. 27(2): p. 413–430. 27
- Hernandez-Rojas RD, Huete Alcocer N. (2021). The role of traditional restaurants in tourist destination loyalty. *PLoS ONE* 16(6): e0253088. <https://doi.org/10.1371/journal.pone.0253088>
- Hernández-Rojas RD, Huete Alcocer N. The role of traditional restaurants in tourist destination loyalty. *PLoS One*. 2021 Jun 17;16(6):e0253088. doi: 10.1371/journal.pone.0253088. PMID: 34138912; PMCID: PMC8211172.
- Hillel, David & Belhassen, Yaniv & Shani, Amir, 2013. “[What makes a gastronomic destination attractive? Evidence from the Israeli Negev](#),” *Tourism Management*, Elsevier, vol. 36(C), pages 200-209.
- Hou C., and Wu H., (2021). Tourists' perceptions of green building design and their intention of staying in green hotel. *Tourism and Hospitality Research* 21(1):115-128 January 2021 21(1):115-128, doi: [10.1177/1467358420963379](https://doi.org/10.1177/1467358420963379)
- Jung, H. S. & Yoon, H. H. (2011). Why do satisfied customers switch? Focus on the restaurant patron variety-seeking orientation and purchase decision involvement. *International Journal of Hospitality Management*, 31(3), 875-884.

- Kiatkawsin, K., & Han, H. (2017). Young travelers' intention to behave proenvironmentally: Merging the value-belief-norm theory and the expectancy theory. *Tourism Management*, 59, 76–88. <https://doi.org/10.1016/j.tourman.2016.06.018>.
- Kim, Y. J., Njite, D., & Hancer, M. (2013). Anticipated emotion in consumers' intentions to select eco-friendly restaurants: Augmenting the theory of planned behaviour. *International Journal of Hospitality Management*, 34, 255–262. <https://doi.org/10.1016/j.ijhm.2013.04.004>
- Landon, A. C., Woosnam, K. M., & Boley, B. B. (2018). Modeling the psychological antecedents to tourists' pro-sustainable behaviours: An application of the value-belief-norm model. *Journal of Sustainable Tourism*, 26(6), 957–972. doi:10.1080/09669582.2017.1423320
- Liwanag, M., Alejandro, A. (2019). Influence of Chinese Foodways on Filipino Culinary Heritage: Preservation of Best Practices. *APIJHT Vol. 8* [7th Asia Euro Conference 2018: Tourism, Hospitality & Gastronomy], pp. 1-14.
- Lu, L., and Chi, C. G-Q. (2018). Examining diners' decision-making of local food purchase: The role of menu stimuli and involvement. [*International Journal of Hospitality Management*](#), 69. Pp. 113-123.
- Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C. (2012). Factors Influencing Tourist Food Consumption. *International Journal of Hospitality Management*, 31(3), 928-936.
- Megeirhi et al. (2020). Employing a value-belief-norm framework to gauge Carthage residents' intentions to support sustainable cultural heritage tourism. *Journal of Sustainable Tourism*. *Journal of sustainable Tourism* (28)9. March 2020, doi:[10.1080/09669582.2020.1738444](https://doi.org/10.1080/09669582.2020.1738444)
- Nam, J-H., and Lee, T.J. (2011). Foreign travelers' satisfaction with traditional Korean restaurants. [*International Journal of Hospitality Management*](#), 30(4), pp 982-989.
- Novello, S. & Fernandez, P.M. (2016). The Influence of Event Authenticity and Quality Attributes on Behavioural Intentions. *Journal of Hospitality & Tourism Research*. *CHRIE*, 40(6), <https://doi.org/10.1177/1096348013515914>.
- Okumus, B. (n.d.). Food Tourism Research: A perspective article. Researchgate.net. Research Gate. Retrieved on February 26, 2023 https://www.researchgate.net/publication/341560355_Food_tourism_research_a_perspective_article
- Okumus, B., Okumus F, & McKercher B. (2007). Incorporating local and international cuisine in marketing tourism destinations: The cases of Hong Kong and Turkey. *Tour Manage.* 2007;28(1):253-261.
- Oppermann, M. (2000). Tourism Destination Loyalty. *J. Travel Res.* 2000, 39, 78–84.
- Raji, S., Nagadeepa C. (2021). A study on Consumer perception and behaviour towards organic food products in Tirunelveli District. *Sambhodi (UGC Care Journal)*. ISSN: 2249-6661 Vol-43 No.-04 October-December (2020)
- Ram, Y., Bjork, P. and Weidenfeld, A. (2016). Authenticity and place attachment of major visitor attractions. *Tourism Management*, 52, pp. 110-122.
- Ramkissoon et al. (2013). Place attachment, place satisfaction and pro-environmental behaviour: a comparative assessment of multiple regression and structural equation modelling. November 2013.

- Journal of Policy Research in Tourism Leisure and Events 5(3):215-232 November 2013 5(3):215-232 DOI: [10.1080/19407963.2013.776371](https://doi.org/10.1080/19407963.2013.776371)
- Richards, G. (2012) Food and the tourism experience: major findings and policy orientations. In Dodd, D. (ed.) Food and the Tourism Experience. OECD: Paris, pp. 13-46.
- Robinson, R. NS, and Getz, D. (2016). Food Enthusiasts and Tourism: Exploring Food Involvement Dimensions. Journal of Hospitality and Tourism Research, 40 (4), <https://doi.org/10.1177/109634801350399>.
- Rosseel, Y. (2012). lavaan: An R Package for Structural Equation Modeling. Journal of Statistical Software, 48(2), 1–36. <https://doi.org/10.18637/jss.v048.i02>
- Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. Journal of Sustainable Tourism, 17 (3), pp. 321-336.
- Song, H., Xu, J. B., & Kim, J.-H. (2021). Nostalgic experiences in time-honored restaurants: Antecedents and outcomes. International Journal of Hospitality Management, 99, 103080. <https://doi.org/10.1016/j.ijhm.2021.103080>
- Stern, P.C. (2000), Toward a coherent theory of environmentally significant behaviour. Journal of Social Issues, 56 (3), pp. 407-425.
- Stern, P.C. (2000). Toward a Coherent Theory of Environmentally Significant Behaviour. J. Soc. Issues 2000, 56, 407–424.
- Stern, P.C.; Dietz, T.; Abel, T.; Guagnano, G.A.; Kalof, L. (1999). A value-belief-norm theory of support for social movements: The case of environmentalism. Hum. Ecol. Rev., 6, 81–97.
- Su, L.J., Swanson, S.R., & Chen, X.H. (2016). The Impact of Perceived Service Fairness and Quality on the Behavioural Intentions of Chinese Hotel Guests: the Mediating Role of Consumption Emotions, Journal of Travel & Tourism Marketing, 33, 88-102.
- Timothy, D.J., & Ron, A. (2013). Understanding heritage cuisines and tourism: identity, image, authenticity, and change. Journal of Heritage Tourism, 8, 104 - 99.
- UNESCO. (2017). What is Intangible Cultural Heritage? Retrieved from: <http://www.unesco.org/culture/ich/en/what-is-intangible-heritage-00003>.
- Vignolles, A., & Pichon, P. (2014). A taste of nostalgia. Qualitative Market Research: An International Journal, 17, 225-238.
- Wang, H., Denney L., Zheng Y., Vinyes-Pares G., Reidy K., Wang P., Zhang Y., (2015) Food sources of energy and nutrients in the diets of infants and toddlers in urban areas of China, based on one 24-hour dietary recall. BMC Nutrition Volume 1, Article number: 19
- Wang, X., & Zhang, C. (2020). Contingent effects of social norms on tourists' pro-environmental behaviours: The role of Chinese traditionality. Journal of Sustainable Tourism, 28(10), 1646–1664. <https://doi.org/10.1080/09669582.2020.1746795>.
- Williamson, J., and Hassanli, N. (2020). It's all in the recipe: How to increase domestic leisure tourists' experiential loyalty to local food. Tourism Management Perspectives 36 (2020) 100745.
- Yoon, Y., and Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. Tourism Management 26 (2005) 45–56.

- Youn, H., Yin R., Kim J.H., (2019, August) Examining traditional restaurant diners' intention: An application of the VBN theory. [International Journal of Hospitality Management](#) 85(10):102360, DOI:[10.1016/j.ijhm.2019.102360](#)
- Zhang, H., X. Fu, L.A. Cai, & L. Lu (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213-223.
- Zhang T., Chen J., Hu B., (2019, June) Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience, an article in Sustainability. MDPI <https://www.mdpi.com/2071-1050/11/12/3437> International Journal in Environmental Research. Public Health 2020, 17, 8950 16 of 20-23
- Zhang, L., Ruiz-Menjivar, J., Luo, B., Liang, Z., and Swisher, M.E. (2020), "Predicting climate change mitigation and adaptation behaviours in agricultural production: a comparison of the theory of planned behaviour and the Value-Belief-Norm Theory," *Journal of Environmental Psychology*, Vol. 68, 101408.
- Zinan Zhao et. Al. (2022). The Influence of Environmental Values on Consumer Intentions to Participate in Agritourism—A Model to Extend TPB. *Journal of Agricultural and Environmental Ethics* 35(3)August 202235(3)doi:[10.1007/s10806-022-09881-8](#), License [CC BY 4.0](#)

28. Innovative Cultural Products and Their Role in Tourism Marketing: Exploring The Mediating Role Of Generation Z's We-Media Marketing Behaviour

Zhong Li Lin¹, Liao Yuan Yuan^{*2}

¹ Guangxi Vocational University of Agriculture, China

² Universiti Kebangsaan Malaysia; Guangxi Vocational University of Agriculture, China

*Correspondence E-mail: vinnaliao65@gmail.com

Keywords: Cultural Innovative Product, Generation Z Consumers, We-Media Behaviour, Tourism Attraction Marketing.

EXTENDED ABSTRACT

BACKGROUND

With the development of globalization and the rapid progress of information technology, tourism has become an important part of the global economy. In this context, cultural and creative products as a new trend in tourism marketing, are gradually receiving extensive attention from the industry (Liu & Kuang, 2023). Through the integration of traditional culture and modern creativity, cultural and creative products become a new highlight of tourist attractions to draw the attention of tourists. With Generation Z consumers gradually becoming the main force in the consumer market of cultural and creative products, their consumption behaviour has become a research focus. Generation Z are social media natives with a strong willingness to engage with social media. They are familiar with various social media platforms and are good at using "we-media" for information dissemination and exchange (Shin et al., 2022). Therefore, when they have a good impression on a cultural product or tourism destination, they will naturally share it through social media, thus promoting cultural tourism publicity.

This research mainly studies the role of cultural and creative products in tourism marketing, and Generation Z consumers, as an important consumer group of tourism cultural and creative products, play an important role in it. This paper assumes that the purchasing and sharing behaviours of Generation Z consumers on social media can effectively help cultural and creative products promote the marketing of tourist attractions. The purpose of this study is as follows: First, to explore what factors of cultural and creative products can stimulate Generation Z consumers' we-media sharing and marketing behaviour. Second, to study what kind of we-media marketing behaviours of generation consumers can promote scenic spot marketing. Third, to build a model to examine the relationship between cultural creative products, consumers' we-media behaviour and scenic spot marketing, and study how to optimize cultural and creative products to better stimulate consumers' willingness to communicate and share, so as to achieve the purpose of promoting tourism marketing in scenic spots.

LITERATURE REVIEW

In the research of Levickait, people can use the concept of cultural products if culture is perceived in an anthropological or functional sense. A symbolic message is delivered to the user of the message, meaning that a particular message exceeds its actual use because it is an additional use for broader communication (Levickaitė, 2012). Liu and Kuang (2023) believe that cultural and creative products are the sum of tangible and intangible services provided by businessmen to meet the cultural and spiritual needs of tourists, which are cultural, commemorative and experiential. Cultural tourism products are an important part of the cultural tourism industry chain and can be used as an important carrier of cultural tourism marketing. Cao and Feng (2020) believed that tourism cultural products are high value-added industries in tourism, and some designs lack features of regional, historical and cultural elements. Wu (2023) showed that the design of cultural and creative products is very essential, including colour, shape, material, function, and cultural connotation. Liu and Zhao (2024) further pointed out that cultural and creative products with historical and cultural characteristics can better stimulate consumers' purchase intentions. This means that cultural and creative products with local culture and history, in addition to stimulating consumers' desire to buy, are more likely to inspire consumers to recommend and share the product with people around them. And we-media is one of the sharing channels. According to Liu (2023), self-media marketing refers to the practice of individuals or entities promoting themselves through various media channels, especially social media platforms, to enhance their popularity, credibility and influence. And "we-media" has a positive impact on the creation, communication, delivery and exchange of marketing and strategy (Koesarijadi et al., 2022). As a generation full of enthusiasm for using information technology, Generation Z is more inclined to share their emotions and experiences on the Internet (Dewi et al., 2021). However, self-presentation and sharing on social media can promote social comparison and enhance conspicuous consumption behaviour to increase individuals' tendency to conspicuous consumption and influence potential consumers around them (Lu et al., 2024).

To sum up, based on previous literature, this study hypothesizes that cultural and creative products in scenic spots can stimulate consumers' we-media behaviours and further promote the marketing of scenic spots. Therefore, this study explores the influencing factors of Generation Z consumers' willingness to communicate and share cultural and creative products, and studies how to optimize cultural and creative products to better stimulate consumers' willingness to communicate and share, so as to achieve the purpose of promoting tourism marketing in scenic spots. This study aims to provide theoretical reference for designers of cultural and creative products, business practitioners of cultural and tourism and operators of scenic spots.

RESEARCH METHOD

This study adopts quantitative research methods and collects data through questionnaires. Firstly, this study designs a questionnaire based on the uses and gratifications theory. The questionnaire adopts a five-level Likert scale and is sent online through WJX.cn, China's largest online questionnaire platform. Convenient sampling method is used. Questionnaire survey is conducted by cooperating scenic spots,

travel agencies, tourism associations and creative and cultural product consumers. The data is analysed by SPSS statistical software.

RESULTS

This study found that "Generation Z" consumers' satisfaction with cultural and creative products directly affects their willingness and behaviour to buy and share. Therefore, optimizing the design of cultural and creative products, improving product quality, expanding sales channels and providing quality services can significantly improve the satisfaction of "Generation Z" consumers with cultural and creative products, thus promoting their willingness and behaviour to buy and share on social media. The satisfaction of cultural and creative products can help Generation Z consumers stimulate their self-media marketing behaviours and enhance tourism attraction marketing through social media behaviours such as comments, likes, forwarding and recommendation of potential consumers. Thus, this series of consumer behaviour can effectively improve the coverage and influence of publicity in tourist attractions and enhance the recognition and reputation of cultural and tourism brands.

REFERENCES

- Cao, M., & Feng, Y. (2020). Research on Consumer Demand of Tourist Souvenirs in China Market. 2019 3rd International Conference on Education, Economics and Management Research (ICEEMR 2019),
- Dewi, N. I. K., Gede, I. G. K., Kencanawati, A. A. A. M., & Mataram, I. G. A. B. (2021). Social media usage by Generation Z in pre-trip planning. International Conference on Applied Science and Technology on Social Science (ICAST-SS 2020),
- Koesharijadi, K., Merthayasa, A. A. A., & Nendi, I. (2022). Development of digital marketing strategy and service quality using social media towards digital economy. *Journal of Social Science*, 3(4), 799-804.
- Levickaitė, R. (2012). Interlinks of cultural and creative economies through creative products and services. *Mokslas–Lietuvos ateitis/Science–Future of Lithuania*, 4(3), 256-261.
- Liu, L., & Zhao, H. (2024). Research on consumers' purchase intention of cultural and creative products—Metaphor design based on traditional cultural symbols. *Plos one*, 19(5), e0301678.
- Liu, Q. (2023). Analysis on the Way of Short Video Platform Guiding Media Users to Carry out Self-marketing: Taking Kuaishou as an Example. *Highlights in Business, Economics and Management*, 19, 275-279.
- Liu, T., & Kuang, Y. (2023). Research on Multi-Subject Innovation and Joint Development Mode of Cultural Tourism Products. In *Design Studies and Intelligence Engineering* (pp. 368-378). IOS Press.
- Lu, Y., Zhao, T., Song, S., & Song, W. (2024). Can Self-Presentation on Social Media Increase Individuals' Conspicuous Consumption Tendency? A Mixed-Method Empirical Study on WeChat in China. *Journal of Theoretical and Applied Electronic Commerce Research*, 19(2), 1206-1221.
- Shin, H., Eastman, J., & Li, Y. (2022). Is it love or just like? Generation Z's brand relationship with luxury. *Journal of Product & Brand Management*, 31(3), 394-414.

Wu, W. (2023). Application of traditional culture in modern cultural and creative product design in the era of artificial intelligence. *Applied Mathematics and Nonlinear Sciences*, 9(1).

29. Development Path and Effects of Leisure Culture Tourism in the Dong Ethnic Minority in China

Li Hui^{1*}, and Mark Irvin Celis²

¹Open University (Guangdong Polytechnic Institute

²Proponent and Research Adviser

*Correspondence E-mail: 158171320@qq.com

Keywords: Leisure Culture Tourism, Development Path, Tourism, Dong Ethnic Minority.

ABSTRACT

The development of leisure culture tourism in the Dong ethnic minority areas of southern China presents a unique case study in the intersection of cultural heritage and modern tourism. This research addresses a gap in the existing literature by focusing on the historical trends, policy frameworks, and infrastructural developments that shape tourism in Dong regions. Understanding these dynamics is crucial for balancing economic benefits with the preservation of cultural traditions. The main objectives of the study were to explore how historical changes have influenced tourism, assess the impact of policy frameworks, and evaluate the role of infrastructure in tourism development. A qualitative research approach was employed, involving semi-structured interviews with 10 key informants, including local leaders, tourism operators, and cultural experts. Thematic analysis was used to identify and interpret key patterns and themes from the interview data. The study found that while tourism has significantly impacted local economies and improved accessibility, it has also posed challenges to cultural preservation. Policy frameworks have been instrumental but uneven in their effectiveness, and infrastructure developments have both supported tourism growth and raised concerns about cultural and environmental impacts. This research contributes new knowledge by providing a nuanced understanding of how tourism development interacts with cultural preservation in Dong communities. It highlights the need for more effective policy implementation and community involvement in tourism planning. A key recommendation is to enhance the integration of local perspectives into tourism policies to ensure that development efforts align with cultural preservation goals and benefit local communities.

Keywords: *Dong ethnic minority, leisure culture tourism, policy frameworks, infrastructural development, cultural preservation.*

Fund Project: General Project of the National Social Science Foundation in China, an empirical study on the path and effect of the creative transformation of Dong leisure culture in the border area of Hunan-Guangxi- Guizhou province (Fund number: 18BMZ063)

INTRODUCTION

The Dong ethnic minority, primarily residing in the mountainous regions of southern China, has a rich cultural heritage that has increasingly attracted the attention of both domestic and international tourists (Yang & Zhang, 2020). The development of leisure culture tourism within the Dong communities has followed a unique trajectory, influenced by historical trends, policy frameworks, and infrastructural developments.

Historically, the Dong people have preserved a distinct cultural identity, characterized by their traditional architecture, music, festivals, and communal lifestyle. The onset of leisure culture tourism in Dong regions can be traced back to the late 20th century, when China's economic reforms began to open up previously isolated areas to the broader public (Sishi et al., 2020). This period marked the beginning of a gradual shift from subsistence-based economies to one where tourism started to play a vital role in local livelihoods.

Policy frameworks have been instrumental in shaping the development path of leisure culture tourism among the Dong. The Chinese government's recognition of the cultural and ecological value of ethnic minority regions has led to the implementation of various policies aimed at promoting sustainable tourism (Ping, 2020). These policies have often emphasized the preservation of cultural heritage while encouraging the integration of tourism with local economic development. Initiatives such as the "Beautiful Villages" program and the "Culture and Ecology Tourism" strategies have provided a structured approach to enhancing tourism infrastructure while protecting the cultural and environmental resources of the Dong areas.

Infrastructural developments have further catalyzed the growth of leisure culture tourism in Dong communities. Improved transportation networks, including the expansion of road and rail links, have made these once-remote regions more accessible to tourists (Duan, 2019). Additionally, the development of tourism facilities, such as guesthouses, cultural centers, and eco-friendly resorts, has contributed to the ability of Dong communities to accommodate and attract visitors. The synergy between modern infrastructure and traditional cultural assets has positioned the Dong regions as unique destinations within China's broader tourism landscape.

The development of leisure and tourism in China has been heavily influenced by the country's rich cultural heritage and diversity (Xing et al., 2020). As a developing country, China has utilized tourism as a key driver of economic growth and a source of foreign exchange. (Zhang et al., 2023) Over the past few decades, the rapid expansion of tourism in China has brought about both benefits and challenges. (Zhang et al., 2023).

One notable aspect of China's tourism landscape is the growing prominence of ethnic minority tourism. The commodification of ethnic tourism culture serves to showcase the unique cultural identities of China's diverse populations to both domestic and international visitors. (Zheng-yu, 2020) Rather than being

viewed as a backward or outdated tradition, ethnic culture is now presented as a symbol of localized excellence that enhances the confidence and pride of minority groups. (Zheng-yu, 2020)

Underlying these developments are the deep-rooted cultural patterns and social structures that have shaped the lived experiences and perceptions of leisure and tourism for the Chinese people. (Li, 2009) As China continues its rapid economic transformation, the interplay between traditional culture, evolving social dynamics, and the growth of the tourism industry will likely continue to shape the country's leisure landscape in complex ways.

Overall, the development path of leisure culture tourism in the Dong ethnic minority areas reflects a careful balance between cultural preservation and modernization. The continued growth of this sector holds the potential to enhance local economies while sustaining the rich cultural legacy of the Dong people.

The study of leisure culture tourism within the Dong ethnic minority presents a compelling research problem, rooted in the complexities of balancing cultural preservation with the demands of modern tourism. While there is a growing body of literature on ethnic minority tourism in China, specific focus on the Dong people's unique cultural and ecological context remains limited. This lack of detailed research poses a challenge in understanding the intricate dynamics at play in the development of tourism within these communities.

One of the primary research problems lies in the tension between tourism development and cultural preservation. As the Dong regions become more accessible and attract increasing numbers of tourists, there is a risk of cultural commodification, where traditional practices and lifestyles are modified or diluted to cater to tourist expectations. Understanding how the Dong communities navigate this tension, and the extent to which they can maintain the authenticity of their cultural expressions while engaging with the tourism economy, is a critical area of inquiry.

Another significant research gap exists in the analysis of the socio-economic impacts of tourism on the Dong communities. While tourism has the potential to generate economic benefits, there is limited empirical data on how these benefits are distributed within the community, particularly in terms of income equality, social cohesion, and long-term sustainability. The existing research often overlooks the voices and experiences of local residents, who are directly affected by tourism development. A deeper exploration into how the local population perceives tourism and its effects on their livelihoods, culture, and environment is essential.

Moreover, the role of policy frameworks and government intervention in shaping the development of leisure culture tourism in Dong areas has not been fully examined. While some studies discuss the broader policies aimed at promoting ethnic minority tourism in China, there is a need for more focused analysis on how these policies are implemented at the local level, and their effectiveness in achieving sustainable development goals. Understanding the gaps between policy intentions and on-the-ground realities can

provide insights into the challenges and opportunities faced by the Dong communities in their pursuit of tourism-driven development.

Lastly, there is a research gap in the examination of infrastructural developments and their long-term implications for the Dong regions. While infrastructure is a key driver of tourism growth, its impact on the social fabric, cultural landscapes, and ecological balance of the Dong areas requires closer scrutiny. Studies that explore the intersection of infrastructural development and cultural sustainability can shed light on how tourism infrastructure can be designed and managed in ways that support, rather than undermine, the Dong people's cultural heritage.

Addressing these research problems and gaps is crucial for developing a more comprehensive understanding of leisure culture tourism within the Dong ethnic minority. It can also contribute to the broader discourse on sustainable tourism development in ethnic minority regions, offering valuable lessons for other similar contexts. Thus, this study seeks to explore the development paths of leisure culture tourism in the Dong ethnic minority, particularly regarding Historical Trends, policy frameworks, and infrastructural developments.

METHODOLOGY

This research used a qualitative approach to explore the development of leisure culture tourism within the Dong ethnic minority. This method was chosen to deeply understand the perspectives and experiences of those directly involved in or impacted by tourism development.

The primary data was collected through semi-structured interviews with 10 key informants. These informants were carefully selected to provide diverse perspectives, including local community leaders, tourism operators, cultural experts, and local residents. These individuals were chosen because of their deep understanding of the cultural, social, and economic contexts of the Dong regions. The semi-structured interviews allowed for flexibility in questioning, enabling the researcher to explore specific topics in greater depth as they arose. This approach helped gather detailed data reflecting the informants' personal experiences and insights. The interviews were conducted in a culturally sensitive manner to ensure the informants felt comfortable and could express their views openly.

The data from the interviews was analyzed using thematic analysis. This method involved identifying, analyzing, and reporting patterns or themes within the data. Thematic analysis was chosen because it is effective for systematically analyzing complex qualitative data. The analysis process began with transcribing the interviews, followed by an initial reading to become familiar with the data. The researcher then coded the data, identifying meaningful segments related to the research questions. These codes were grouped into broader themes that captured the key aspects of the data. Thematic analysis helped identify recurring patterns in the informants' responses and explore variations in their perspectives. This analysis revealed the underlying factors influencing the development of leisure culture tourism in Dong areas, such as cultural preservation, economic impact, policy implementation, and infrastructural development.

RESULTS AND DISCUSSION

The historical evolution of leisure culture tourism in the Dong ethnic minority community highlights a dynamic interplay between preserving cultural heritage and embracing modernity. Government policies and socio-economic changes have significantly influenced this evolution, providing both opportunities and challenges. The community's ability to integrate traditional elements with contemporary practices has not only boosted tourism but also strengthened cultural identity and community cohesion. The emphasis on cultural preservation ensures that tourism development remains sustainable and respectful of the Dong heritage.

Table 1. Key Themes Identified on existing development paths of leisure culture tourism in the Dong ethnic minority, particularly regarding Historical Trends

Themes	Content Analysis	Participant Responses
Integration of Tradition and Modernity	- The Dong ethnic community has successfully blended traditional cultural elements with modern tourism practices. - Examples include the Drum Tower, Wind and Rain Bridge, and Dong songs which serve as both tourist attractions and cultural heritage.	- Participants 1, 5, 7, 8 - Emphasis on the integration of traditional cultural elements (Drum Tower, Wind and Rain Bridge, Dong songs) with modern tourism practices. - Traditional culture serves both as a tourist attraction and a means of cultural preservation and dissemination.
Government Support and Policy Frameworks	- Government policies have played a crucial role in the development of tourism in Dong communities. - The rural revitalization strategy and infrastructure improvements have been significant in promoting tourism.	- Participants 2, 4, 5, 8 - Significant role of government policies in promoting tourism in Dong communities. - Initiatives such as the "Hundreds of Miles of Dong Culture Corridor" and improvements in transportation infrastructure. - Cultural tourism identified as a major development strategy by local governments.
Cultural Preservation and Identity	- The preservation of Dong culture, such as the Hundreds of Miles of Dong Culture Corridor, strengthens community identity and attracts tourists.	- Participants 1, 2, 7, 8 - Efforts to protect and promote Dong cultural heritage through tourism. - Cultural festivals, exhibitions, and themed homestays as methods to

	- Festivals and traditional events are pivotal in maintaining cultural heritage and fostering community spirit.	preserve and showcase traditional culture. - Enhancing tourists' and locals' sense of identity through cultural experiences.
Socio-Economic and Technological Changes	- Economic development and technological advancements have facilitated the growth of leisure and cultural tourism. - Modern technologies like the Internet and mobile payments have made tourism services more accessible and efficient.	- Participants 2, 4, 9 - Economic development and technological advancements facilitating tourism growth. - Introduction of modern amenities like ecological hotels, homestays, and themed leisure activities. - Impact of international exposure and media attention on local tourism.
Evolution of Leisure Activities	- Historically, leisure activities in Dong communities were linked to agricultural practices and folk traditions. - With the advent of tourism, these activities have evolved to include more modern forms of entertainment and tourism management.	- Participants 3, 6, 10 - Transition from traditional agricultural and folk art activities to structured tourism offerings. - Initial focus on academic and media interest in Dong culture, leading to gradual tourism development. - Emergence of new forms of tourism and entertainment, such as cultural performances and local sports leagues.

The development of leisure culture tourism within the Dong ethnic minority has followed a unique trajectory, shaped by both internal cultural practices and external influences over time. Historically, the Dong community, known for its rich cultural heritage and distinctive architectural styles, maintained a lifestyle deeply connected to its natural environment and traditional customs. Tourism in Dong areas was initially minimal, largely because these regions were relatively isolated and underdeveloped, with a focus on subsistence farming and local craftwork rather than on attracting outside visitors.

The historical evolution of leisure culture tourism in the Dong community can be traced back to the late 20th century, when China began to open up and promote ethnic tourism as part of its broader economic reform policies. During this period, the government recognized the potential of ethnic minority regions to attract tourists interested in experiencing the unique cultures and lifestyles of China's diverse population. The construction of infrastructure, such as roads and transportation links, gradually opened up Dong villages to visitors, marking the beginning of organized tourism in these areas.

Significant historical events that affected the growth of tourism within the Dong community include the national policies aimed at developing western and rural regions of China, which included many Dong areas. The introduction of these policies facilitated investment in tourism infrastructure and promoted cultural tourism as a means of economic development. Additionally, the inclusion of Dong cultural sites in national and regional tourism promotion campaigns helped to increase awareness and attract both domestic and international tourists.

Over time, leisure activities and tourism practices among the Dong ethnic minority have evolved from being community-centered to more commercially oriented. Traditionally, leisure in Dong communities was centered around festivals, music, and communal activities that were deeply rooted in their cultural and spiritual beliefs. With the advent of tourism, these activities have been adapted and showcased to attract visitors, sometimes leading to a degree of commercialization. For example, traditional Dong festivals, which were once solely for the community, are now often scheduled to coincide with tourist seasons, and performances of Dong music and dance have become regular features in tourist itineraries. This evolution reflects a shift from tourism being a byproduct of cultural expression to becoming a significant economic activity in its own right.

This analysis provides a comprehensive understanding of the factors influencing leisure culture tourism in Dong communities, offering insights into the broader implications for cultural tourism development in ethnic minority regions.

In relation to Integration of Tradition and Modernity, Dong ethnic community has adeptly merged their rich cultural heritage with contemporary tourism practices. This blend not only attracts tourists but also ensures that traditional cultural elements remain vibrant and relevant. Examples include the use of iconic cultural landmarks and performances as key tourism products.

In relation to Government Support and Policy Frameworks, Government initiatives have been pivotal in fostering tourism development in Dong areas. Policies aimed at cultural preservation and infrastructure development have created a conducive environment for tourism growth. This support underscores the importance of strategic planning in cultural tourism.

In relation to Cultural Preservation and Identity, Tourism has become a vital tool for preserving Dong culture. By showcasing traditional customs and practices to tourists, the community ensures the longevity of their heritage. These activities also bolster a sense of pride and identity among community members, reinforcing cultural continuity.

In relation to Socio-Economic and Technological Changes, The rise of tourism in Dong communities is closely linked to broader socio-economic and technological trends. Improved living standards and technological advancements have made tourism more accessible and appealing. International exposure has further amplified the region's attractiveness as a tourist destination.

In relation to Historical Evolution of Leisure Activities, Leisure activities in Dong communities have evolved from traditional agricultural practices and folk arts to modern tourism-centric activities. This evolution reflects broader changes in the community’s socio-economic landscape and highlights the adaptive nature of their cultural practices.

The analysis of participant responses reveals a nuanced picture of the development of leisure cultural tourism in Dong ethnic communities. The interplay of traditional and modern elements, bolstered by government support and socio-economic changes, has created a dynamic and sustainable tourism industry. This evolution not only enhances the local economy but also ensures the preservation and promotion of Dong cultural heritage.

In summary, the historical trends of leisure culture tourism within the Dong ethnic minority illustrate a transition from isolated, community-focused traditions to a more integrated and economically driven tourism model. This shift has been influenced by national policies, infrastructural development, and the increasing interest of tourists in ethnic and cultural experiences, leading to the current state where tourism plays a crucial role in the economic and cultural dynamics of Dong communities.

B. POLICY FRAMEWORKS

The interviews reveal a comprehensive approach to developing leisure culture tourism in Dong ethnic communities, driven by robust government policies and regulations. The emphasis is on integrating cultural heritage with tourism, improving infrastructure, and promoting sustainable practices. The positive impact of these initiatives is evident in the enhanced tourism infrastructure, increased economic opportunities, and preserved cultural heritage. However, there are challenges in balancing modernization with cultural preservation, requiring continuous adaptation and community involvement. Overall, the data suggests a well-rounded and strategic effort to promote sustainable tourism that benefits both the Dong communities and the broader tourism industry.

Table 2. Key Themes Identified on existing development paths of leisure culture tourism in the Dong ethnic minority, particularly regarding policy frameworks

Themes	Content Analysis	Participant Responses
Integration of Tradition and Modernity	Participants highlighted the role of government policies and regulations in shaping the development of leisure culture tourism within Dong ethnic communities. Key points include: - Promotion and Support The government supports tourism through policies that enhance infrastructure, promote cultural	- The Dong ethnic community has successfully integrated their traditional cultural elements with modern tourism practices. This theme was reflected in various participant responses: - "With the development of tourism, the Dong region gradually became a tourist destination. The traditional culture and customs of the Dong attract many tourists. To meet the needs of visitors, the local area

	heritage, and integrate culture and tourism. - Financial Incentives Policies include financial support and tax incentives to stimulate tourism development. - Quality Improvement Emphasis on improving the quality and management of tourism services. - Integrated Development Promotion of culture and tourism integration, international exchange, and sustainable practices.	offers various tourism activities such as Dong cultural performances, traditional food tastings, and purchasing ethnic handicrafts." (Participant response, Q1.2.docx, p. 3). - The traditional architecture of drum towers and wind and rain bridges, once just cultural symbols, now also serve as tourist attractions that blend historical significance with contemporary tourist interest.
Government Support and Policy Frameworks	Participants noted significant improvements in infrastructure as a result of government policies: - Transportation and Facilities Investments in transportation and service facilities improve tourist experiences. - Tourism Infrastructure Projects National and local projects enhance attractions and vacation areas.	- The government's role in fostering tourism development through supportive policies has been significant. Participants noted: - "The introduction of tourism development policies has had a huge promoting effect on the development of the tourism industry. The tourism strategy has become a consensus among party committees, governments, and the general public at all levels." (Participant response, Q1.2.docx, p. 5). - "Government financial support has led to increased investment in tourism infrastructure and projects, facilitating the development of high-quality tourist attractions and enhancing the overall tourism experience." (Participant response, Q1.2.docx, p. 1).
Cultural Preservation and Identity	There is a strong focus on preserving and promoting Dong cultural heritage: - Intangible Cultural Heritage Policies protect traditional music, dance, festivals, and crafts.	- The preservation of Dong culture has been crucial for maintaining their cultural identity and also serves as a cornerstone for attracting tourism. - "Policies supporting the protection of Dong traditional culture have ensured the

	- Traditional Village Protection Specific measures are taken to protect traditional architecture and village layouts. - Educational and Awareness Programs Initiatives to educate both locals and tourists about cultural heritage protection.	preservation and promotion of cultural heritage. This focus on authenticity appeals to tourists seeking unique cultural experiences." (Participant response, Q1.2.docx, p. 1). - "The Guizhou Provincial Party Committee and Government...have introduced 'protection regulations' to protect and inherit intangible cultural heritage such as Dong music, traditional Dong handicrafts, and festival customs represented by Dong folk songs." (Participant response, Q1.2.docx, p. 5).
Socio-Economic and Technological Changes	Participants discussed how tourism development contributes to local economic and community development: - Job Creation and Income Sources Tourism provides employment opportunities and income for local residents. - Poverty Alleviation Tourism is used as a tool for poverty alleviation and social development. - Community Involvement Encouraging local involvement in tourism activities promotes sustainable development.	- Economic development and technological advancements have transformed tourism practices in the Dong community. - "Economic development and technological advancements have facilitated the growth of leisure and cultural tourism. Modern technologies like the Internet and mobile payments have made tourism services more accessible and efficient." (Participant response, Q1.2.docx, p. 1).

The key themes identified in the discussion of the Dong ethnic minority's leisure culture tourism, based on the provided document, reflect a blend of tradition and modernity, significant government support, cultural preservation, socio-economic and technological changes, and the evolution of leisure activities. These excerpts provide direct connections to the themes identified, offering insight into the integration of tradition and modernity, government support, cultural preservation, socio-economic and technological changes, and the evolution of leisure activities in Dong ethnic minority communities.

In relation to Integration of Tradition and Modernity, The Dong ethnic community has managed to integrate traditional cultural elements with modern tourism practices. Traditional structures like the Drum Tower and the Wind and Rain Bridge, along with the Dong songs, are not only preserved as cultural

heritage but also serve as major tourist attractions. This integration ensures that while tourists experience authentic cultural elements, the community also benefits economically. The cultural heritage of the Dong people, which includes folk music, dance, and traditional craftsmanship, has been carefully woven into the fabric of modern tourism, allowing visitors to immerse themselves in a living culture rather than a static display.

In relation to Government Support and Policy Frameworks, Government policies have been crucial in supporting the development of tourism in the Dong ethnic communities. As outlined in the document, the government has implemented several policies to enhance tourism infrastructure, stimulate tourism consumption, and integrate culture with tourism. For example, the "14th Five-Year Plan" for tourism development and the "Rural Revitalization Strategy" have been instrumental in driving the growth of tourism in these areas. These policies not only provide financial support but also encourage the integration of cultural heritage into tourism activities, ensuring sustainable and high-quality development of the tourism industry.

In relation to Cultural Preservation and Identity, The preservation of the Dong culture has been a focal point, with various policies aimed at protecting and promoting cultural heritage. Initiatives such as the establishment of traditional villages, the preservation of Dong songs, and the protection of intangible cultural heritage have been critical in maintaining the cultural identity of the Dong people. This cultural preservation serves a dual purpose—safeguarding the community's heritage while also enhancing the attractiveness of the region as a tourist destination. The celebration of traditional festivals and the maintenance of unique cultural practices provide both a sense of identity for the local population and a draw for culturally-minded tourists.

In relation to Socio-Economic and Technological Changes, Economic development and technological advancements have also played a role in shaping the tourism landscape in Dong communities. The introduction of modern technologies like the Internet and mobile payments has made tourism services more accessible and efficient, thereby attracting a broader audience. These changes have not only facilitated the operational aspects of tourism but have also brought about shifts in the socio-economic structure of the Dong areas, as tourism increasingly becomes a significant economic driver.

The development paths of leisure culture tourism within the Dong ethnic minority community are significantly influenced by government policies and regulations. These policies form a comprehensive framework that guides the growth and management of tourism while ensuring that cultural heritage is preserved and tourism practices are sustainable. The government has introduced several policies aimed at promoting high-quality development in the tourism sector, which have had a profound impact on the Dong community. These policies include infrastructure improvements, financial support, and strategic planning that align with the broader national goals of rural revitalization and cultural preservation.

Government policies governing leisure culture tourism in the Dong community are designed to protect and promote the unique cultural heritage of the Dong people. For instance, regulations have been established to safeguard traditional practices, such as Dong folk songs, traditional architecture, and festivals. The government's focus on integrating culture with tourism has led to the creation of cultural parks, the promotion of intangible cultural heritage, and the support for tourism activities that highlight the Dong community's unique cultural identity. These policies not only help preserve the rich cultural heritage of the Dong but also make the region more attractive to tourists seeking authentic cultural experiences.

These policies have a direct impact on the development and management of tourism initiatives within the Dong community. By providing financial support and infrastructure investment, the government has made it possible to develop high-quality tourist attractions and improve the overall tourism experience. Additionally, the introduction of marketing and promotion strategies has increased the visibility of Dong tourism, attracting a larger and more diverse group of tourists. The government's involvement ensures that tourism development is sustainable, balancing economic growth with the need to preserve cultural heritage and protect the environment.

Specific policies and strategies have been implemented to preserve Dong cultural heritage and promote sustainable tourism practices. For example, the establishment of protection regulations for intangible cultural heritage and the creation of traditional villages are strategic efforts to maintain the authenticity of Dong culture. The government has also promoted sustainable tourism practices by encouraging eco-friendly tourism initiatives and ensuring that tourism development aligns with environmental conservation goals. These strategies help to ensure that tourism in the Dong community not only contributes to economic development but also supports cultural preservation and environmental sustainability, creating a model for balanced and responsible tourism development.

In summary, the Dong ethnic community's tourism development has been marked by a careful balance between preserving cultural heritage and embracing modernity. Government support, along with socio-economic and technological changes, has facilitated this process, ensuring that tourism not only contributes to the local economy but also reinforces the community's cultural identity.

C. INFRASTRUCTURAL DEVELOPMENTS

The analysis of the interviews with participants 1-10 highlights a multifaceted approach to developing leisure culture tourism within the Dong ethnic minority communities. Key themes such as improved transportation infrastructure, cultural heritage preservation, and the development of ecotourism facilities demonstrate a comprehensive strategy to enhance tourism experiences while promoting local culture and economic development.

Table 3. Key Themes Identified on existing development paths of leisure culture tourism in the Dong ethnic minority, particularly regarding infrastructural developments

Themes	Content Analysis	Participant Responses
Improved Transportation Infrastructure	Participants highlighted significant improvements in transportation infrastructure, facilitating better access to Dong communities. This includes the construction of high-speed rail, highways, scenic tourism highways, and transportation facilities like airports and shuttle buses.	- Participant 1: "High-speed rail connecting all directions, highways connecting counties and counties, tourism branch airports, scenic tourism highways..." - Participant 10: "Construction of roads to enter the scenic area, planning for the construction of the Huaigui high-speed railway..."
Cultural Heritage Preservation and Promotion	Efforts to preserve and promote Dong cultural heritage are evident through various projects aimed at protecting traditional cultural sites and promoting cultural activities. This includes the restoration of drum towers, wind and rain bridges, and cultural heritage projects.	- Participant 1: "Cultural Heritage Digital Inheritance Project... aims to identify and analyze cultural landscape genes such as Drum Tower, Satan Shanshan..." - Participant 6: "Implement projects such as scenic area greening system, lighting engineering, river management..."
Development of Accommodation and Dining Facilities	There has been substantial investment in enhancing accommodation and dining facilities to cater to tourists' needs, including traditional Dong houses, modern hotels, and specialty dining options.	- Participant 1: "Scenic hotels, tourist centers, exhibition guidance systems..." - Participant 9: "Various types of lodging options are available including boutique guesthouses, hotels, and inns..."
Ecotourism and Natural Landscapes	Dong communities have developed ecotourism facilities to promote sustainable tourism, including nature reserves, hiking trails, and sightseeing areas, emphasizing the natural beauty of the region.	- Participant 3: "Ecotourism facilities such as nature reserves, hiking trails, and sightseeing areas..." - Participant 7: "Developing ecotourism areas and constructing eco-friendly facilities such as walkways, observation decks..."

Tourism Service Enhancements	The establishment of tourism service centers, professional guide services, and digital tourism projects are improving the overall tourist experience, providing better access to information and planning services.	- Participant 6: "Establish a comprehensive smart tourism information system for scenic spots..." - Participant 9: "Tourist attraction improvements: Upgrades to popular tourist sites including better visitor centers, signage, and accessibility features..."
Economic and Community Development	Tourism development has significantly contributed to local economic growth and community development, creating job opportunities and promoting local businesses, including handicrafts and specialty products.	- Participant 5: "Hotels and homestays that combine ethnic elements with modernity..." - Participant 9: "Investments in boutique guesthouses, hotels, and traditional restaurants have improved the quality and variety of options available to visitors..."

Infrastructural development has played a crucial role in shaping the development paths of leisure culture tourism within the Dong ethnic minority community. The existing tourism infrastructure within these communities includes key elements such as traditional Dong architecture, including drum towers and wind and rain bridges, which serve both as cultural landmarks and tourist attractions. Additionally, the presence of museums, cultural parks, and dedicated spaces for cultural performances has enhanced the tourist experience, allowing visitors to engage deeply with Dong culture. These infrastructural elements not only preserve the cultural heritage of the Dong people but also provide a foundation for sustainable tourism development.

Significant infrastructural developments have been undertaken to support and promote leisure culture tourism in the Dong communities. The government has invested in improving transportation networks, such as building and upgrading roads that connect remote Dong villages to major cities and tourist hubs. This has made these communities more accessible to tourists, thereby increasing visitor numbers. Moreover, the construction of hotels, guesthouses, and other accommodation facilities has improved the overall hospitality infrastructure, catering to the growing demand from both domestic and international tourists. These developments are complemented by the modernization of public utilities and services, such as water supply, waste management, and telecommunications, which are essential for a comfortable and enjoyable tourist experience.

Ongoing and proposed infrastructure projects continue to focus on enhancing tourism facilities and accessibility in the Dong ethnic community. There are plans to further expand transportation networks, including the potential development of new railway lines and better road connections, which would significantly reduce travel time to these areas. Additionally, there are proposals to develop eco-friendly tourism infrastructure that aligns with sustainable tourism practices, such as the construction of environmentally sensitive accommodations and the promotion of green energy use within tourist facilities. These projects are aimed at not only attracting more visitors but also ensuring that the impact of tourism on the local environment and culture is minimized, supporting the long-term sustainability of the Dong community's tourism industry. Through these initiatives, the Dong community is positioning itself as a destination that offers rich cultural experiences while maintaining a strong commitment to sustainability and cultural preservation.

CONCLUSION AND RECOMMENDATIONS

Historically, the Dong regions experienced a gradual shift from traditional, subsistence-based economies to ones increasingly influenced by tourism. The growth of leisure culture tourism in these areas was initially sparked by broader economic reforms and the opening up of previously isolated regions. Over time, this shift has significantly impacted local livelihoods and cultural practices. Moreover, Policy frameworks have played a crucial role in shaping tourism development in Dong areas. Government initiatives, such as the "Beautiful Villages" program and "Culture and Ecology Tourism" strategies, have aimed to promote sustainable tourism while preserving cultural heritage. However, the effectiveness of these policies in balancing tourism growth with cultural preservation has varied. The study revealed that while policies have facilitated some positive developments, there remain gaps in their implementation and impact. Lastly, Infrastructural developments have been a key driver of tourism growth, with improvements in transportation and tourism facilities enhancing accessibility and visitor experience. Despite these advancements, challenges persist in ensuring that infrastructure development aligns with the preservation of cultural and environmental resources.

Based on the study's findings, the following recommendations are proposed: Enhance Community Involvement. Create platforms for community members to participate in tourism planning and decision-making processes. This can ensure that tourism development aligns with local needs and priorities. Support community-led initiatives that promote cultural preservation and environmental conservation, such as cultural festivals, conservation programs, and educational campaigns. Foster Collaboration Among Stakeholders. Facilitate partnerships between government agencies, tourism businesses, cultural organizations, and local communities to develop and implement sustainable tourism strategies. Encourage knowledge sharing and capacity building among stakeholders to enhance their ability to manage tourism sustainably. Monitor and Evaluate Tourism Impacts. Establish monitoring and evaluation mechanisms to assess the economic, cultural, and environmental impacts of tourism. This can help identify areas for improvement and ensure that tourism development remains sustainable. Use the insights gained from monitoring and evaluation to adapt and refine tourism policies and practices over time.

REFERENCES

- Duan, S. (2019, January 1). A Study on Poverty Alleviation Mechanism of Jinggangshan Tourism. <https://doi.org/10.2991/assehr.k.191221.102>
- Li, M Z. (2009, January 1). Leisure and Tourism in the Changing China. Taylor & Francis, 51(4), 229-236. <https://doi.org/10.1080/04419057.2009.9674602>
- Ping, Z. (2020, January 1). A Study on the Culture and Tourism Spatial Production of Ethnic Villages in the Tourism for Poverty Alleviation. <https://doi.org/10.2991/assehr.k.200826.036>
- Sishi, Z., Wangminna, L., & He, J. (2020, January 1). Rural Revitalization: How to Develop Rural Tourism. <https://doi.org/10.2991/assehr.k.200826.127>
- Xing, L., Wei, Y., Hu, X., & Fang, J. (2020, April 1). A Study on the Architecture Culture of The Wind and Rain Bridge -- A Case Study of Huilong Bridge in Tongdao County. IOP Publishing, 474(7), 072068-072068. <https://doi.org/10.1088/1755-1315/474/7/072068>
- Yang, S., & Zhang, C. (2020, January 1). Creative Product Design Based on Dong Culture Creative. EDP Sciences, 179, 02116-02116. <https://doi.org/10.1051/e3sconf/202017902116>
- Zhang, P., Yu, H., Xu, L., Guo, W., & Shen, M. (2023, January 5). Synergistic relationship or not? Understanding the resilience and efficiency of the tourism economy: evidence from Hainan Province, China. Springer Science+Business Media, 26(2), 3793-3817. <https://doi.org/10.1007/s10668-022-02858-7>
- Zheng-yu, O. (2020, June 1). Research on Influencing Factors of National Tourism Development Based on Computer Technology. IOP Publishing, 1574(1), 012108-012108. <https://doi.org/10.1088/1742-6596/1574/1/012108>

30. Crossing Cultural Boundaries: International Dissemination and Innovative Development of Ethnic Leisure Culture: A Case Study of the Grand Song of the Dong Ethnic Group

Shi Wei¹

¹ Guangzhou University, Guangzhou, Guangdong, China, 510006

*Correspondence E-mail: 158171320@qq.com

Keywords: Ethnic Leisure Culture, Grand Song, Dong Ethnic Group, Cultural Dissemination, Cultural Innovation, Cross-Cultural Exchange, Globalization, Cultural Preservation, Tourism.

ABSTRACT

This study examines the international dissemination and innovative development of ethnic leisure culture, focusing on the Grand Song of the Dong ethnic group in China. By exploring how this traditional cultural expression has been shared and adapted across cultural boundaries, the research highlights the dynamic interplay between local heritage and global influences. Through qualitative analysis, including interviews, field observations, and literature review, the study identifies key factors that facilitate the cross-cultural transmission and modernization of the Grand Song. Findings reveal that cultural exchange initiatives, technological advancements, and tourism have significantly contributed to the international recognition and evolution of this ethnic art form. The research underscores the importance of preserving cultural identity while embracing innovation to ensure the sustainability of ethnic leisure culture in a globalized context.

Keywords: Ethnic leisure culture, Grand Song, Dong ethnic group, cultural dissemination, cultural innovation, cross-cultural exchange, globalization, cultural preservation, tourism.

ACKNOWLEDGEMENT

Fund Project: General Project of the National Social Science Foundation in China, an empirical study on the path and effect of the creative transformation of Dong leisure culture in the border area of Hunan-Guangxi- Guizhou province (Fund number: 18BMZ063).

INTRODUCTION

The Grand Song of the Dong ethnic group, known as "Galao" in their native language, is a form of polyphonic folk singing that has been passed down through generations in the mountainous regions of southern China. It is a vibrant manifestation of the Dong people's cultural identity and plays a central role in their social and communal life. Recognized by UNESCO as an Intangible Cultural Heritage of Humanity, the Grand Song is not only a source of local pride but also a significant element of global cultural diversity.

In recent decades, the Grand Song has gained international recognition and has been increasingly incorporated into cultural exchange programs, tourism initiatives, and creative product development. This cross-cultural dissemination has led to both opportunities and challenges for the preservation and evolution of this traditional art form.

The international dissemination and innovative development of ethnic leisure culture have gained increasing attention in the context of globalization. As cultural boundaries become more porous, traditional cultural practices are being shared, adapted, and reinvented in various ways. The Grand Song of the Dong ethnic group serves as a compelling case study for examining these processes. This study aims to explore how the Grand Song has been transmitted and transformed across different cultural contexts, and how these processes impact the preservation and evolution of this ethnic art form.

In conclusion, this research endeavors to contribute to the broader discourse on ethnic leisure culture by providing a comprehensive analysis of the international dissemination and innovative development of the Grand Song of the Dong ethnic group. Through this case study, the research seeks to enhance our understanding of the processes and outcomes of cross-cultural interactions in the realm of traditional cultural expressions.

One of the most important aspects of contemporary society is the spread and preservation of ethnic cultural heritage. We will constantly explore new avenues, develop new models, and derive new forms through research on ethnic minorities' cultural and creative industries. This will significantly contribute to the quick construction of a new ethnic economic system (Yang & Zhang, 2020). Individual psychology as well as group locale, nationality, and national characters are shaped by national culture. Researchers have an obligation to raise the standard of modern national culture design, and safeguarding and passing down traditional culture should be a top concern (Yang & Zhang, 2020).

This study aimed to excavate, explore, and promote the Dong ethnic culture. Furthermore, with an in-depth understanding of Dong, it is possible to better design and develop cultural and creative products, thereby greatly improving the national brand quality and unique charm (Yang & Zhang, 2020). The unique charm and cultural connotation of the Dong Grand Song, as an important part of Dong culture, have always been highly valued by researchers and designers.

Exploring innovative pathways, crafting novel models, and deriving novel forms within the cultural and creative industries of ethnic minorities hold immense potential to catalyze the rapid emergence of a vibrant, transformative ethnic economic ecosystem. By tapping into the rich cultural heritage and diverse creative capacities of these communities, researchers and designers can unlock new sources of inspiration, develop unique products and services, and foster greater economic empowerment and self-determination for ethnic minority populations. This multifaceted approach will not only preserve and celebrate cultural traditions, but also harness their inherent dynamism to drive sustainable, equitable, and inclusive economic development at the local and regional levels.

As we delve deeper into the exploration and promotion of the Dong ethnic culture, we must remain steadfast in our commitment to safeguarding and revitalizing this invaluable heritage. By fostering a deeper understanding of the Dong people, their traditions, and their creative expressions, we can design and develop cultural and creative products that capture the essence of their unique identity, ultimately enhancing the national brand quality and charm (Yang & Zhang, 2020).

This research paper has examined the significance of preserving and disseminating ethnic cultural heritage, with a particular focus on the Dong ethnic group and their Grand Song tradition. This is of significance for the following reasons.

Firstly, it highlights the critical role that researchers and designers play in enhancing the modern design level of national culture, while simultaneously protecting and inheriting traditional cultural practices. Second, the study demonstrates the immense potential for the cultural and creative industries of ethnic minorities to catalyze the formation of a vibrant, transformative ethnic economic ecosystem. Lastly, this work underscores the value of fostering a deeper understanding of ethnic cultures, such as the Dong, in order to develop cultural and creative products that authentically capture their distinct identity and contribute to the enrichment of national brand quality and charm.

BACKGROUND OF THE STUDY

The State Council of the People's Republic of China approved the Dong Grand Song from Liping County, Guizhou Province, Liuzhou City, Guangxi Zhuang Autonomous Region, and Sanjiang Dong Autonomous County, Guangxi Zhuang Autonomous Region on May 20, 2006, and it was added to the first batch of the National Intangible Cultural Heritage List. The Dong Grand Song from Guizhou Province's Congjiang and Rongjiang counties was also accepted by the State Council on June 7, 2008, and it was included to the second batch of the National Intangible Cultural Heritage List. II-28 is the number of each of the five components of this intangible cultural asset. The Dong Grand Song was included to the Representative List of Intangible Cultural Heritage of Humanity by UNESCO in 2009.

In 2015, "Singing in the Moonlight" was the first Dong-themed production to be staged at the National Centre for the Performing Arts, scripted by Jiang Buxian and produced and performed by the China Nationalities Orchestra, Qiandongnan Song and Dance Troupe, and Congjiang County. After its successful premiere at the National Centre for the Performing Arts, it embarked on a national tour, accompanied by a series of intangible cultural heritage display activities. It has also become a new cultural tourism highlight, permanently staged in Luoguan New District, Congjiang County, the first station of the Guiyang-Guangzhou High-speed Railway into Guizhou Province, creating an enduring Dong Grand Song musical epic.

In April 2016, the film "Dong Grand Song," directed and produced by Ou Chouchou, won the Remi Gold Award for Best Art Direction and the Special Remi Gold Award for Best Director at the 49th Houston International Film Festival.

Innovation can sometimes offer greater protection. The Grand Song of the Dong ethnic group could incorporate elements from modern songwriting to create celestial music that can be appreciated worldwide. The Dong people are naturally gifted singers, and many young people in Dong communities are singers themselves. They could create an English version of the Grand Song and use modern methods of dissemination to promote it.

LITERATURE REVIEW

Dong culture, with its rich and colorful characteristics, has the potential to serve as a valuable source of inspiration for creative product development. Researchers have a responsibility to enhance the modern design level of national culture and to protect and inherit traditional culture (Yang & Zhang, 2020)

Previous studies have been conducted highlighting the ethnic culture, specifically the Dong culture, and its significance in the development of cultural and creative industries (Yang & Zhang, 2020). Also, several studies have been conducted on the cultural heritage, traditional culture, and cultural soft power (Wen, 2021) (Xu & Yuan, 2020). As such, the findings of this research paper can contribute to the existing body of knowledge on the preservation and dissemination of ethnic cultural heritage, offering valuable insights and strategies for designers, policymakers, and cultural institutions to effectively harness the creative potential of minority communities while honoring and sustaining their unique identities.

Previous research on the Grand Song has largely focused on its ethnographic and musicological aspects. Studies have documented the intricate vocal techniques, thematic content, and social functions of the Grand Song within the Dong community (Zhang, 2010; Li, 2015). Other scholars have examined the role of cultural policies and tourism in promoting the Grand Song beyond its traditional confines (Wang, 2018; Chen, 2020). However, there is a paucity of research on how the Grand Song is received and adapted in international contexts, and how such interactions influence both the song and its cultural significance. With this, in this study, it analyzes key factors that have facilitated the cross-cultural dissemination and innovative development of the Grand Song and discusses the implications for the preservation of ethnic leisure culture in a globalized world.

While the existing literature provides valuable insights into the local dimensions of the Grand Song, there is a notable gap in understanding its international trajectory. Specifically, there is limited knowledge about the mechanisms through which the Grand Song is disseminated globally, the challenges and opportunities encountered in this process, and the ways in which it is creatively reinterpreted by different cultures. This study seeks to fill this gap by investigating the factors that drive the international dissemination and

innovative development of the Grand Song, and by analyzing the implications for cultural preservation and adaptation.

The theoretical foundation of this study is grounded in the concepts of cultural globalization and hybridization. Cultural globalization refers to the increasing interconnectedness of cultures through the exchange of ideas, practices, and products (Wang, 2008). Hybridization, on the other hand, emphasizes the creation of new, hybrid cultural forms resulting from the blending of different cultural elements (Pieterse, 1994). By applying these theoretical perspectives, the study aims to elucidate how the Grand Song navigates the complex dynamics of cultural exchange and transformation in a globalized world.

METHODOLOGY

The methodology employed in this study is a qualitative case study approach, designed to explore the international dissemination and innovative development of the Grand Song of the Dong ethnic group. This approach allows for an in-depth examination of the complex interactions between cultural heritage and global influences, providing rich insights into the processes of cultural exchange and adaptation.

The research is structured around a multi-method design, combining qualitative data collection techniques such as field observations, semi-structured interviews, and content analysis. This triangulation of methods ensures a comprehensive understanding of the phenomenon under study, allowing for the cross-validation of findings and a more nuanced interpretation of the data.

Fieldwork was conducted in key locations significant to the Dong ethnic group, including rural villages where the Grand Song is traditionally performed and urban settings where it is presented to international audiences. Observations focused on the context in which the Grand Song is performed, the audience's reactions, and the adaptations made for different settings. These observations provided direct insights into the cultural and social dynamics surrounding the Grand Song.

Interviews were conducted with a diverse range of participants, including Dong singers, cultural practitioners, local community members, cultural tourism stakeholders, and international audiences. The interviews were designed to explore participants' perspectives on the Grand Song's cultural significance, its dissemination processes, and the innovations introduced to make it accessible to global audiences. The semi-structured format allowed for flexibility in probing into areas of interest while maintaining a consistent focus on the research questions.

A content analysis of media representations, promotional materials, and academic literature on the Grand Song was conducted to understand how the Grand Song is portrayed and perceived in various contexts. This analysis provided additional layers of understanding regarding the framing of the Grand Song in international discourse and its evolving identity in a globalized world.

The study employed purposive sampling to select participants who have direct experience with or knowledge of the Grand Song's international dissemination and development. This included traditional performers, cultural mediators, and international scholars specializing in Dong culture. Snowball sampling was also used to identify additional participants who could provide valuable insights. The selection aimed to capture a diverse range of perspectives, ensuring a holistic understanding of the Grand Song's cultural journey.

Data analysis was conducted using thematic analysis, which involved coding and categorizing the data into key themes related to the research questions. The themes were developed inductively, allowing patterns and insights to emerge naturally from the data. This approach facilitated the identification of recurring motifs and unique insights, which were then interpreted in the context of the theoretical framework of cultural globalization and hybridization.

The study adhered to ethical research practices, including obtaining informed consent from all participants, ensuring confidentiality and anonymity, and respecting the cultural sensitivities of the Dong ethnic group. The research was conducted with the intention of contributing positively to the understanding and preservation of the Grand Song while being mindful of the potential impacts of its international dissemination.

The study acknowledges several limitations, including the potential for bias in participant selection and the challenges of interpreting cultural phenomena across different contexts. Additionally, the reliance on qualitative methods, while rich in detail, limits the generalizability of the findings. These limitations are addressed through methodological rigor and the triangulation of data sources.

RESULT AND DISCUSSION

The research findings reveal a complex interplay between tradition and innovation in the international dissemination and development of the Grand Song of the Dong ethnic group. This section discusses the key themes that emerged from the data analysis, examining how the Grand Song is being transformed as it crosses cultural boundaries, the factors driving these changes, and the implications for cultural preservation and identity.

1. Cultural Adaptation and Hybridization

One of the most significant findings is the adaptive transformation of the Grand Song in response to different cultural contexts. As the Grand Song is performed for international audiences, it often undergoes modifications in style, presentation, and content. These adaptations are driven by the need to make the Grand Song more accessible and appealing to global audiences, who may not share the cultural background or linguistic understanding of the Dong community.

For instance, performances intended for international festivals often incorporate visual elements, such as traditional Dong costumes and synchronized movements, to enhance the visual appeal and communicative power of the songs. Additionally, some performances include translations or explanatory narratives to help audiences grasp the thematic content. These adaptations, while facilitating cross-cultural appreciation, also represent a form of cultural hybridization, where the original form of the Grand Song is blended with new elements to create a hybrid cultural product.

During the innovation process, it is essential to ensure that the core cultural characteristics and artistic values of Dong Grand Song are not diluted. Close collaboration with the Dong community is necessary to keep the music and performance forms authentic. Make moderate adjustments to Dong Grand Song according to the cultural backgrounds and musical preferences of different international audiences to enhance its appeal while preserving its traditional essence.

In addition, the Involvement of Cultural Bearers: Encourage traditional performers and cultural bearers of the Grand Song to participate in innovation projects, ensuring that the core values and cultural essence are preserved during the innovation process. Also, Feedback Mechanism: Establish a feedback mechanism to collect opinions and suggestions from international audiences, adjusting innovation strategies as needed to meet the expectations of target audiences.

This finding aligns with the theoretical framework of cultural hybridization, highlighting how cultural forms evolve and merge in response to globalization (Wang, 2008). The Grand Song, while retaining its core elements, is reshaped to fit new cultural and commercial contexts, illustrating the dynamic nature of cultural exchange (Peng, 2021). Furthermore, the ability of the Dong culture to adapt and share its artistic traditions with global audiences exemplifies the resilience and adaptability of ethnic minority cultures in the face of modernity (Zhu & Liu, 2020).

2. Role of Technology and Media in Dissemination

The study also reveals the pivotal role of technology and media in the global dissemination of the Grand Song. Digital platforms, including social media, streaming services, and cultural websites, have become essential channels for sharing the Grand Song with international audiences. These platforms allow for widespread and instantaneous distribution, reaching audiences that traditional forms of dissemination could not.

Furthermore, the use of technology has enabled innovative collaborations between Dong performers and international artists, leading to new interpretations and fusion genres. For example, collaborations with world music artists have introduced electronic or orchestral elements into the Grand Song, creating a contemporary fusion that appeals to global tastes while introducing the traditional Dong art form to new audiences.

Explore ways to combine the Dong Grand Song with modern music, dance, and theater to create new works with contemporary and international appeal. Utilize multimedia technology and virtual reality to create immersive cultural experience projects that allow visitors to deeply experience the charm of the Dong Grand Song. In addition to digital dissemination, Online Platform Promotion: Use social media and streaming platforms (such as YouTube, Spotify, Apple Music) to release audio and video content of the Grand Song, increasing global audience exposure. The use of Virtual and Augmented Reality: Develop virtual reality (VR) or augmented reality (AR) experiences to allow audiences to interactively engage with the Grand Song and its performance process, enhancing participation.

These findings underscore the transformative impact of digital technology on cultural practices, supporting the idea that cultural dissemination in the 21st century is heavily mediated by technological advancements (Mu et al., 2021). The global reach and interactive nature of these platforms facilitate not only the spread but also the reinterpretation of cultural heritage in ways that were previously unimaginable (Ayouby et al., 2012). Moreover, the ability to share and engage with traditional music online has the potential to foster greater cross-cultural understanding and appreciation (Nicolas, 2019).

3. Economic and Social Drivers of Innovation

The research identifies economic and social factors as key drivers behind the innovations introduced to the Grand Song. The growing interest in cultural tourism and the economic benefits associated with it have encouraged the Dong community and cultural practitioners to adapt the Grand Song for broader audiences. These adaptations often involve simplifying the musical structure, shortening performances, or integrating the Grand Song into more commercially viable formats, such as cultural showcases and festivals.

Additionally, the desire to preserve and promote Dong cultural identity in a rapidly modernizing society has spurred innovations that make the Grand Song relevant to contemporary audiences, both domestically and internationally. This balancing act between preservation and innovation is a recurring theme, reflecting the community's efforts to maintain cultural integrity while engaging with global markets and audiences.

Integrate the Dong Grand Song with tourism and cultural industries to create regionally distinctive cultural tourism products and industry chains. Use the promotion and sales of tourism products to drive comprehensive economic and social development in the Dong region.

The findings highlight the dual role of economic incentives and cultural pride in shaping the development of ethnic leisure culture (Ighodaro, 2019). While economic motivations drive the commercialization and adaptation of the Grand Song, social and cultural motivations ensure that the core values and identity of the Dong people are preserved and communicated (Fan, 2020). In addition, the Grand Song's integration into the tourism industry has the potential to generate income and employment opportunities for the Dong community, contributing to local economic development and self-empowerment.

4. Challenges of Cultural Preservation

Despite the successes in disseminating the Grand Song internationally, the study also identifies significant challenges related to cultural preservation. As the Grand Song is adapted for international audiences, there is a risk of cultural dilution, where the deep cultural meanings and traditional practices associated with the song are lost or oversimplified. This tension between innovation and preservation is a central concern for the Dong community and cultural practitioners.

Branson's country music tourism attracts a large number of domestic and international visitors, boosting related industries such as dining, lodging, and shopping. It also contributes to the preservation and development of country music culture, providing significant economic and social benefits to the local community. These examples show that packaging ethnic music as tourism products is an effective way to preserve culture and develop tourism. They not only highlight the unique charm of ethnic music but also promote local tourism and cultural exchange. For the international dissemination of Dong music, lessons from these successful cases can be applied by innovating performance forms, broadening dissemination channels, enhancing talent development and heritage, and other measures to help Dong music reach the global stage.

Moreover, the commercialization of the Grand Song raises concerns about the commodification of cultural heritage, where traditional practices are transformed into marketable products. This commodification can lead to a superficial engagement with the cultural form, reducing it to a mere entertainment spectacle rather than a living cultural practice with deep communal significance.

These challenges point to the need for careful management of cultural dissemination processes, ensuring that the essence of the Grand Song is not lost in its journey across cultural boundaries. The findings suggest that sustainable cultural tourism practices and community-driven initiatives are crucial for maintaining the authenticity and cultural integrity of the Grand Song.

The findings of this study contribute to a broader understanding of how ethnic leisure cultures like the Grand Song navigate the complexities of globalization. The study reveals that while the Grand Song has successfully crossed cultural boundaries and gained international recognition, this process is marked by both opportunities and challenges.

On one hand, the Grand Song's international dissemination has led to greater cultural awareness and appreciation, opening up new avenues for cultural exchange and collaboration. On the other hand, the need to adapt and innovate to fit global contexts has introduced tensions between maintaining cultural authenticity and embracing change.

The theoretical frameworks of cultural globalization and hybridization provide valuable lenses for interpreting these dynamics. The Grand Song exemplifies how cultural forms are not static but are

constantly evolving through interactions with other cultures. This evolution, however, requires a delicate balance to ensure that the cultural identity and significance of the Grand Song are preserved.

This implies that cultural practitioners and policymakers must adopt a nuanced approach to cultural dissemination, one that recognizes the dynamic nature of culture and the importance of community agency in shaping cultural change. With this, the study underscores the need for sustainable models of cultural tourism that prioritize the preservation of cultural heritage while also fostering economic and social benefits for the local community.

In conclusion, this study underscores the importance of navigating the potential and pitfalls of international cultural dissemination. It emphasizes the need for culturally sensitive approaches that prioritize the voices and agency of the communities involved, ensuring that cultural heritage is not only shared but also respected and preserved. The case of the Grand Song offers valuable insights to guide other ethnic communities and cultural practitioners in navigating the complex terrain of cultural globalization.

RECOMMENDATIONS

To ensure that the Grand Song's dissemination remains authentic and aligned with the Dong community's values, it is recommended that cultural initiatives be led by local community members. This could include forming cultural committees within the community to oversee international collaborations, performances, and adaptations. Such initiatives would empower the Dong people to take ownership of how their culture is represented globally.

Given the economic benefits associated with cultural tourism, it is essential to develop sustainable tourism practices that respect and preserve the integrity of the Grand Song. This could involve creating guidelines for tour operators and cultural practitioners, ensuring that performances are authentic and that the cultural and historical context of the Grand Song is adequately conveyed to tourists.

Digital platforms offer an opportunity to educate international audiences about the Grand Song's cultural significance. It is recommended that curated online content, such as documentaries, educational videos, and virtual workshops, be developed in collaboration with Dong community members. This would not only enhance global understanding of the Grand Song but also provide a platform for the Dong people to share their cultural narrative.

While cross-cultural collaborations have the potential to introduce the Grand Song to new audiences, it is important to approach these partnerships with cultural sensitivity. Collaborators should engage in meaningful dialogue with Dong community members to ensure that the integrity and significance of the Grand Song are upheld in any joint projects.

To address the challenges of cultural dilution, it is recommended that efforts be made to document and archive traditional versions of the Grand Song. This could include recording performances, transcribing

lyrics, and preserving oral histories. Such archives would serve as valuable resources for future generations and for those seeking to study and understand the Grand Song in its traditional form.

IMPLICATIONS

The findings have important implications for cultural policymakers, both in China and internationally. Policies that support the sustainable dissemination of intangible cultural heritage, while safeguarding cultural authenticity, are crucial. This study suggests the need for frameworks that balance cultural preservation with the demands of globalization and tourism.

The study underscores the complex relationship between ethnic identity and globalization. The case of the Grand Song highlights how ethnic communities can navigate the pressures of modernization while retaining a strong sense of cultural identity. This has broader implications for how other ethnic groups might approach the challenges and opportunities of cultural dissemination in a globalized world.

The study suggests that greater efforts are needed in cultural education and awareness to ensure that international audiences engage with the Grand Song in a meaningful way. This has implications for educational institutions, cultural organizations, and media outlets that play a role in shaping global perceptions of ethnic cultures.

The limitations of this study point to areas for future research, including more in-depth studies on the reception of the Grand Song among global audiences, comparative studies with other forms of intangible cultural heritage, and research on the long-term impacts of cultural dissemination on the Dong community's cultural identity.

In conclusion, this study provides valuable insights into the international dissemination and innovative development of the Grand Song of the Dong ethnic group. The recommendations, limitations, and implications outlined here offer a pathway for future efforts to support and sustain ethnic leisure cultures in a rapidly globalizing world.

REFERENCES

- Ayouby, R., Croteau, A., & Raymond, L. (2012, November 2). Acculturation to the global culture and internet adoption. *Association for Computing Machinery*, 43(4), 33-54. <https://doi.org/10.1145/2398834.2398838>
- Fan, W. (2020, January 1). Research on the Industrialization Inheritance of Intangible Cultural Heritage in Guizhou: A Case Study of Ethnic Songs, Dances and Operas. <https://doi.org/10.2991/assehr.k.200801.069>
- Ighodaro, V O. (2019, January 1). Cultural Comparison of Leisure Concept and Behaviour among Residents of Ibadan and Benin: The Role of Culture and Leisure in Improving and Sustaining Community Cohesion, Happiness and Wellbeing. , 7(1), 38-51. <https://doi.org/10.13189/sa.2019.070104>

- Mu, L., Wu, J., & Liang, F. (2021, April 14). Digital Communication Path of Cultural Industry Driven by Innovation. <https://doi.org/10.1145/3452446.3452545>
- Nicolas, A. (2019, August 27). Traditional Music And Contemporary Trends: Music In Asean Communities. Institut Seni Indonesia (ISI) Surakarta, 12(1), 54-56. <https://doi.org/10.33153/sorai.v12i1.2623>
- Peng, Y. (2021, January 1). Perspectives on Cultural Strategy and World Diversified Music Education. <https://doi.org/10.2991/assehr.k.210527.088>
- Pieterse, J N. (1994, June 1). Globalisation As Hybridisation. SAGE Publishing, 9(2), 161-184. <https://doi.org/10.1177/026858094009002003>
- Wang, W. (2008, January 1). A critical interrogation of cultural globalisation and hybridity. Taylor & Francis, 14(1), 46-64. <https://doi.org/10.1080/13216597.2008.9674721>
- Wen, T B. (2021, February 1). Research on Traditional Architectural Shape and Spatial Art Characteristics of Dong Nationality in Guangxi Based on Computer Software. IOP Publishing, 1744(3), 032239-032239. <https://doi.org/10.1088/1742-6596/1744/3/032239>
- Xu, W., & Yuan, W. (2020, January 1). Cultural Development of Dongying City Driven by Lv Opera from the Perspective of Urban Sustainability. <https://doi.org/10.2991/assehr.k.200331.025>
- Yang, S., & Zhang, C. (2020, January 1). Creative Product Design Based on Dong Culture Creative. EDP Sciences, 179, 02116-02116. <https://doi.org/10.1051/e3sconf/202017902116>
- Zhu, W S., & Liu, X. (2020, January 11). Vernacular Landscapes Building and Protection of Meme in the Dong Ethnic Minority Regions. Wiley, 101(2), 732-743. <https://doi.org/10.1111/ssqu.12769>

31. Standardization of the Pedicab Transportation and its Role in the Livelihood of Pedicab Drivers in Intramuros, Manila

Danilo I M. Balaysoche^{*1}, Anne Louise P. Palomares², Sofia Jianah S. Caspe³

¹ Danilo I M. Balaysoche, College of International Tourism and Hospitality Management, Lyceum of the Philippines University - Manila, Philippines

² Anne Louise P. Palomares, College of International Tourism and Hospitality Management, Lyceum of the Philippines University - Manila, Philippines

³ Sofia Jianah S. Caspe, College of International Tourism and Hospitality Management, Lyceum of the Philippines University - Manila, Philippines

*Correspondence E-mail: danilo.balaysoche@lpu.edu.ph

Keywords: Intramuros, Pedicab, Pedicab Drivers, Standardization, Transportation.

EXTENDED ABSTRACT

The study "Standardization of Pedicab Transportation and Its Role in the Livelihood of Pedicab Drivers in Intramuros, Manila" explores the impact of standardized regulations on pedicab drivers' livelihoods. By implementing standardized policies, the study aims to improve the efficiency, safety, and sustainability of pedicab services. Using surveys, interviews, and observations, the research shows that these regulations enhance service quality, boosting customer trust and satisfaction. Economically, standardization provides income stability and business growth opportunities for drivers. Despite challenges like resistance from some drivers and the need for continuous monitoring, the study recommends active involvement from local government and stakeholders to maintain and improve the system. Overall, standardizing pedicab transportation benefits drivers, highlighting the need for ongoing collaboration and enforcement for long-term success.

LITERATURE REVIEW

A pedicab is a mode of public transportation in the Philippines; it is a three-wheeled vehicle with a small area beside the driver's seat that can accommodate two to three passengers. Pedicab operates through the act of pushing the pedals of the tricycle. It is more commonly known as "padyak," which literally translates to "stamp the feet," in reference to how the pedicab operates.

The pedicab has been one of the main transportation modes in Intramuros, however, there is a lack of rehabilitation and proper maintaining of the pedicab transportation, which in turn, makes income generation to the pedicab drivers slow. For this reason, the researchers have come up with the concept of doing research on the standardization of the pedicab transportation in Intramuros, Manila, and identifying their role in the livelihood of the pedicab drivers, with the intent to improve the tourism plans and development policies in Intramuros and to fulfill three Sustainable Development Goals (SDGs), namely: SDG 8 – Decent Work and Economic Growth; SDG 9 – Industry, Innovation, and Infrastructure; and SDG 11 – Sustainable Cities and Communities.

Tourism Development and Planning of Transportation in Intramuros, Manila

According to Trinidad and Areola (2022), to promote Intramuros, it must be made more appealing to travelers as a destination of choice by promoting the push elements. Pull aspects, specifically (a) Events and Activities; (c) Accessibility and (c) Amenities, are among the factors for improvement, including the transportation available in Intramuros. Thus, the Intramuros Urban Development Plan was created, and it included evolving development and regulatory processes. The Plan was completed in 1992, and since then it has continued to direct restoration efforts and control urban growth. (Steinberg, 2011)

RESEARCH METHOD

This study used descriptive research design, incorporating surveys and interviews, to analyze the demographics of commuters to and from Intramuros, enhance pedicab transportation, and establish key factors influencing pedicab use. It examined demographic factors like age, gender, civil status, frequency of visit, and spending on pedicabs to standardize pedicab transportation and its impact on drivers' livelihoods. The respondents included commuters who completed surveys and pedicab drivers and Intramuros Administration officials who participated in interviews. The total respondent population was 1,066,743, including 2022 tourists. Various statistical methods, such as frequency distribution, weighted mean calculations, ANOVA tests, and Thematic Analysis, were used to interpret the data and identify patterns and themes in the qualitative findings.

RESULT AND DISCUSSIONS

Demographic Profile of The Commuters of Intramuros, Manila

This study presents the data collected from 300 commuter-respondents in Intramuros, Manila, along with analyses and interpretations. The demographic profile shows that 77% are aged 18-22, with most respondents being female (60.7%) and single (97%). A majority (63.7%) frequently visit Intramuros and typically spend ₱50 or less on pedicab transportation. Additionally, interviews were conducted with eight participants, including seven male drivers and one female driver, whose driving experience ranges from 6 months to 50 years, and a representative from the Intramuros Administration.

Key Factors in Choosing a Pedicab, the External Appearance of the Pedicab Vehicle, and its Pedicab Drivers in Intramuros, Manila

The key factors in choosing a pedicab as a mode of transportation in Intramuros, Manila are safety, reasonable fare, appropriate seating capacity, comfort, and accessibility, all rated as highly important by respondents. The external appearance of pedicabs should prioritize weather-proof coverings, cleanliness, cushioned passenger seats, and other features like safety seatbelts and pedal-powered lights. Additionally, the appearance of pedicab drivers, including personal grooming, hygiene, and uniforms, is considered important to highly important. These findings highlight the necessity for standardized improvements in both vehicles and drivers to enhance the overall transportation experience.

Relevance of the Demographic Characteristics to the Standardization of the Pedicab Transportation and its Role in the Livelihood of Pedicab Drivers in Intramuros, Manila

The study investigated the relevance of various demographic characteristics—age, gender, civil status, frequency of visits to Intramuros, and money allocated for pedicab transportation—to the standardization of pedicab services and its impact on pedicab drivers' livelihoods. The analysis showed that age, gender, and civil status had no significant impact on the standardization of pedicab transportation. However, the frequency of visits influenced factors like accessibility, weather-proof covering, cushioned passenger seats, comfortably raised seats, and uniforms. Similarly, the money allocated for pedicab use significantly affected accessibility, appropriate carrying capacity, and cleanliness. These findings suggest that certain demographic factors play a role in improving pedicab services and the well-being of pedicab drivers in Intramuros.

Role in Standardization in The Livelihood of Pedicab Drivers in Intramuros, Manila

All eight (8) pedicab drivers who were interviewed agreed that with a better and proper pedicab transportation system implemented by Intramuros Administration, which includes proper lines and passenger pick-up areas, fare system, and permit allocation per barangay, pedicab drivers would be able to improve their income in their livelihood, as well as their connection with their passengers and fellow drivers.

Current Tourism Planning and Development Policies of The IA in Relation to Pedicab Transportation

The researchers were able to interview an employee from the Intramuros Administration. According to Mr. Yap, the IA employee from the OICI Department, they have executed plans that would further develop the pedicab as well as the improvement of the external appearance of pedicab drivers. It was mentioned by Mr. Yap that they have provided six (6) uniforms and a pair of shoes to the registered pedicab drivers. Furthermore, he also stated that the Intramuros Administration organized a free seminar for pedicab drivers to build communication skills and earn better by serving as tourist guide to tourists, however only a few of them attended.

MANAGERIAL IMPLICATIONS

Implementing standardized regulations for pedicab transportation in Intramuros, Manila, can greatly improve the livelihoods of pedicab drivers and create a more efficient transportation system. Training programs in safety, customer service, and route planning will enhance drivers' skills and professionalism, leading to better service and customer satisfaction. Collaborating with local authorities to address congestion, fare systems, and designated pick-up/drop-off points will streamline operations. Partnerships with tourism organizations and hotels could also allow drivers to act as knowledgeable tour guides, increasing their earnings and promoting tourism. Regular evaluations will ensure continuous improvements and sustainability.

FUTURE RESEARCH DIRECTIONS

Investigating the long-term effects of standardized regulations on pedicab transportation in Intramuros, Manila, focuses on sustaining drivers' livelihoods and assessing community impact. Integrating technology like mobile apps for ride-hailing and GPS navigation aims to enhance service efficiency and accessibility. Comparative studies with similar cities analyze the model's viability and scalability. Understanding tourists' perceptions of pedicab services informs improvements to meet visitor expectations. The broader economic and social impacts include job creation, environmental sustainability, cultural preservation, and social inclusion, highlighting pedicabs' multifaceted role beyond transportation.

REFERENCES

- Arifrahara, G. (2018, November). Revitalizing Transport Rickshaw into A Tourist Heritage Vehicles (Case Studies in Bandung, Indonesia). Atlantis Press. <https://www.atlantispress.com/proceedings/icobest-18/25906871>
- Hidayat et al. (2021). Innovation of Mobile-based Pedicab Application to Support National Tourism. IEEE Xplore. <https://ieeexplore.ieee.org/abstract/document/9616774>
- Kamal, M. (2021, January 2). Potential Analysis of Tourist Pedicab Innovation Through Si-Cakta Application in Jember Regency. Atlantis Press. <https://www.atlantispress.com/proceedings/icoship-20/125950274>
- Keller, H., Tsavachidis, M., & Hecht, C. (2020) Concerted Action for the Interconnection of Transport Systems in the Member States in Association with the European Commission.
- Rizal, A., Suharso, P., Hartanto, W., Sukidin, Ani, H. M., & Mardiyana, L. O. (2021). Adaptation strategies for pedicab drivers in their socio-economic life. IOP Conference Series: Earth and Environmental Science, 747. 012100
- Sari et al., (2019, January 17). A system to preserve pedicab as cultural heritage in Solo city, Indonesia. AIP Publishing. <https://aip.scitation.org/doi/abs/10.1063/1.4985504>
- Trinidad, F., & Areola, E. M. Q. (2022). Push and Pull Factors in Influencing Destination Satisfaction for Sustainable Cultural Heritage Tourism Business Model: The Case of Intramuros. Journal of Sustainable Community Development Vol, 4(1).

32. An Exploration of Tourists' Experience at a War Relic

Hai Yen Pham Thi^{*1}, Li-Hsin Chen²

¹ National Kaohsiung University of Hospitality and Tourism, Taiwan

² National Kaohsiung University of Hospitality and Tourism, Taiwan

*Correspondence E-mail: yenpham911@gmail.com

Keywords: Dark Heritage Tourism, Google Reviews, Hoa Lo Prison, Thematic Analysis, Tourists' Experience.

EXTENDED ABSTRACT

Dark tourism, including war sites, has received a growing interest (Lewis et al., 2022). Understanding visitor experiences at those sites is crucial for improving satisfaction, contributing to heritage tourism (Rajasekaram et al., 2022). While numerous studies exist on war relics in central and southern Vietnam (Le & Pearce, 2011; Quang et al., 2022), this study fills this gap by representing a Hoa Lo Prison, a popular relic in northern Vietnam.

Using thematic analysis of online reviews, the study aims to explore visitor experiences at the relic, implying potential areas for improvement.

LITERATURE REVIEW

Dark Heritage Sites

Dark tourism, traveling to places associated with death and suffering like war memorials, is getting more popular (Lewis et al., 2022). Tourists' motives include history learning, empathy and self-reflection (Hartmann et al., 2018). While dark tourism is potential, attracting millions of visitors (Lewis et al., 2022), it highlights the need for understanding of visitors' dark tourism experiences (Rajasekaram et al., 2022).

Factors Affecting Tourist Experience

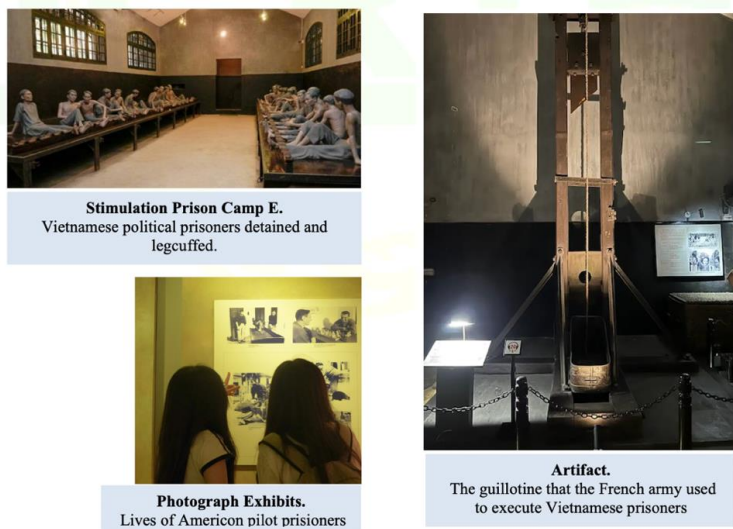
A tourist experience refers to personal thoughts, shaped by physical facilities and also interaction of tourists (Karayilan & Cetin, 2016). Effective interpretation methods, such as storytelling, interactive displays, and knowledgeable tour guide are critical factors creating positive visitor experiences (Hermann & Nemaorani, 2023; Quang et al., 2023). However, historical interpretations can be controversial, leading to perceived bias or one-sided propaganda (Quang et al., 2023). Tourists demand for unique experiences, as evidenced by the satisfaction of visitors towards "tunnel experiences" at a war site (Quang et al., 2023). Positive interaction with the site service staff and well-maintained infrastructure contributes significantly to an overall experience (Chan & Baum, 2007; Pietilä, 2017).

RESEARCH METHOD

Study Site: Hoa Lo Prison Relic

Hoa Lo was originally used by French to imprison Vietnamese political prisoners and later used by the Vietnamese government to house American prisoners. It has turned into a top attraction in Hanoi, welcomed 600,000 visitors in 2023 which doubles the visitors and revenue number of 2017 (Uyen, 2023). It becomes the first and only tourism entity to win an award for the most inspiring project impacting Vietnamese youth (Mai, 2023). Despite positive visitor numbers and award, this study delves deeper into visitor experiences for a more comprehensive understanding.

Figure 1: Permanent exhibition



Since 2019, Hoa Lo has implemented various innovative strategies to improve visitor engagement contributing to its growing popularity. The strategies include:

(1) Storytelling and Audio Guides: Aligning the trend incorporating storytelling (Liu & Lan, 2021), 100 narratives from former prisoners was utilized to offer 35 vivid stories through an Audio Guide, available in seven languages.

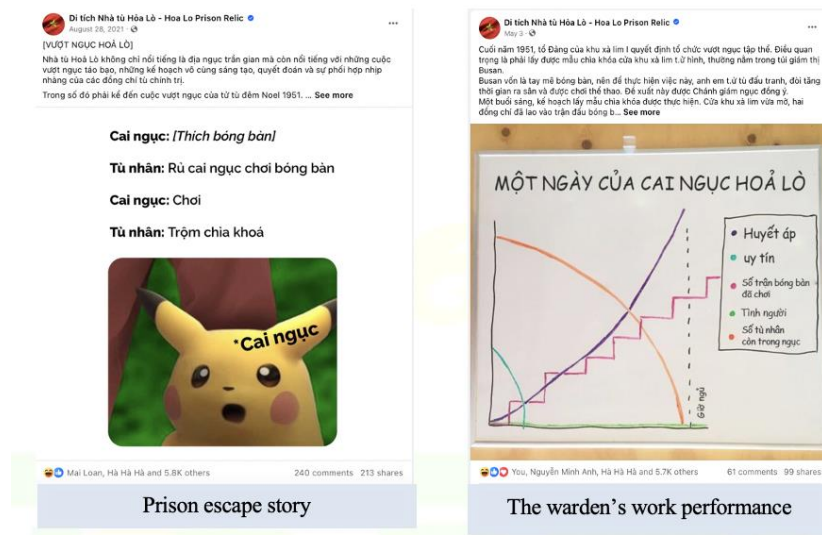
Figure 2: Audio guide

(2) New interactive program: "Sacred Night" tours featuring historical reenactments and prison escape activities have been launched to provide immersive experiences.

Figure 3: Live performances

(3) Improved Hospitality: Frequent staff training for security, ticket sales, reception desk is conducted to ensure consistent guest service.

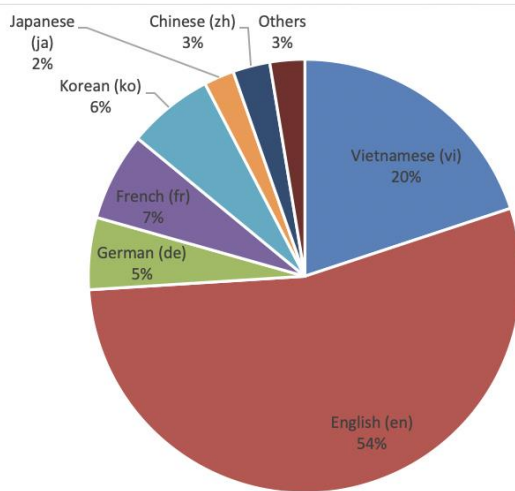
(4) Creative marketing: Combining storytelling with creativity as new marketing strategy, the relic aims to engage younger visitors via the social media.

Figure 4: Creative posts

DATA COLLECTION AND ANALYSIS

Online reviews, gaining popularity in tourism for their authenticity (Xiang & Fesenmaier, 2019), have become a rich resource for researchers (Ramos et al., 2022). This research thus analyses online reviews of Hoa Lo through a qualitative approach to uncover tourists' experience.

Following Lee and Yu's (2018) recommendation for review selection, Google Reviews was chosen as the data source. It owns the largest volume of reviews about the relic and contains rich personal stories rather than solely factual information. Applying sentiment analysis (Taecharungroj & Mathayomchan, 2019), 530 positive reviews (4-5 stars rating) and 47 negative reviews (1-3 stars rating) published between February to May 2024 were collected. Reviews written in multiple languages were translated into English by Google Translate, the tool with improving accuracy (Johnson et al., 2017).

Figure 5: Languages

The study conducted interviews with four visitors to verify the review obtained to gain a deeper understanding of what aspects drive or hinder the experience of tourists.

The data underwent manual coding and thematic analysis to capture the key concepts, and they were classified into themes based on patterns and connections (Krippendorff, 2022). Using an inductive approach, themes are emerged directly from the review content, without any predetermined notions (Karageorghis, et al., 2022). The results revealed key themes driving positive and negative experiences as below tables.

RESULTS

Positive experiences of visitors

Table 1: Themes for positive reviews

Theme	Initial Codes	Attribute (Percent)	Frequency
Engaging Interpretation (42%)	High quality of audio guides	134 (25%)	
	Well organized exhibits of artifacts and signs	64 (12%)	
	Engaging night tour activities	22 (4%)	
Education Value (32%)	Learning about history	142 (27%)	
	Appreciation for peace and freedom	30 (6%)	
Hospitable Staffs (14%)	Professionalism and Enthusiasm	58 (11%)	
	Thoughtful actions	10 (2%)	
	Inspiring marketing team	6 (1%)	
Infrastructure and Accessibility (12%)	Reasonable prices	45 (8%)	
	Sufficient facilities and clean space	13 (2%)	
	Convenient location	6 (1%)	

Negative experiences of visitors

Table 2: Themes for negative reviews

Theme	Initial Codes	Attribute (Percent)	Frequency
Bias portrayal of history (48%)	One-sided propaganda for American prisoners	17 (36%)	
	Lack of detail about Vietnam history	5 (11%)	
Poor Facilities and Exhibits (22%)	Boring exhibits	6 ((13%)	
	Poor Facilities	2 (4%)	
	Others (Overpricing, Signage)	2 (4%)	
Limited Space (17%)	Limited space	2 (4%)	
	Crowd	6 (13%)	
Unpleasant Atmosphere (15%)	Scary	5 (11%)	
	Negative energy	2 (4%)	

DISCUSSION

Findings highlight the importance of storytelling and interpretation, aligning with existing research (Hermann & Nemaorani, 2023). Visitors praised multisensory experience combined of audio guides, well-organized exhibits, and night tours.

While previous literature focuses on tour guides (Quang et al., 2022), this finding showcases the effectiveness of audio guides as an alternative. Audio guides allowed visitors to explore the prison "at their own pace" (R261-en) and offered "thorough, informative and captivating" storytelling (R835-en), making it strongest element contributing to the high praise of interpretation. Interviews echoes these findings, highlighting "emotional voiceover" of audio (Intv-1) and "improved signage" (Intv-3). Furthermore, potential improvement suggested includes improving navigation by "add arrows and numbers" (Intv-2).

"Learning about history" is the most frequent positive comment (32%), confirming the educational value of war heritage sites (Ashworth, 2004). This learning foster's national identity connects across generations, and appreciation for history and peace.

Staff professionalism and enthusiasm aligns with Chan and Baum (2007) on satisfaction with service staff. This study adds the concept of "Thoughtful actions" beyond expectations such as security guard's gesture covering a visitor's bike seat with wet towel due to heat (R462-vi). Social media, though least mentioned, emerged as a "inspiring" motivator for visits (R361-vi), aligning with the prison's prestigious award (Mai, 2023) and supported by interviewee's who considered it as key factor driving their positive experience (Int-4).

The study echoes with the perceived bias in historical portrayal raised in war site research in Vietnam (Quang et al., 2022). Mentioned by 40% of reviewers, it is the major obstacle hindering positive experiences. It emphasizes the challenge of historical interpretation, bridging the gap of experiences of American prisoners.

Exhibits are very one sided. Lots of detail about how poorly the French treated the Vietnamese and how well the American POWs were treated. (R472-en).

MANAGERIAL IMPLICATIONS

Positive feedback on engaging storytelling techniques delivered audio guides and exhibits highlights the importance of the museum's innovative interpretation approaches to visitor preferences. Building on this success, the museum could further investigate approaches such as interactive displays and gamification. Maintaining training programs which stimulate positive interactions and thoughtful gestures could help to leave a lasting impression to visitors. Besides, the exhibits of a comprehensive narrative including more American prisoners' experiences could mitigate the negative feelings of visitors who perceived the exhibits as one-sided propaganda.

FUTURE RESEARCH DIRECTIONS

Future quantitative research could be employed to examine visitor preferences with existing interpretation approaches.

REFERENCES

- Kalnaovakul, K., & Promsivapallop, P. (2021). Dimensions of Night Market Visit Experience of International Tourists: An Analysis of Google Reviews of Night Markets in Phuket, Thailand. *Asia-Pacific Social Science Review*, 21(3).
- Quang, T. D., Dang Vo, N. M., Van Nguyen, H., Thi Nguyen, Q. X., Ting, H., & Vo-Thanh, T. (2023). Understanding tourists' experiences at war heritage sites in Ho Chi Minh city, Vietnam: a netnographic analysis of TripAdvisor reviews. *Leisure Studies*, 1-20.
- Liu, P., & Lan, L. (2021). Museum as multisensorial site: story co-making and the affective Interrelationship between museum visitors, heritage space, and digital storytelling. *Museum Management and Curatorship*, 36(4), 403-426.
- Taecharungroj, V., & Mathayomchan, B. (2019). Analysing TripAdvisor reviews of tourist attractions in Phuket, Thailand. *Tourism Management*, 75, 550-568. <https://doi.org/10.1016/j.tourman.2019.06.020>
- Uyen, P. (2023). Hoa Lo Relic attracts visitors for creative practices. SVHTT. Retrieved from <https://sovhtt.hanoi.gov.vn/di-tich-nha-tu-hoa-lo-thu-hut-du-khach-nho-cach-lam-sang-tao/>
- Mai, C. (2023). The marketing team of Hoa Lo Relic. WECHOICE AWARDS. Retrieved from <https://wechoice.vn/>

33. Tourist Market Profile and Behaviour Analysis of Carabao Island Visitors: Understanding Preferences and Travel Patterns

Gina V. Mapalad¹

¹ Romblon State University, Philippines

*Correspondence E-mail: ginamapalad@yahoo.com

Keywords: Carabao Island, Domestic Tourism, Romblon Tourism Industry, Tourist Behaviour, Tourist Market Profile.

EXTENDED ABSTRACT

The Philippines' tourism industry highlights its diverse natural, cultural, and historical treasures under the motto "It's more fun in the Philippines!" The 2017 Tourism Guidebook for LGUs emphasizes the potential of every locality to develop into a tourist destination or become a player in regional tourism. This study focuses on Carabao Island in Romblon, a promising destination near the renowned Boracay Island, profiling tourist behaviour through quantitative research. Sixty respondents were surveyed via purposive sampling, analysing data with frequency and percentage distributions. Results show Carabao Island attracts primarily middle-aged, single, educated, and self-employed males from Western countries, with domestic tourists mainly from nearby Visayan regions. Visitors typically stay multiple nights, spend over ₱10,000, and rely heavily on online sources. Key findings suggest diversifying promotional strategies to attract diverse age groups and nearby Asian countries, partnering with Boracay operators, and promoting domestic tourism. High spending and longer stays reflect visitor satisfaction, emphasizing the need for quality attractions and amenities. This study informs LGUs and tourism management on enhancing Carabao Island's appeal sustainably, aligning with national tourism goals.

LITERATURE REVIEW

Tourist behaviour, a critical aspect of tourism development, encompasses actions before, during, and after travel, including planning, decision-making, and service consumption (Juvan et al., 2017). Understanding this behaviour is essential for effective marketing, planning, and implementing tourism strategies. It manifests in various ways: pre-travel planning and booking, experiencing services during travel, and post-travel activities that influence future behaviour. This knowledge is crucial for tourism service providers, public sector planners, and tourists themselves. Research on small island destinations reveals that while they primarily attract "sea, sand, and sun" mass tourism, visitor spending is influenced by various factors (ABTA, 2018). These include socioeconomic aspects like income and group size, travel-specific elements such as accommodation type and length of stay, and destination-specific features like unique offerings and service quality (Gomez-Deniz et al., 2019; Marrocu et al., 2015). First-time visitors tend to spend more than repeat visitors, often seeking experiences beyond standard offerings (Zopiatis & Pericleous, 2021). Understanding these patterns and influences is vital for developing effective tourism strategies, enhancing visitor experiences, and optimizing economic benefits for destinations.

RESEARCH METHOD

The study used a descriptive-quantitative approach to analyse tourist behaviour on Carabao Island (locally known as Hambil) in San Jose, Romblon province, Philippines. A purposive sample of 60 domestic and foreign tourists was surveyed using an adapted questionnaire from the Tourism Guidebook for Local Government Units. Data collection involved obtaining permission, distributing and collecting on-site questionnaires, and analysing responses with computer software using frequency and percentage distribution. This method provided detailed insights into tourist demographics, interests, and spending habits, essential for informing local tourism development strategies.

RESULTS

The Demographic Profile of the Respondents

The majority of visitors (36.67%) were aged 31-40, followed by 41-50 (21.67%). Males comprised 58.33% of the sample, and 60% were single. Regarding education, 45% held diplomas or certificates, while 28.34% had bachelor's degrees. Self-employment was the most common occupation (36.67%). Notably, 75% of visitors were international tourists from countries such as Germany, the USA, England, and Canada, while 20% were domestic tourists from other Philippine provinces or cities. The remaining 5% were Balikbayans. This profile suggests that Carabao Island attracts a diverse, predominantly middle-aged, well-educated, and international visitor base.

Carabao Island Tourists' Behaviour

The majority of tourists (56.67%) stayed for multiple nights, with Long White Beach being the most popular attraction (37.76%). Swimming and snorkelling were the preferred activities (25.77% and 25.15% respectively). Most visitors travelled with friends (46.67%) or family (30%), typically in small groups of 1-2 (43.33%) or 3-5 people (41.67%). Slightly over half (51.67%) opted for package tours. Notably, 58.34% of visitors spent more than 10,000 pesos during their stay. The Internet was the primary source of information about the island (66.67%), followed by recommendations from family and friends (26.67%). This data suggests that Carabao Island attracts visitors for extended stays, offers diverse activities, and appeals to those seeking social travel experiences with moderate to high spending capacity.

DISCUSSIONS

Carabao Island's tourist demographics highlight significant implications for tourism development. Predominantly middle-aged (31-50 years), mostly male (58.33%), and international (75%), they reflect global adventure tourism trends (UNWTO, 2019). These visitors are typically well-educated, self-employed individuals seeking authentic experiences (Cohen et al., 2014). While international tourism thrives, there's potential to diversify by increasing domestic visitors (currently 20%) and attracting more females. Balikbayans (5%) present opportunities for repeat visits and word-of-mouth marketing (Ramos & Maliglig, 2020). To capitalize on these trends, there's a need for high-quality, authentic experiences tailored for well-educated, middle-aged travellers with disposable income. Strategies should also aim to attract a broader range of demographics, aligning with national tourism goals (Department of Tourism, 2016; Ramos, 2023).

Tourists on Carabao Island tend to have extended stays, likely due to their distant origins (Jackman et al., 2020), drawn by the island's long white beach, reminiscent of Boracay. Many travel with friends, reflecting active tourism trends (Vila et al., 2020), with a possible shift post-COVID towards family-oriented experiences (Corbisiero & Monaco, 2021). The preference for package tours supports the demand for customizable experiences (Liao & Chuang, 2020), correlating higher expenditures with longer stays (Yang et al., 2021). The Internet serves as a primary information source, particularly for older, cautious travellers (Mannaa, 2019), guiding tailored tourism strategies to meet visitor expectations and preferences.

MANAGERIAL IMPLICATIONS

With a predominant demographic of middle-aged, well-educated, and predominantly male international visitors, there is an opportunity to enhance diversity by attracting more domestic and female tourists. Highlighting Boracay-like features and unique attractions can attract long-stay visitors from distant markets. Product development should emphasize high-quality, customizable experiences, including adventure and eco-tourism options, and family-friendly packages to meet post-COVID trends. Investing in infrastructure, sustainability, and enhancing beach activities is crucial, alongside a robust online presence tailored to older travellers. Effective use of online platforms and partnerships with nearby destinations will help optimize offerings, extend visits, boost revenue, and ensure a sustainable tourism industry with enhanced visitor satisfaction.

FUTURE RESEARCH DIRECTIONS

Future research on Carabao Island's tourism could focus on increasing domestic tourism beyond the current 20% by understanding local preferences. Studying the motivations and preferences of female travellers would provide insights into attracting this demographic. Longitudinal studies tracking visitor behaviour over time could uncover factors influencing repeat visits. Research into post-COVID travel trends and their impact on visitor demographics and preferences is crucial. Assessing the environmental sustainability of tourism activities and exploring partnerships with neighbouring destinations like Boracay would optimize regional tourism. Effective digital marketing strategies tailored to older travellers, who rely heavily on online sources, could enhance marketing efforts.

REFERENCES

- ABTA. (2018). Holiday habits report. <https://www.abta.com/sites/default/files/2018-10/Holiday%20Habits%20Report%202018%20011018.pdf>.
- Cohen, S. A., Prayag, G., & Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities. *Current Issues in Tourism*, 17(10), 872-909.
- Corbisiero, F. & Monaco, S. (2021). Post-pandemic tourism resilience: changes in Italians' travel behaviour and the possible responses of tourist cities. *Worldwide Hospitality and Tourism Themes*, 13(3), 401-417. Emerald Publishing Limited. ISSN 1755-4217. <https://doi.org/10.1108/WHATT-01-2021-0011>
- Department of Tourism. (2016). National Tourism Development Plan 2016-2022. Republic of the Philippines.

- Gomez-Deniz, E., Perez-Rodriguez, J.V., & Boza-Chirino, J. (2019). Modelling tourist expenditure at origin and destination. *Tourism Economics*, 26(3), 437-460.
- Jackman, M., Lorde, T., Naitram, S., & Greenaway, T. (2020). Distance matters: the impact of physical and relative distance on pleasure tourists' length of stay in Barbados. *Annals of Tourism Research*, 80. <https://doi.org/10.1016/j.annals.2019.102794>.
- Juvan, E., Omerzel, D.G., & Maravic, M.U. (2017). Tourist behaviour: An overview of models to date. Management International Conference, Monastier di Treviso (Venice), Italy, 24-27 May 2017. Retrieved from <https://www.hippocampus.si/ISBN/978-961-7023-71-8/2.pdf>
- Liao, C-S & Chuang, H-K. (2020). Tourist preferences for package tour attributes in tourism destination design and development. *Journal of Vacation Marketing*, 26(2). <https://doi.org/10.1177/1356766719880>
- Mannaa, M.T. (2019). Travel information sources among United Arab Emirates travelers. *International Journal of Heritage, Tourism and Hospitality*, 13(1), 48-57. https://ijhth.journals.ekb.eg/article_3510408a5f7c7_d32964023_daf96c084326e1a.pdf
- Marocu, E., Paci, R., & Zara, A. (2015). Micro-economic determinants of tourist expenditure: A quantile regression approach. *Tourism Management*, 50, 13-30.
- Ramos, C. M. (2023). DOT sees 122M domestic trips in 2023. Philippine News Agency.
- Ramos, J. C., & Maliglig, R. S. (2020). Balikbayan tourism in the Philippines: Challenges and opportunities. *Journal of Tourism and Cultural Change*, 18(5), 555-569.
- UNWTO. (2019). *International Tourism Highlights, 2019 Edition*. United Nations World Tourism Organization.
- Vila, N.A., Brea, J.A.F., & de Araujo, A.F. (2020). Health and sport. Economic and social impact of active tourism. *Eur. J. Investig. Health Psychol. Educ.*, 10(1), 70-81. <https://doi.org/10.3390/ejihpe10010007>
- Yang, C-W, Wu, C-L, & Lu, J-L. (2021). Exploring the interdependency and determinants of tourism participation, expenditure, and duration: An analysis of Taiwanese citizens traveling abroad. *Tourism Economics*, 27(4), 649-669. <https://doi.org/10.1177/135481661989665>
- Zopiatis, A., & Pericleous, K. (2021). Profiling the package traveler: An expenditure-based segmentation endeavor. *Journal of Destination Marketing & Management*, 21, 100636. doi:10.1016/j.jdmm. 2021. 100636

34. Strategies for Food Waste Management System of Small Restaurants in Sta. Mesa, Manila

Joanna Camille Alojado¹, Mary Rose Domer², Ivy Sariah Macallop³ and Charles Joshua Paul Tannagan⁴, Dr. Emily Banzel⁵, Dr. Jovid Maricar Maranan⁶

¹Joanna Camille Alojado, Polytechnic University of the Philippines, Philippines

² Mary Rose Domer, Polytechnic University of the Philippines, Philippines

³ Ivy Sariah Macallop, Polytechnic University of the Philippines, Philippines

⁴ Charles Joshua Tannagan, Polytechnic University of the Philippines, Philippines

⁵ Dr. Emily V. Banzel, Polytechnic University of the Philippines, Philippines

⁶ Dr. Jovid Maricar Maranan, Polytechnic University of the Philippines, Philippines

*Correspondence email: evbanzel@pup.edu.ph

Keywords: Food Waste, Small Restaurant, Strategies, Sustainability.

EXTENDED ABSTRACT

A quantitative survey explored carinderia owners' and staff's perceptions of waste management strategies and their benefits. Waste Management Theory provided a framework for developing these strategies. The research hypothesized links between strategies and benefits, exploring these connections through statistical analysis. It aimed to empower owners with practical solutions aligned with global sustainability goals. The analysis revealed a young carinderia workforce with limited experience. However, there was strong agreement on the effectiveness of implemented waste management strategies, particularly portion control and proper preparation, in reducing waste and improving operations. This research identifies specific strategies like portion control as key to waste reduction. By highlighting the positive outcomes, the study empowers carinderia owners and policymakers to adopt sustainable waste management, contributing to environmental and operational improvements.

LITERATURE REVIEW

Procurement

Smart buying cuts food waste in restaurants (Poirot, 2019). Order exactly what's needed, considering environmental impact (e.g., sustainable suppliers), and analyze data to avoid excess purchases. Public programs can also help by including green criteria in food procurement (Gómez-Ramos & Rico Gonzalez, 2023). This aligns with UN's goal to halve food waste by 2030 (Clausen, Hansen, & Kristensen, 2021).

H1: There is a significant relationship between procurement and the benefits of utilizing food waste management systems in small restaurants.

Inventory Management

Careful inventory management is a secret weapon against food waste throughout the supply chain (Kaur et al., 2018). Businesses that closely monitor stock levels can order only what's needed, preventing

perishable items from spoiling. Regularly checking inventory and using data-driven tools can further reduce waste, even for businesses hesitant about a just-in-time approach (Legaspi, 2018; Dean et al., 2023). This focus on efficient inventory aligns with a circular economy and food recovery goals, contributing to UN Sustainable Development Goal 12.3 (Dean et al., 2023).

H2: There is a significant relationship between inventory management and the benefits of utilizing food waste management systems in small restaurants.

Food Preparation

Food waste plagues the hospitality industry, hurting profits and sustainability efforts (Okumus, 2019). To tackle this, better food handling practices are crucial throughout the kitchen (Filimonau & de Coteau, 2019). Training staff on portion control and menu planning, alongside using technology for accurate demand forecasting, can significantly reduce excess food (Okumus, 2019; Wen et al., 2018). Educating customers on portion sizes can further prevent over-ordering and plate waste (Okumus, 2019).

H3: There is a significant relationship between proper methods of preparation and the benefits of utilizing food waste management systems in small restaurants

Portion Control

Hotels battle food waste due to large portions and limitations on reusing leftovers (Filimonau et al., 2022b). Though staff feel guilty about waste, they often lack control over portion sizes (Goh & Jie, 2019). Studies show significant reductions in discards with smaller portions and staff education on food waste (Pinto et al., 2018; Camilleri-Fenec et al., 2020). This aligns with broader efforts to tackle food waste in commercial food service industries (Filimonau et al., 2022c).

H4: There is a significant relationship between portion control and the benefits of utilizing food waste management systems in small restaurants.

RESEARCH METHOD

This study examined food waste management in small restaurants in Sta. Mesa, Manila. Researchers used a quantitative approach to assess how restaurant owners and staff perceive different strategies.

A convenient sampling method selected participants from the top 3 barangays. With a target population of 381. Yamane's formula yielded a sample size of 192.

A structured questionnaire gathered demographic data, perceptions of food waste strategies, and perceived benefits.

Descriptive statistics are used to summarize responses for each strategy and benefit. Inferential statistics explored relationships between strategies and benefits.

RESULTS

Table 1 shows the demographic profile of the respondents. There are 120, 56, and 16 respondents aged 18-30, 31-45, and above 45 respectively. In terms of educational attainment 74, 98, and 20 respondents are high school, undergraduate, and college graduates respectively. In years of experience, 134, 48 and 10 respondents have below 5 years, 6-15 years, and above 15 years respectively.

Table 1: Demographic Profile of the Respondents

Profile		Frequency	Percentage
Age Group	18-30	120	62.5%
	31-45	56	29.17%
	Above 45	16	8.33%
Educational Attainment	High School	78	40.64%
	Undergraduate	94	48.96%
	College Graduate	20	10.41%
Years of experience	Below 5 years	134	69.79%
	6-15 years	48	25%
	Above 15 years	10	5.21%

Table 2 reveals the strategies used by the carinderias. Methods of preparation and portion control got the highest mean of 3.36. On the other hand, procurement and inventory management got the same mean of 3.2. For all four strategies, respondents strongly agree.

Table 2: Strategies Implemented by the Carinderias

Strategies	Mean	SD	Interpretation
Procurement	3.28	.84	Strongly Agree
Inventory Management	3.28	.84	Strongly Agree
Methods of Preparation	3.36	.81	Strongly Agree
Portion control	3.36	.79	Strongly Agree

Table 3 presents the benefits associated with waste management. Staff awareness and engagement got the highest mean with 3.38 while environmental sustainability with 3.36. All of these benefits have a verbal interpretation of strongly agree.

Table 3: Benefits associated with Waste Management

Benefits of Waste Management	Mean	SD	Interpretation
Food cost Optimization	3.37	.75	Strongly Agree
Environmental Sustainability	3.36	.75	Strongly Agree
Staff awareness and engagement	3.38	.79	Strongly Agree

As reflected in the table below, all the strategies are significant to the benefits of waste management. The

computed r- value of 0.714, .649, .0843 and 0.739 are greater than the critical value of 0.226 at 0.05 significance level with p -value of 0.000 respectively. These results support our hypotheses H1, H2, H3, and H4 of a significant relationship between procurement, inventory management, methods of preparation and portion control, and the benefits of utilizing food waste management systems in small restaurants respectively.

Table 4: Relationship Between Strategies and Benefits of Waste Management

Criteria	Computed r-value	Critical r-value	p-value	Analysis
Procurement	0.714	0.226	.000	Significant
Inventory Management	0.649	0.226	.000	Significant
Methods of Preparation	0.843	0.226	.000	Significant
Portion control	0.739	0.226	.000	Significant

DISCUSSIONS

This study investigates food waste management in Sta. Mesa, Manila's carinderias. It focuses on strategies like procurement, inventory control, preparation methods, and portion control to reduce waste, enhance sustainability, and lower costs for these vital businesses.

A survey revealed a young carinderia workforce with varying levels of experience. Despite this, strong agreement emerged on the effectiveness of waste management strategies, particularly portion control and proper preparation, in reducing waste and improving operations.

The study delved further into perceptions of these strategies' benefits. Survey responses overwhelmingly highlighted the positive impact on cost optimization, environmental sustainability, and efficient inventory management. This suggests waste management strategies can be compatible with a young workforce and contribute to carinderia success in achieving their sustainability goals.

MANAGERIAL IMPLICATIONS

Simple waste management strategies like portion control and proper preparation methods are highly effective in reducing waste and improving operations. Despite the effectiveness, implementing training programs on these strategies can further enhance staff understanding and ensure consistent application. Effective waste management leads to cost optimization through reduced food waste and improved inventory management. Additionally, it contributes to environmental sustainability.

FUTURE RESEARCH DIRECTIONS

This carinderia waste management study paves the way for future research. Examining practices across Philippine regions and carinderia types can identify wider solutions. In-depth interviews and quantifying food waste can further refine our understanding. Exploring mobile apps, smart inventory systems, community composting, and food donation programs offers promise for sustainable carinderia practices. Future research can solidify the economic and environmental benefits of waste management, empowering carinderia owners for a greener Philippine food industry.

REFERENCES

- De Jesus, M. (2019). How to avoid food waste in the restaurant industry. F&B Report Magazine, 16(1). <https://fnbreport.ph/10906/how-to-avoid-food-waste-in-the-restaurant-industry/>
- Dumdum, J. M. (2022, March 7). Hunger and food waste in the Philippines. Sustainability Solutions Exchange. Retrieved July 24, 2023, from <https://sustainability.ph/news-articles/hunger-and-food-waste-in-Philippines>
- Ishangulyyev, R., Kim, S., & Lee, S. H. (2019). Understanding Food Loss and Waste—Why Are We Losing and Wasting Food? Foods, 8(8), 297. <https://doi.org/10.3390/foods8080297>
- Nikolicic, S., Kilibarda, M., Maslarić, M., Mircetic, D., & Bojic, S. (2021). Reducing food waste in the retail supply chains by improving efficiency of logistics operations. Sustainability, 13(12), 6511. <https://doi.org/10.3390/su13126511>
- Manala-O, S., & Aure, P. a. H. (2019). Food waste behaviour of young fast-food consumers in the Philippines. ResearchGate. https://www.researchgate.net/publication/336675631_Food_Waste_Behaviour_of_Young_Fast-food_Consumers_in_the_Philippines
- Melo-Rijk, M., Lasch, J., Abrigo, I., Roque, L., Stuart Del Rosario, L., Mahusay, M., Jordan, J., Villalon, G., & Callada, J. (2021). Food Waste Management in Hotels. WWF Philippines. Retrieved May 18, 2023, from <https://docplayer.net/228526026-Food-waste-management-in-hotels-a-pilot-study-in-the-philippines.html>

35. Development of Community-Based Tourism Village in Kelurahan Binong, Bandung City

Rachmat Astiana*¹

¹Sekolah Tinggi Ilmu Ekonomi Pariwisata Yapari (STIEPAR YAPARI)

*correspondence E-mail: rachmatastiana@gmail.com

ABSTRACT

This study, titled "Development of Community-Based Tourism Village in Kelurahan Binong, Bandung City," addresses the problem of optimizing the tourism potential in Kelurahan Binong, which is currently underdeveloped and suffers from a lack of tourism awareness among the local community. The research was conducted in Kelurahan Binong, Batununggal District, Bandung City, using a participatory method involving the community in the processes of identifying and inventorying tourism potential, establishing a management institution, and raising tourism awareness. The results show that with proper guidance and active community involvement, Kelurahan Binong has significant potential to develop into a prominent tourist destination by enhancing tourist attractions, facilities, and accessibility. In conclusion, active community participation and support from the government and related institutions are crucial in developing sustainable community-based tourism that positively impacts local economic welfare.

36. Improving Digital Tourism Experience for Older Tourists: Understanding User Types and Needs

N Alia Fahada W Ab Rahman*¹, Nurul Najwa Napatah²

¹N Alia Fahada W Ab Rahman, Universiti Malaysia Terenganu, Malaysia

²Nurul Najwa Napatah, Universiti Malaysia Terenganu, Malaysia

*correspondence E-mail: n.alia@umt.edu.my

Keywords: Digital Barriers, Digital Tourism, Digital Tourist Experience, Inclusive Tourism, Elderly Tourists.

EXTENDED ABSTRACT

Tourism has a crucial role in preserving a superior standard of living for older people. Due to the swift advancement of digital technology, a growing number of older people are using technology at different stages of the travel phase. The tourism industry has the potential to gain advantages from the demographic transition as more and more seniors engage in leisure activities (Patterson, 2018). By 2050, it is projected that two million older people will travel each year in the period following the epidemic (Liew et al., 2021). Nevertheless, current research frequently depends on generalizations about the technological skills of older adults and neglects the dynamic nature of their digital needs. While the benefits of technological usage among older adults are often emphasized, the potential challenges have been generally neglected. Furthermore, older people are not a uniform population; they display substantial differences in their backgrounds, travel behaviour, levels of digital proficiency, and specific requirements. To improve their digital travel experiences, it is essential to initially categorize these various subgroups, understanding their distinct preferences and behaviours regarding travel motivation, digital proficiency, and digital acceptance. The first stage is crucial in creating suitable solutions that are specifically designed to meet their unique needs.

LITERATURE REVIEW

Research has shown that age is a significant factor in predicting differences in the acquisition of digital skills and knowledge (Yoon., et al. in 2020; Hargittai., et al. 2019). Another factor that plays an important role in influencing older people's engagement with technology is physical abilities (Pirhonen et al., 2020). Other than that, the nature of technology which is complicated also influences the readiness of this group to use technology (Marston et al., 2019). In addition to the challenge of gaining new skills, the reluctance of older age groups to embrace change has been recognized as a hindrance to the elderly's adoption of digital technology. Conversely, the degree of certainty and self-evaluation of computer skills are significant factors in encouraging older individuals to engage with digital technology (Berkowsky et al., 2017).

Extant research has mainly viewed digital technology regards technology as a tool that serves enterprises. However, this perspective has faced criticism for neglecting the broader collaboration of persons, systems, and governance at a macro level (Werthner et al., 2015). While inclusive tourism has been suggested as a means to allow disadvantaged population groups to participate in tourism, there has been limited research on how to efficiently encourage older adults in tourism by using the positive effects of digitalization. To bridge this gap, this study adopted a qualitative approach, to understand older adults' tourist digital tourism usage and develop an older tourists' digital usage typology. This research expands upon the theory of digital tourism by exploring contextual and individual aspects, specifically the consequences of the increased application of digital in the tourism environment and the challenges faced by older people in adopting digital technology. The development of an older tourist-friendly digital environment which corresponds specifically to the needs and preferences of older adults is also highlighted by providing recommendations to destination and service providers.

RESEARCH METHOD

This study aimed to understand the digital usage of older tourists in the market of older adult travellers. Hence, the qualitative research methodology and interview design were selected to explore the individual's experience comprehensively. The sampling frame comprises Malaysian older adults aged 60 years or older who have travelled during the past year and have utilized digital technologies during their excursions. Thirteen interviews were carried out. Out of the participants, there were five females and eight males. The average age was 64 years old. Additionally, eight of the participants have a bachelor's degree or higher. The interviews had a duration of 45 minutes and were recorded. Subsequently, all audio recordings were transcribed categorized, and analysed thematically (Braun and Clarke, 2006).

RESULTS

The interviews have revealed that three distinct typologies of older tourists utilize digital technology. These typologies are based on their travel behaviour, usage of digital devices, and level of digital literacy. First, pragmatic users are individuals who employ digital technology practically and efficiently. They utilize digital technologies to fulfil their needs. Next, cautious users refer to older people who are hesitant to use digital technology because of worries about security and privacy. These people express a careful and thoughtful attitude when engaging with technology, desiring reassurance and favouring dependable and simple solutions. They adopt a cautious and deliberate strategy in utilizing technology, frequently seeking assistance or guidance from others. The final group are the fumbling users. These are individuals who face difficulties in utilizing digital technology, typically because they lack familiarity or confidence.

DISCUSSIONS

This study investigated the usage of digital technology by older adult tourists to determine the extent to which digitalization in the tourism industry meets the needs of older tourists and the specific features of digital technology used in tourism and travel that they find valuable. The needs within this industry exhibit significant diversity, and various categories of older tourists prioritize distinct forms of digital technologies. The established typology aligns with the literature that supports the existence of a digital

gap, particularly across different age groups (Minghetti & Buhalis, 2010). These findings enable service providers to understand older consumers and develop offerings that align with the demand of this specific customer segment.

Research suggests that older individuals are often seen as resistant to technology and reluctant to embrace new technological advancements (Niemelä-Nyrhinen, 2007). This study partially confirms this notion. Despite being actively engaged with digital technologies in travel, the older tourist has reservations about their utilization and have not fully embraced this technology. This is related to certain constraints including safety and security concerns, digital literacy level, and physical ability.

MANAGERIAL IMPLICATIONS

Managers can enhance their strategies by understanding the unique attributes and needs of various digital tourism users, enabling them to customize their to fulfill the needs of each segment effectively. Implementing this targeted strategy will enhance user satisfaction, increase engagement, and drive business success in the digital tourist sector.

FUTURE RESEARCH DIRECTIONS

To validate the findings and analyze the market composition of various users, it is important to conduct a quantitative investigation in the future. Further research is required in diverse cultural contexts to enhance our understanding of older tourists as consumers of digital technology in the tourism industry.

ACKNOWLEDGEMENT

This work was funded by Talent and Publication Enhancement-Research Grant (TAPE-RG) sponsored by Universiti Malaysia Terengganu (Vot55421).

REFERENCES

- Hargittai, E., Piper, A. M., & Morris, M. R. (2019). From internet access to internet skills: Digital inequality among older adults. *Universal Access in the Information Society*, 18(4), 881-890. <https://doi.org/10.1007/s10209-018-0617-5>
- Liew, S. L., Hussin, S. R., & Abdullah, N. H. (2021). Attributes of senior-friendly tourism destinations for current and future senior tourists: An importance-performance analysis approach. *SAGE Open*, 11(1), 2158244021998658. <https://doi.org/10.1177/2158244021998658>
- Marston, H. R., Genoe, R., Freeman, S., Kulczycki, C., & Musselwhite, C. (2019). Older adults' perceptions of ICT: Main findings from the technology in later life (TILL) study. In *Healthcare*, 7(3), 86. <https://doi.org/10.3390/healthcare7030086>
- Minghetti, V., & Buhalis, D. (2010). Digital divide in tourism. *Journal of Travel Research*, 49(3), 267-281. <https://doi.org/10.1177/0047287509349268>
- Niemelä-Nyrhinen, J. (2007). Baby boom consumers and technology: Shooting down stereotypes. *Journal of Consumer Marketing*, 24(5), 305-312. <https://doi.org/10.1108/07363760710773118>
- Patterson, I. (2017). *Tourism and leisure behaviour in an ageing world*. CABI.

- Pirhonen, J., Lolich, L., Tuominen, K., Jolanki, O., & Timonen, V. (2020). "These devices have not been made for older people's needs"—Older adults' perceptions of digital technologies in Finland and Ireland. *Technology in Society*, 62, 101287. <https://doi.org/10.1016/j.techsoc.2020.101287>
- Werthner, H., Alzua-Sorzabal, A., Cantoni, L., Dickinger, A., Gretzel, U., Jannach, D., & Zanker, M. (2015). Future research issues in IT and tourism. *Information Technology & Tourism*, 15(1), 1-15. <https://doi.org/10.1007/s40558-014-0013-1>
- Yoon, H., Jang, Y., Vaughan, P. W., & Garcia, M. (2020). Older adults' internet use for health information: Digital divide by race/ethnicity and socioeconomic status. *Journal of Applied Gerontology*, 39(1), 105-110. <https://doi.org/10.1177/0733464818770772>

37. Transforming Stories into Revenue: An Analysis of Marketing Strategy at a Traditional Hotel

Sabrina Reyes^{*1}, Dr. Li-Hsin Chen²

¹Sabrina Reyes, National Kaohsiung University of Hospitality and Tourism, Taiwan, ROC

² Dr. Li-Hsin Chen, National Kaohsiung University of Hospitality and Tourism, Taiwan, ROC

*Correspondence E-mail: 5121A006@stu.nkuht.edu.tw

Keywords: Historical and Cultural Appeal, Marketing Strategy, Stories, Traditional Hotel.

EXTENDED ABSTRACT

Traditional hotels cater to travellers' preferences, budgets, and purposes by offering accommodation alongside a range of services and amenities for a comfortable stay. In the competitive hospitality industry, these hotels face the challenge of balancing their historical significance and cultural heritage with the needs of modern guests. Their rich narratives and architectural beauty define their unique identity and serve as powerful marketing tools that enhance guest experiences and drive revenue.

Despite the popularity of contemporary options, traditional hotels remain crucial in tourism and cultural conservation efforts, offering historical significance through their past stories. They differentiate themselves by leveraging their historical narratives to appeal to guests, making effective marketing strategies essential. Pereira (2019) notes the rising importance of storytelling in marketing, though there's limited research on how historical stories specifically influence marketing in traditional hotels.

This study addresses this gap by examining the role of historical storytelling in crafting effective marketing strategies for traditional hotels, with a focus on the Grand Hotel in Taiwan as a case study.

LITERATURE REVIEW

More firms recognize that storytelling or narrative addresses critical leadership challenges (Denning, 2006), such as capitalizing on opportunities, like branding. The firm's objectives would determine the ways in which the stories are structured. For example, Denning (2006) identified eight different narrative patterns, one of which identified the objective being to communicate who the firm is through branding. He therefore stated that a suitable story would be one that is usually told by the product or service itself, customer's word-of-mouth or by a credible third party. In doing this, the firm needs to ensure that it follows its brand promise. Existing literature frequently discusses storytelling in marketing with respect to product brands, and the emotional attachment placed on these products. These stories aim to elicit feelings and emotions through advertisements (Kim et al., 2018). People make purchases and record their experiences through storytelling; these are considered important since they ignite emotional responses, prompting frequent and/ or increased purchases.

Brand storytelling is an evolving branding technique which involves continuous narratives about the brand through publishing and sharing useful brand-related content with consumers (Du Plessis, 2015). This technique has been employed and looked at in the fields of anthropology, psychology, and sociology. Marketers utilizing this technique attempt to engage consumers by creating consumer experiences through brand-related content. As is the case with Coca-Cola, the brand is renowned for its brand storytelling techniques, where it uses a highly visual and sharable approach to engage its customers, through its website to integrate stories with its brand.

More recent research has begun to explore the implications of storytelling in the tourism industry (Solomon et al., 2022). Tourists' experiences, through storytelling, are now known to be crucial determinants in their design. These stories take the form of online reviews and these can effectively engage target audiences. Studies into how these stories can be used to guide the design of tourist experiences is limited. Furthermore, literature on how stories from the origin of traditional hotels, rather than the experiences after visits, may be used to guide the marketing process has never been explored.

RESEARCH METHOD

This qualitative study focuses on the Grand Hotel, a renowned traditional hotel in Taiwan known for its traditional Chinese palace-style architecture and cultural significance. While it does not aim for the generalizability of quantitative methods, the research offers a deep exploration of this prominent establishment within the Taiwan hotel industry. The Grand Hotel, with its two locations, has hosted numerous dignitaries and earned acclaim for promoting Chinese culture through its lavish architecture and captivating stories, appealing to a wide audience with its historical charm.

Data Collection

800 online reviews from TripAdvisor.com, Agoda.com, and Trip.com spanning August 2019 to May 2024 were analyzed to provide comprehensive, real-time feedback for understanding the Grand Hotel's strengths, weaknesses, and marketing effectiveness. This period offered insights across industry changes, supporting strategic analysis.

Interviews were conducted with executives including the Operations Manager and Human Resources Officer of the Grand Hotel Kaohsiung, each with over eleven years of experience. Two one-hour semi-structured interviews, facilitated by an English translator due to language differences, explored topics such as the hotel's history, cultural elements in marketing, competitive advantages, guest attractions, activities for cultural immersion, success metrics, guest relationships, technological use in marketing, and future marketing and sustainability strategies.

A Guest Experience Survey, administered to eight English-speaking university students who toured the Grand Hotel Kaohsiung, assessed satisfaction factors using Likert scales and open-ended questions via the Line messaging platform. Though qualitative, the small sample size limits generalization of findings.

RESULTS

This study examines how historical origin stories of traditional hotels, such as the Grand Hotel in Taiwan, influence marketing strategies, contrasting with literature focusing on consumer narratives. These stories form the foundation of the hotel's cultural charm and contribute to heritage conservation in Taiwan. Online reviews frequently highlight the hotel's impressive architecture and traditional Chinese décor as key themes that enhance guest experiences. These historical narratives attract guests seeking to immerse themselves in the hotel's cultural heritage, driving promotional efforts. Executives emphasize the appeal of the hotel's history, culture, architecture, and artifacts to guests, reinforcing the hotel's reputation. Guests often fulfill the adage, 'You must stay at the Grand Hotel at least once in your lifetime,' drawn by its rich history.

In a Guest Experience Survey, participants expressed high satisfaction with the hotel tour, impressed by the tour guides' knowledge and storytelling. They showed strong intentions to recommend the hotel and return, reflecting high satisfaction and loyalty. This engagement underscores the importance of storytelling in enhancing cultural experiences and guest satisfaction.

DISCUSSIONS

The findings have several theoretical implications for marketing, heritage conservation, and consumer behavior in traditional hotels like the Grand Hotel. The hotel's historical appeal acts as a key marketing element, enhancing brand differentiation and attractiveness. Guests' visits for historical significance align with theories of brand loyalty based on emotional and cultural connections. This underscores the importance of historical narratives in shaping consumer experiences and supports theories of experiential marketing and heritage tourism. Positive reviews highlight the hotel's unique architecture and cultural décor, leading to positive word-of-mouth and repeat visits. The study contributes to theories on narrative and storytelling in hospitality marketing, showing how historical stories can create compelling brand identities and experiences. These findings advance understanding in marketing theory and practice, influencing strategic decisions and revenue.

MANAGERIAL IMPLICATIONS

The managerial implications from the study provide actionable insights for hotel management and marketing teams to enhance guest satisfaction, preserve heritage, and increase profitability. By positioning the hotel as a premium destination for authentic cultural experiences, management can implement higher room rates and personalized packages, including exclusive tours and cultural workshops. Targeted marketing campaigns highlighting the hotel's historical richness and architectural splendor can attract affluent guests. Collaborations with heritage organizations, expanding heritage-inspired merchandise, and ongoing sustainability initiatives can further enhance revenue streams and market position, while guest feedback remains crucial for continuous improvement.

FUTURE RESEARCH DIRECTIONS

Since the study identified a positive relationship between the hotel's stories and its marketing strategy through historical charm and appeal, a notable future research direction could be an architectural and

design analysis of a traditional hotel. This could spark interest in an existing target market and provide valuable insights for academia and industry practitioners. By exploring the interplay between historical charm, architectural elements, and marketing strategies, such research can help preserve cultural heritage while enhancing the economic sustainability and guest appeal of traditional hotels.

REFERENCES

- Bassano, C., Barile, S., Piciocchi, P., Spohrer, J. C., Iandolo, F., & Fisk, R. (2019). Storytelling about places: Tourism marketing in the digital age. *Cities*, 87, 10-20. <https://doi.org/10.1016/j.cities.2018.12.025>
- Denning, S. (2006). Effective storytelling: Strategic business narrative techniques. *Strategy & Leadership*, 34(1), 42-48. <https://doi.org/10.1108/10878570610637885>
- Dias, P., & Cavaleiro, R. (2022). The role of storytelling in the creation of brand love: The Pandora case. *Journal of Brand Management*, 29(1), 58-71. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8494506/>
- Doyle, J. (2018). *The power of storytelling in the co-creation of tourism experiences*. [Doctoral dissertation, Waterford Institute of Technology]. SETU Waterford Libraries Open Access Repository. <https://repository.wit.ie/3302/>
- Du Plessis, C. (2015). *Brand storytelling: the case of Coca-Cola's journey corporate website*.
- Floričić, T., & Jurica, K. (2023). Wine Hotels—Intangible Heritage, Storytelling and Co-Creation in Specific Tourism Offer. *Heritage* (2571-9408), 6(3), 2990-3004. <https://doi.org/10.3390/heritage6030159>
- Kim, H., Park, S., & Park, H. (2018). A study on the effect of storytelling marketing on brand image and brand attitude. *The Journal of Economics, Marketing and Management*, 6(4), 1-16. <http://dx.doi.org/10.20482/jemm.2018.6.4.1>.
- Pereira, G. (2019). Brand storytelling: A three-dimensional perspective. *Journal of Brand Strategy*, 8(2), 146-159. <https://www.ingentaconnect.com/content/hsp/jbs/2019/00000008/00000002/art00006>
- Solomon, E. N., Adu-Debrah, L. K., & Braimah, S. M. (2022). Promoting Tourism Destinations Through Storytelling. *Global Perspectives on Strategic Storytelling in Destination Marketing* (pp. 117-135). IGI Global.

38. Competencies Required and Challenges Encountered in Homestay Marketing: An Analysis of the Sabah Homestay Program

Y.L. Adeline Tam^{1*}, Kelvin Yong², Dyana M. L. Chang³, Rafidah Nordin⁴

¹Y.L. Adeline Tam, Universiti Malaysia Sabah, Malaysia

²Kelvin Yong, Universiti Malaysia Sabah, Malaysia

³Dyana M. L. Chang, Universiti Malaysia Sabah, Malaysia

⁴Rafidah Nordin, Universiti Malaysia Sabah, Malaysia

*Correspondence E-mail: 1adetam@ums.edu.my

Keywords: Competencies, Digital Marketing, Homestay Program, Sabah, Malaysia, Social Media Marketing.

EXTENDED ABSTRACT

Homestay program was introduced in Malaysia in 1995 and aimed to involve the rural community in providing experiential tourism (MTAC, 2021). The homestay program is an initiative by the local government to encourage the involvement of rural communities in the tourism industry while providing them with more income to help boost the local economy. In the homestay program, tourists will stay with the family of the homestay operator or in the village with the villagers. Homestay programs go far beyond providing lodging facilities; tourists staying in homestay program are offered a local daily lifestyle experience that might include knowledge cultural, and festival activities such as dancing, traditional cooking, and batik painting.

In Malaysia, homestay operators located in an area, or a village (and surrounding area) will work together under a homestay cluster, in which a coordinator is appointed in the cluster to help to market the homestay program to tourists. When comparing the homestay players in Sabah over the past five years, the homestay operator and homestay cluster were 406 and 30 respectively in 2019 and increased to 441 and 34 respectively in 2023 (MTAC, 2024). Undeniably, the prolong COVID-19 pandemic that struck Sabah had a severe impact on the local economy, forcing several operators who had been in business since before the outbreak to close in 2022. Many homestay operators and clusters began operating in 2023 as a result of the post-pandemic economic rebound. However, the majority of these operators are new to the industry. The homestay operators, particularly new operators, were facing problems sustaining the homestay program due to a lack of marketing capabilities (Murniati, Abdul Razzaq, Ismail and Mota, 2023).

Table 1: Homestay Operators and Clusters, 2019-2023

Total/Year	2019	2020	2021	2022	2023
Operator	406	406	436	391	441
Cluster	30	30	32	31	34

This study aimed to investigate in detail: (1) the social media marketing competencies required by Sabah's homestay industry. (2) the challenges encountered by the new operators in Sabah's homestay industry. The results of this study are expected to provide insight into Sabah's homestay industry in general and Malaysia as a whole. This study could fill the gap in past literature and focus on new homestay program operators. Besides, the results could provide the foundation for planning new training programs for homestay operators.

LITERATURE REVIEW

The success of homestay programs depends on many factors, such as social media marketing capability and adoption (Dawayan et al., 2021; Murniati et al., 2023; Ramlan et al., 2023), dynamic capability, and innovation capability (Dawayan et al., 2021). Social media marketing was identified as one of the most critical factors in determining the success of a homestay program. Although most homestay operators were aware of the advantages of including social media marketing in their marketing strategy (Murniati et al., 2023), up to 72% of homestay operators in rural areas of Malaysia, were still reluctant to adopt social media marketing into their daily business (Osman & Zakaria, 2020).

Limited studies (Murniati et al., 2023; Osman and Zakaria, 2020) explored the problems faced by homestay operators in adopting social media marketing. The low usage of social media marketing was due to reasons such as a lack of capability to conduct social media marketing and relying on word-of-mouth (WOM) promotion (Murniati et al., 2023). Consistently, homestay operators also faced the unavailability of relevant human resources and technical expertise (Murniati et al., 2023), reflecting that training is required to improve their competencies in social media marketing.

Meanwhile, Osman and Zakaria (2020) found that perceived usefulness, perceived ease of use, and trust were the three main factors that positively influence the attitude of homestay operators towards adopting social media marketing. They suggested that a lack of trust in social media marketing was indirectly reducing the use of social media marketing. Besides, Murniati et al. (2023) also found that the social media marketing by the homestay program was using Malay instead of English, which restricted access to the global market. The homestay operators tend to promote using their mother tongue, Malay, as they were not confident enough to convey the promotional message in English given their low proficiency in the language.

Nevertheless, information such as what social media marketing competencies are needed by homestay operators, as well as the challenges faced by homestay operators, particularly the new homestay operators in rural areas, are still vague and needed further investigation. An in-depth understanding of the social media marketing competencies required, as well as challenges encountered will provide further insights on Sabah's homestay industry in general and Malaysia as a whole and give information for planning new training programs for homestay industry operators. The research questions proposed by this study are as follows:

- (1) What are the social media marketing competencies required by the homestay operators?

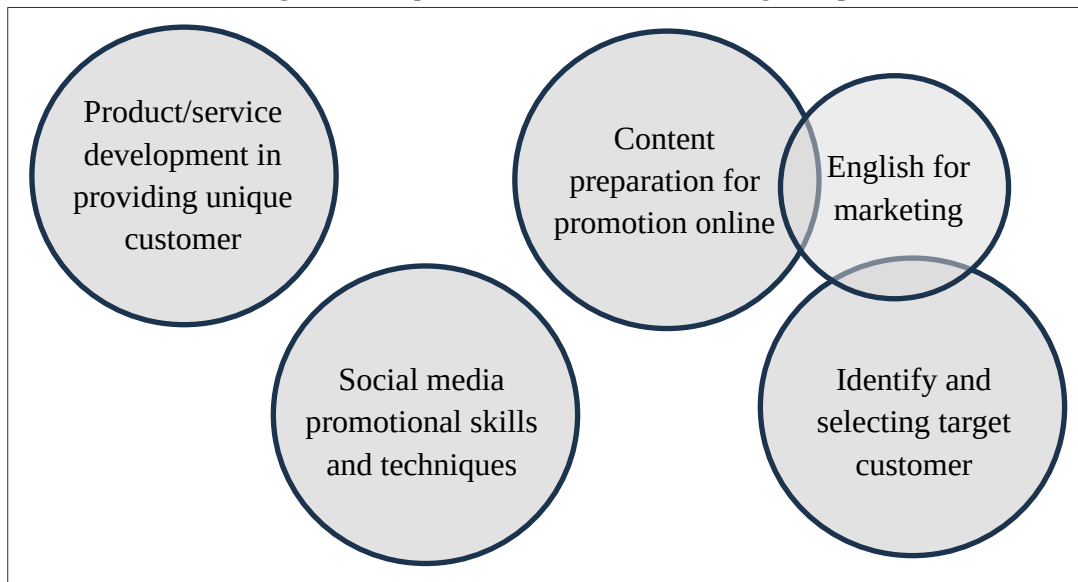
(2) What are the challenges faced by new homestay operators?

RESEARCH METHOD

The main research approach in this study is a qualitative approach based on primary data. The primary data used were the results of interviews, which were supplemented by observation of the promotional posts by the local homestay operators. Interviews were conducted in February 2024. Respondents interviewed were homestay operators and coordinators from Sabah who had been providing homestay programs for less than two years. The respondents interviewed were Sabah-based homestay operators and coordinators who have been providing homestay programs for less than two years. The Sabah Homestay Association provided a list of homestay programs from which respondents were chosen at random. Interviews were only conducted with respondents who agreed to meet in person. Seven respondents, consisting of five homestay operators and two coordinators, were interviewed by researchers. The respondents were asked about the social media marketing competencies required and the challenges faced. The data was analyzed with content analysis.

RESULTS AND DISCUSSION

This study showed that all the interviewees agreed that social media marketing is important for promotion. Nonetheless, the majority of new operators did not prioritize online marketing, instead relying on their coordinators or word-of-mouth promotion. The results of the interview, which are shown in Figure 1, indicate that the required social media marketing competencies might be divided into four major areas. One issue raised by interviewees was creating products or services that offer distinctive user experience. They tend to follow the steps taken by other homestay operators in providing products or services without considering the uniqueness of their own environment and culture. Learning the skills to do product or service development will definitely help them propose new products and services to enhance customer experience.

Figure 1: Required Social Media Marketing Competencies

Meanwhile, the interviewers were also discovered to be ignorant of the various social media promotion strategies and tactics. The finding is consistent with the findings by Murniate et al. (2023) that homestay operators lack marketing capabilities. Most homestay providers just publish on occasion, with no persistent promotional strategy. Therefore, one of the most important competencies that is needed is promotion planning, which highlights social media promotional skills and strategies. Another challenge faced was preparing content for promotion on social media. The contents prepared tend to be short and always in Malay. Furthermore, the photographs and videos shared online were limited and less appealing. Thus, among the talents required were content preparation competencies such as, copy writing, visual (picture and video) taking, poster design, and website design.

Next, the skills to identify and select target customers were recognized as critical skill required. When asked about the target customers, they had no idea about selecting customers and only answered that they target 'local' customers, which refers to the Sabah tourists only. Besides, they had a relatively weak command of English, which limited their ability to provide services to foreign tourists. Subsequently, English for marketing is identified as a subcategory that needs to be enhanced further for content preparation and for selecting target customers.

While looking at the challenges encountered by the new homestay operators, it was discovered that the challenges could be categorized into weaknesses and competition threats. Among the weaknesses identified were lack of entrepreneurial mindset, do not understand homestay concept, management issues, lack of succession plan. Meanwhile, the competitions faced were mainly from two parties, the non-registered homestay and the guest house.

Table 2: Challenges Encountered by New Homestay Operators

Types	Description	Issues/Example
Weakness	Lack of entrepreneurial mindset	Try to offer service when they are free <i>"Can homestay only provide lodging, let the tourist to go to other homestay for experience"</i>
	Do not understand the homestay concept	Problems in cleaning the towels provided
	Management issues such as cleanliness	Prefer not to promote frequently
	Inability to satisfy high demand during peak season	Management mainly conducted by the older generation
	Lack of succession plan or long-term development plan	<i>"What to promote? How to provide the experience?"</i>
	Lack of knowledge in social media marketing	<i>"When my relatives have too many tourists to handle, they will pass the tourist to my homestay"</i>
	Dependent on word-of-mouth	
Threat	Competition from non-registered homestay	Some homestay programs started without proper registration.
	Competition from guest house	There are many 'guest house' trying to provide 'homestay experience'

MANAGERIAL IMPLICATIONS

This study provided in-depth insight into the challenges faced and the social media marketing competencies needed by the homestay operators in Sabah. This study allowed local authorities to plan development programs for Sabah-based homestay operators, particularly new homestay operators. Besides, the results of this study could be used to plan a training module, named English for social media marketing. Hence, a knowledge transfer program was planned and conducted in April-June 2024.

FUTURE RESEARCH DIRECTIONS

Future research should investigate the relationship between social media marketing and homestay programs' success to further explore the outcome of the study.

CONCLUSION

This study identified the most critical skills required and challenges faced by Sabah's homestay operators, particularly the new homestay operators. Findings in this study provided new insights to the policy planners, local authorities, and educators. This study contributes to solving SDG1, which aims to end poverty, and SDG17, which aims to enhance global partnerships for sustainable development.

ACKNOWLEDGEMENT

We would like to thank Universiti Malaysia Sabah for funding this research under Geran Skim Lantikan Baharu (SLB) Grant No: SLB2263.

REFERENCES

- Dawayan, C. R., Sondoh Jr., S. L., Tanakinjal, G. H., Boniface, B., & Nasip, S. (2021) The effects of homestay capabilities on homestay performance in Sabah. *Journal of Responsible Tourism Management*, 1(2), 73-92.
- MTAC (2021). *Garis Paduan Program Pengalaman Homestay Malaysia* [Malaysian Homestay Experience Program Guidelines]. Ministry of Tourism, Arts, and Culture, Malaysia.
- MTAC (2024). *Laporan Statistik Program Pengalaman Homestay Malaysia (April 2024)* [Statistical Report of Malaysia Homestay Experience Program (April 2024)]. Ministry of Tourism, Arts, and Culture, Malaysia.
- Murniati, D. E., Abdul Razzaq, A. R., Ismail, A., & Mota, L. (2023). Training urgency to bridge the digital divide for social media marketing awareness and adoption: case of CBT rural homestay operators Malaysia. *Journal of Technical Education and Training*, 15(1), 142-157.
- Osman, Z. & Zakaria Z. (2020). Factors influencing intention to adopt social media platform among rural homestay operators in Malaysia. *Journal of Technology Management and Business*, 7(1), 25-35.
- Ramlan, N. L., Asrul, S. A., Rasool, M. S. A., & Karim, R. A. (2023). The relationships between social media adoption and homestay performance in Malaysia. *Information Management and Business Review*, 15(4), 603-609.

39. The Multidimensional Integration of Color and Space in Architectural Design: Creating Meaningful Place Branding

Onie D. Sanitha^{*1}, Alderina Rosalia²

¹ Onie D. Sanitha, Architecture Study Program, Faculty of Engineering, Palangka Raya University

² Alderina Rosalia, Architecture Study Program, Faculty of Engineering, Palangka Raya University

*Correspondence E-mail: onie.sanitha@eng.upr.ac.id

Keywords: Color, Place Branding, Space, Visual Perception, Color Thief.

EXTENDED ABSTRACT

The transformation of modern tourist destinations requires a holistic approach that integrates branding, architecture and color elements to create an alluring and memorable experience of a place or building. This is an effort to deal with changes in tourism preferences. The search for uniqueness and authentic experiences (Indriani et al., 2020) in a place is the basis for the transformation of modern tourism. Destinations that have a unique character tend to have an attraction, especially an emphasis on the cultural, social and historical values of a place (Baruca & Čivre, 2022). Apart from that, the need for personalization and customization of tourist needs is a preference in determining the development of destinations. This can be seen from how current technology tries to compile an algorithm for a person's visiting needs based on their personal preferences in accessing social media (Baruca & Čivre, 2022). Understanding the needs and preferences of each visitor is very important in creating the competitiveness of smart tourist destinations. The experience of a place can be obtained through sensory, affective, intellectual and behavioral media which are influenced by the character of a place. These characters can be physical through shapes, colors, architectural buildings, and non-physical through sounds and smells (Guerreiro & Lessa, 2022). Integrating color with a place to discover the character of a place in the context of architecture involves a multidimensional approach that considers various aspects. The use of color in architecture has been recognized as a significant element that can influence the perception and experience of a space (Wilber, 1942). Colors can evoke emotions, create atmospheres, and define the identity of a place. Understanding the role of color in architecture is crucial for architects and urban planners to create spaces that are not only visually appealing but also functional and meaningful. Furthermore, the concept of space and place in architecture plays a vital role in shaping the built environment. By analyzing these concepts through color approach, architects can better understand how individuals perceive and interact with different spaces within a place (Parsaee et al., 2015). This understanding can help in designing spaces that resonate with the users and reflect the cultural and social context of the location. Moreover, the integration of vernacular architecture with sustainability principles has been highlighted as a way to address contemporary challenges in architecture (Galan et al., 2020). By linking vernacular practices with sustainability, architects can create designs that are not only environmentally friendly but also culturally relevant and resilient. This approach emphasizes the importance of connecting traditional knowledge with modern design concepts to achieve sustainable outcomes. In addition, the influence of users' traditions and

local perceptions on architectural design has been recognized as a valuable aspect to consider in creating meaningful spaces (Bahendwa, 2020). By incorporating local knowledge, resources, and cultural elements into architectural designs, architects can develop spaces that are rooted in the context of the place and resonate with the users.

This article explores how color can be an effective component in supporting the character of a place in order to strengthen place branding strategies. Iconic architectural designs and the use of the right color palette can enhance the attractiveness and unique identity of a destination. Through case study analysis and literature review, we highlight the importance of color choices in shaping atmosphere and visual perception, as well as the role of architecture in creating unforgettable landmarks. Using machine learning technology in the form of color thief this research shows that color can be integrated as strengthening the character of a place with tourism development and color not only improves visual aesthetics but also contributes to the economic and social sustainability of tourist destinations. In the context of wayfinding signage, color criteria significantly influence communication and composition, offering a broader concept for effective signage (Lee et al., 2020). Additionally, color in buildings can facilitate intuitive wayfinding, cognitive mapping, and understanding of space, underscoring the significance of thoughtful color implementation (Smith, 2008). Colors in architecture and urban settings act as design elements that convey the unique visual and psychological identity of a location, thereby enhancing the overall aesthetic and experience (SÜVARİ et al., 2021). These findings can provide practical guidance for tourism stakeholders in designing and implementing innovative and effective destination transformation strategies. Overall, integrating color, space, vernacular architecture, and local traditions in architectural design can lead to the creation of spaces that are not only aesthetically pleasing but also functional, sustainable, and culturally significant. By considering these aspects, architects can design places that reflect the identity of the location and provide meaningful experiences for the users.

REFERENCES

- Bahendwa, F. (2020). The Influence of Users' Popular Traditions in Residential Design The Case of Mlalakuwa Settlement in Dar es Salaam City, Tanzania. *Journal of Sustainable Development*, 13(2).
- Baruca, P. Z., & Čivre, Ž. (2022). Unique Destination Attributes as a Basis of Tourism Experience. *Academica Turistica*, 15(3), 349–362. <https://doi.org/10.26493/2335-4194.15.349-362>
- Galan, J., Bourgeau, F., & Pedroli, B. (2020). A multidimensional model for the vernacular: Linking disciplines and connecting the vernacular landscape to sustainability challenges. *Sustainability*, 12(16), 6347.
- Guerreiro, M., & Lessa, J. (2022). Colour as a brand-related stimulus in the scope of destination brand experience design: an overview. *Handbook on the Tourist Experience*, 49–60.
- Indriani, N., Iswandari, R. K., Uhai, S., Sudarmayasa, I. W., Wulandari, N. S., & Mekarsari, R. (2020). Heritage Tourism Sebagai Alternatif Wisata Di Kota Samarinda. *Prosiding Seminar Nasional Terapan Riset Inovatif (Sentrinov)*, 6(2), 336–343.

- Lee, H., Lee, E., & Choi, G.-S. (2020). Wayfinding Signage for People With Color Blindness. *Journal of Interior Design*, 45(2), 35–54. <https://doi.org/10.1111/joid.12169>
- Parsaee, M., Parva, M., & Karimi, B. (2015). Space and place concepts analysis based on semiology approach in residential architecture: The case study of traditional city of Bushehr, Iran. *HBRC Journal*, 11(3), 368–383.
- Smith, D. (2008). Color-person-environment Relationships. *Color Research & Application*, 33(4), 312–319. <https://doi.org/10.1002/col.20424>
- SÜVARİ, A., Okuyucu, Ş. E., & Çoban, G. (2021). Color Mapping of the Building Façades in the Historical Urban Fabric: The Ayazini Village Civil Architectural Examples. *Color Research & Application*, 47(4), 966–979. <https://doi.org/10.1002/col.22765>
- Wilber, D. N. (1942). The role of color in architecture. *Journal of the American Society of Architectural Historians*, 2(1), 17–22.

40. Therapeutic Communication for Sustainable Health Services Based on Indonesian Medical Tourism

Astri Dwi Andriani*¹, Irfan Sophan Himawan² and Kanyapat Pattanapokinsakul³

¹ Astri Dwi Andriani, Putra Indonesia University, Indon Irfan esia

² Shopan Himawan, Universitas Teknologi MARA (UITM) Shah Alam, Malaysia

³ Kanyapat Pattanapokinsakul, Pukhet Rajabhat University, Thailand

*Correspondence E-mail: astridwiandriani@gmail.com

Keywords: Communication, Sustainable, Services, Tourism, Indonesia.

EXTENDED ABSTRACT

Complementary and Alternative Medicine (CAM) is considered a sustainable health service that is an alternative for patients who wish to undergo treatment outside of standard medical treatment. CAM practices in Indonesia are able to attract foreign tourists to enjoy medical tourism. The purpose of this study is to find out how therapeutic communication in alternative medicine is implemented in Indonesia. This phenomenon is then studied using the construction paradigm, qualitative methods, case study approaches, and social construction theory. Based on the results of research conducted by the author, the model for supporting therapeutic communication in patient care is to use the patient centered care (PCC) model which focuses on applying dignity and respect, sharing information, participation, and collaboration. The stages of therapeutic communication in self-healing therapy at the clinic are implemented into three main stages, namely the preparation stage, the service stage, and the maintenance stage.

LITERATURE REVIEW

Nowadays, Complementary and Alternative Medicine (CAM) is considered a sustainable health service that is an alternative for patients who wish to undergo treatment outside of standard medical treatment and want to reduce the negative impact of drug side effects. This is a special attraction, because it is able to attract foreign tourists to enjoy medical tourism.

Complementary medicine is treatment that is used along with standard medical care, an example of this is using acupuncture to help reduce some of the side effects of cancer treatment. Meanwhile, alternative medicine is treatment that is used as a substitute for standard medical treatment. One example is using a special diet to treat cancer instead of anticancer drugs prescribed by an oncologist (Susanti, 2020).

The types of complementary and alternative medicine provided in Indonesia according to the Directorate General of Health Efforts, Ministry of Health of the Republic of Indonesia (Ditjen BUK, Ministry of Health of the Republic of Indonesia in Taufik, 2010), include:

Table 1: Complementary and Alternative Medicine in Indonesia

Source: Researcher Process, 2023

No	Type	Description
1.	Acupuncture	Stimulation of acupuncture points by inserting needles, electric current (electroacupuncture), heat (moxibustion), laser (laser acupuncture), or pressure (acupressure).
2.	Alexander Technique	Psychophysical reeducation to improve position and coordination.
3.	Aromatherapy	Application of essential oils from plants, often accompanied by massage.
4.	Autogenik	Autosuggestion, self-hypnosis technique for relaxation.
5.	Next	Intravenous infusion of EDTA for arteriosclerotic disease.
6.	Chiropractic	The health care system is based on the belief that the nervous system plays an important role in health and that most diseases result from subluxations spinal and can be cured with spinal manipulation.
7.	Enzyme therapy	Oral administration of proteolytic enzymes for health purposes.
8.	Treatment with flowers	Infusion of plant extracts for physical and emotional balance.
9.	Herbalism	Treatment with medicinal plants.
10.	Homeopathy	Sick people can be cured by using the rebound effect of substances that produce disease symptoms in healthy people.
11.	Massage	Do massage in certain locations.
12.	Osteopathy	Therapy by doing massage, mobilization and manipulation.
13.	Reflexology	Using manual pressure on specific areas (especially on the soles of the feet) that are connected to internal organs.
14.	Spiritual healing	Channeling healing energy from a therapist into the patient's body.
15.	Tai Chi	Movement system
16.	Yoga	Stretching exercises for breathing control and meditation.

There

are

several bases underlying the choice of CAM among the public, including: 1) dissatisfaction with the ability of conventional medicine to treat chronic diseases 2) The use of technology in health recovery is considered high risk (Maize, Schneider, Bell, and Weil, 2002: 851); 3) emphasis on self-care; 4) greater interest and confidence in the connection between mind and body; 5) personal preference; 6) increased knowledge of holistic medicine and CAM; 7) There are side effect reactions from conventional treatment received; and 8) Cultural and personal beliefs (Siregar, 2011:53).

CAM practices held in Indonesia is carried out by the Hanara Wellbeing Center Bandung. Hanara Well Being Center. This clinic uses the method self-healing in curing patients. Self-healing is a method of healing disease without medication, but by healing and releasing pent-up feelings and emotions in the body. Besides that, self-healing can also be done with hypnosis, therapy qolbu, or calm the mind. Self-healing carried out by the sufferer, and assisted by a therapist (Aquariuslearning.co.id, 2019)."

In implementing its services, the Hanara Wellbeing Center Clinic uses the principles of therapeutic communication in serving patients. Based on many studies, the quality of communication that occurs

between medical professionals and patients will produce satisfaction in the patient, reduce patient doubts, as well as increasing patient compliance, reducing the length of patient stay in hospital, reducing the number of complaints and lawsuits against doctors, and becomes an intermediary for accurate diagnosis in patients (Utamy, 2015:3).

RESEARCH METHOD

This phenomenon is then studied using the construction paradigm, qualitative methods, case study approaches, and social construction theory. Data collection techniques were participant observation for a year, interviews with 6 key informants and triangulation of 19 sources, literature study, and document study. The data analysis technique uses the Miles and Huberman Interactive model, and the validity test uses data triangulation.

RESULT AND DISCUSSION

Based on the results of research conducted by the author, the model for supporting therapeutic communication in patient care at the Hanara Wellbeing Center Clinic is a model patient centered care (PCC). The model was initially developed at Griffin Hospital which encourages healing in all dimensions (mental, emotional, spiritual, social and physical) (Febriana, 2020:13). The PCC principles implemented at the Hanara Wellbeing Center Clinic are as follows:

- A. Dignity and Respect: The therapists at Hanara Clinic listen, care and respect patient choices. Knowledge, espoused values, and background the patient's culture plays an important role during patient care and determines outcome health services to patients.
- B. Sharing information: The therapists at the Hanara Clinic actively provide complete information regarding the patient's condition and matters relating to the patient. This will help improve patient knowledge and decision making.
- C. Participation: Patients and families are involved and support to participate in care and decision making.
- D. Collaboration: The therapists at the Hanara Clinic invite patients and their families to make policies, plan and develop programs, implement and evaluate programs that patients will get through activities. initial consult.

Stages of Therapeutic Communication in Therapy Self-Healing at Hanara Clinic

Based on the research conducted, the author succeeded in photographing the habitualization or pattern of therapeutic communication stages carried out by Hanara Clinic health workers Wellbeing Center Bandung to patients who come to the Hanara Clinic. Furthermore, these service activities will then be described as follows:

Stage of preparation

The preparation stage is carried out by all employees and the Hanara Clinic medical team before the doctors and therapists meet the patients. This stage is carried out by Hanara therapists in three stages,

namely the initial review stage by collecting information about the patient, the second stage is the debriefing stage, namely preparing Hanara clinic health workers so that they can perform therapeutic services in front of patients sincerely by presenting vibrations of sincere love without selfless.

B. Service Stage

The service stage is when doctors, nurses, or therapists meet and interact with patients, both new and existing patients. The goal in this stage is to build an effective communication relationship with new patients and validate the accuracy of data and evaluate the results of past procedures for existing patients. This service stage is also an arena for applying the preparatory stages that have been previously designed. It is very important for health workers to carry out this stage well because this stage is the basis for the therapeutic relationship between health workers and patients. This stage is divided into three main activities, namely the initial service stage in the form of an introduction stage for new patients, the second stage is the main service stage for all Hanara patients, including new patients, patients who are undergoing therapy, the Hanara Community, and the patient's family who accompany them, Meanwhile, the third stage is the final service stage in the form of a farewell interaction between the patient and Hanara health workers.

C. Level of Maintenance

Meanwhile, when the patient has completed therapy or entered the final separation stage, the patient will be recommended to join the Hanara Community, this is what is called the maintenance stage or after-sales service provided by the Hanara Clinic. Hanara Clinic forms a community consisting of former Hanara patients who have completed the treatment program at Hanara Clinic. Their goal in participating in these activities is to practice self-healing to maintain stable health.

REFERENCES

- Aquariuslearning.co.id, on March 1 2019. Complementary and Alternative Medicine (CAM) Quoted from <https://www.cancer.gov/about-cancer/treatment/cam>, on March 28 2019, 11.04 WIB.
- Febriana, Klarissa, & Anggraini, Diah. (2020): "Holistic Health Facilities in KebonJeruk, West Jakarta." Stupa Journal, Vol 1 No 1. Pages 1181-1194.
- Siregar, Siti Salmaniah Siregar. Faculty of Social and Political Sciences, Medan Area University. PERSPECTIVE/ VOLUME 4/ NUMBER 2/ OCTOBER 2011.
- Susanti, Dwi Rita. (2017). Therapist Communication in Patients Suffering Stroke at Syarif General Hospital Pekanbaru (Qualitative Descriptive Study of Therapeutic Communication Activities of Therapists in Patients Suffering Stroke at Syarif General Hospital Pekanbaru). JOM Fisip. Volume 4 No.1.
- Taufik, M., and Juliane. (2010): Therapeutic Communication and Counseling in Midwifery Practice. Salemba Medika: Jakarta.
- Utamy, Dyana. (2015): Therapeutic Communication of Doctors and Patients in Hemeopathy Treatment at the Al Jawad Treatment Center Pekanbaru.

41.Enhancing Dive Guides' Competency Skills for Sustainable Tourism in Malaysia

Kalsitinoor Set*¹, N Alia Fahada W Ab Rahman² and Mohd Khairol Nazraie Haddan³

¹ Kalsitinoor Set, Universiti Malaysia Terengganu, Malaysia

² N Alia Fahada W Ab Rahman, Universiti Malaysia Terengganu, Malaysia

³ Mohd Khairol Nazraie Hassan, Universiti Malaysia Terengganu, Malaysia

*Correspondence E-mail: kalsitinoor@umt.edu.my

Keywords: Competency Skills, Dive Guides, Responsible Tourism, SDG-8, Sustainable Tourism.

EXTENDED ABSTRACT

Scuba diving has experienced steady growth in popularity worldwide, leading to the emergence of a thriving industry. Based to Professional Association of Diving Instructors (PADI), the diving agency alone has certified more than 28 million divers (2021), reflecting an increasing trend in recreational scuba diving activity. This growth is driven by the expanding middle class, increased accessibility to diving destinations and the rising appeal of adventure tourism (Dimmock & Wilson, 2009). Prominent diving destinations include Indonesia, Australia, and the Caribbean, which have become global hubs for scuba diving (Dimmock & Musa, 2015) and substantially contributes to local economics through tourism revenue (Lucrezi et al., 2017), job creations and infrastructure development (Ku & Chen, 2013).

Malaysia, as home to one of the most diverse marine ecosystems in the world, has also seen a rise in scuba diving activities. Scuba diving in Malaysia is promoted under Niche Products by the Ministry of Tourism, Arts and Culture (MOTAC) and provides high-impact income to Malaysia (Yusoh et al., 2023). This has led to the establishment of many scuba diving operators and professionals including Dive Guides (DG) to cater to the growing demand in the country (Daldeniz & Hampton, 2012). It is reported the quality of services provided by DG to be one of the significant factors that influences divers' satisfaction and encourages repeat visits (Musa et al., 2006).

However, the current competency framework for Dive Guides (DG) in Malaysia primarily focuses on physical diving skills, with limited training in tourism and hospitality. This gap hinders the potential for providing high-quality, sustainable tourism experiences. This study aims to develop an extended model of Dive Guides Competency Skills (DGCM) tailored to Malaysia's marine environment. The proposed DGCM framework aligns with Sustainable Development Goal 8 (SDG-8), to promote decent work and economic growth through sustainable tourism aligning with Malaysia's national policies

LITERATURE REVIEW

Dive Guides Competency Model (DGCM)

The competency model suggests that employees must have high competence, which can respond to changes in the business environment so that it has an impact on improving performance. Competency is a collection of related knowledge, skills, abilities and personal characteristics (traits, motives and self-

concept) (Chouhan & Srivasta, 2014). The existing dive management skills follow the Recreational Dive Supervisor Certification (RSTC, 2009) (also known as Divemaster, Dive Control Specialist, Dive Coordinator) (see Figure 1). The guidelines set the level of optimum training of a DG with prerequisites on age, dive experience, minimum diving systems and minimum diving certification with any registered scuba diving certification agency. The standards consist of the core competencies, including dive management, pool/confined water scuba skills, open water scuba skills and rescue skill.

Expanding the competency of DG beyond physical skills underscores the importance of DGCM that expands the skills of DG to include essential knowledge, enhancing their existing competencies. As the scuba diving industry in Malaysia is a niche market and attracts high-yield tourist, DG require an integration of comprehensive tourism knowledge into DG training is essential for improving service quality and promoting sustainability. Previous studies highlight the role of tour guides in enhancing tourists' experiences and contributing to the conservation of natural and cultural heritage. However, there is a paucity of research focusing specifically on the competencies of DG in the context of sustainable tourism.

Dive Guides (DG) play a crucial role in ensuring sustainable operations for Scuba Diving Operators (SDOs) in the diving industry. Dive tourists rely heavily on DGs to explore dive sites, presenting SDOs with opportunities to build long-term relationships with tourists and maintain a sustainable competitive advantage. The performance of DGs significantly influences divers' perceptions of both the business image of SDOs and the destination. As the key figures in the success of scuba diving package tours, DGs' competencies are vital in shaping tourists' diving experiences. This reflects the critical importance of dive guides, akin to that of tour guides in the broader tourism system.

RESEARCH METHOD

The research employs a mixed-methods approach to provide a comprehensive understanding of Dive Guides Competency Skills (DGCM). However, this paper focuses on the first phase of the study, which utilizes qualitative methods. This initial phase aims to gather in-depth insights from key stakeholders within the scuba diving, including representatives from government agencies, owner-managers of scuba diving operators, dive guides, and dive tourists. The interview process involved structured and semi-structured questions to allow stakeholders to share their views comprehensively while also exploring specific areas of interest. Topics covered in the interviews included current dive guide competencies, perceived gaps in training, the importance of integrating tourism and hospitality knowledge, and the overall impact of dive guides on diver satisfaction and the business image of Scuba Diving Operators (SDOs). The data collected from these interviews were analyzed using thematic analysis, a qualitative data analysis method that involves identifying, analyzing, and reporting patterns (themes) within the data. This approach allows for a detailed examination of the stakeholders' narratives, uncovering key themes related to dive guide competencies and their influence on the diving experience and industry sustainability.

RESULTS

The findings suggest that five themes of knowledge as the element for the DGCM. This integration aligns with the principles of responsible tourism, promoting environmental conservation and cultural preservation. The proposed DGCM framework not only addresses the competency gaps identified by stakeholders but also supports the broader goals of SDG-8 by fostering decent work conditions and stimulating economic growth in the tourism sector.

5 A's of Tourism

The 5As of tourism—Attractions, Accessibility, Accommodation, Amenities, and Activities—form the cornerstone of a comprehensive tourism experience. Attractions draw tourists to a destination, accessibility ensures they can reach it, accommodation provides them with a place to stay, amenities enhance their comfort and convenience, and activities offer engaging experiences. In the context of scuba diving, these components are crucial. Dive guides equipped with knowledge of local attractions can offer insightful tours, improving divers' overall experiences. Understanding accessibility issues helps guides provide better logistical support, while knowledge of local accommodations and amenities ensures divers have a comfortable stay. Finally, offering diverse activities beyond diving can enhance the appeal of a destination. Thus, dive guides need to be well-versed in the 5As to offer a holistic, high-quality tourism experience that aligns with sustainable tourism practices and SDG-8 goals.

DISCUSSIONS

The study proposes a comprehensive Dive Guides Competency Model (DGCM) framework that integrates essential tourism and hospitality knowledge into the training of dive guides. This enhanced framework is designed to elevate service quality by equipping dive guides with a broader skill set, including an understanding of local marine environments, cultural heritage, and customer service excellence. By doing so, it aims to attract high-yield tourists who seek not only adventure but also meaningful and enriching experiences.

Furthermore, the integration of these competencies promotes sustainable tourism practices by encouraging environmental stewardship and cultural preservation among dive guides. This approach aligns with Malaysia's National Tourism Policy 2020-2030, which emphasizes human capital development and sustainable tourism growth. Additionally, it supports the broader goals of Sustainable Development Goal 8 (SDG-8), which advocates for decent work and economic growth.

Implementing the DGCM framework offers a strategic approach to achieving sustainable development in Malaysia's scuba diving industry. It fosters a competitive edge by enhancing the overall tourist experience, leading to increased customer satisfaction and repeat visits. Moreover, it contributes to the economic resilience of coastal communities by creating skilled employment opportunities and supporting sustainable business practices.

MANAGERIAL IMPLICATIONS

Dive operators and training institutions should develop and implement training programs that incorporate comprehensive tourism and hospitality knowledge into Dive Guides (DG) training. This will equip DGs with skills beyond physical diving, including knowledge of marine conservation, cultural heritage, and hospitality services, enhancing the overall tourist experience. This is the first paragraph under the main heading.

By adopting the proposed Dive Guides Competency Skills (DGCM) framework, dive centers can significantly improve the quality of services offered to divers. This integration can lead to higher customer satisfaction, repeat visits, and positive word-of-mouth, contributing to the sustainability and profitability of dive tourism businesses.

Collaboration between government bodies, industry stakeholders, and training institutions is crucial for the successful implementation of the DGCM framework. Joint efforts can ensure that training programs are standardized, meet industry needs, and align with national tourism policies and international sustainability goals.

Policymakers should consider integrating the DGCM framework into national tourism regulations and certification processes for dive guides. This alignment can ensure consistency in training standards across the industry and promote Malaysia's commitment to sustainable tourism practices.

FUTURE RESEARCH DIRECTIONS

Future research should focus on specific diving destinations within Malaysia, by concentrating on a particular area, researchers can provide more detailed insights into the unique challenges and opportunities of that destination. This approach can help develop tailored competency models that address the specific needs and characteristics of each location, leading to more effective and sustainable dive tourism management.

ACKNOWLEDGEMENTS

This research has been supported and funded by the Malaysian Ministry of Higher Education through the research program Fundamental Research Grant Schemes (FRGS/1/2022/SS01/UMT/02/12)

REFERENCES

- Recreational Scuba Training Council (RSTC), (2004). Minimum Course Content for Recreational Dive Supervisor Certification. Jacksonville, FL: Recreational Scuba Training Council, Inc.
- Chouhan, V. S., & Srivastava, S. (2014). Understanding competencies and competency modelling. A literature survey. *IOSR Journal of Business and Management*, 16(1), 14-22.
- Nik Hariry, N. N. (2024). The law protecting Malaysia's remarkable underwater heritage: an assessment and suggestions for improvements. *Australian Journal of Maritime & Ocean Affairs*, 1–16. Retrieved from <https://doi.org/10.1080/18366503.2024.2310194>

- Andy, L., Lee, R., & Tzeng, G. (2014). Characteristics of Professional Scuba Dive Guides. *Tourism in Marine Environment*, 10(1), 85-100. <https://doi.org/10.3727/154427314x14056884441824>
- Daldeniz, B., & Hampton, M P. (2013). Dive Tourism and Local Communities: Active Participation or Subject to Impacts? Case Studies from Malaysia. *International Journal of Tourism Research*, 15(5), 507-520.
- Dimmock, K., & Musa, G. (2015). Scuba Diving Tourism System: A framework for collaborative management and sustainability. *Marine Policy*, 54, 52-58. <https://doi.org/10.1016/j.marpol.2014.12.008>
- Dimmock, K., & Wilson, E. (2009). Risking comfort? The impact of in-water constraints on recreational scuba diving. *Annals of Leisure Research*, 12(2), 173-194. <https://doi.org/10.1080/11745398.2009.9686817>
- Hodeck, A., Tuchel, J., Hente, L., & Reibnitz, C V. (2021). The Importance of Sustainability in Diving Tourism—The Case of German Speaking Diving Tourists. *Multidisciplinary Digital Publishing Institute*, 13(11), 6485-6485. <https://doi.org/10.3390/su13116485>
- Ku, K., & Chen, T. (2013). A conceptual process-based reference model for collaboratively managing recreational scuba diving in Kenting National Park. *Marine Policy*, 39, 1-10. <https://doi.org/10.1016/j.marpol.2012.09.008>
- Lucrezi, S., Milanese, M., Markantonatou, V., Cerrano, C., Sarà, A., Palma, M., & Saayman, M. (2017). Scuba diving tourism systems and sustainability: Perceptions by the scuba diving industry in two Marine Protected Areas. *Tourism Management*, 59, 385-403. <https://doi.org/10.1016/j.tourman.2016.09.004>
- MacCarthy, M., O'Neill, M., & Williams, P. (2006). Customer satisfaction and Scuba-diving: Some insights from the deep. *The Service Industries Journal*, 26(5), 537-555. <https://doi.org/10.1080/02642060600722841>
- Musa, G., Kadir, Syed Kadir, S., & Lee, L. (2006). Layang Layang: An Empirical Study on Scuba Divers' Satisfaction. *Tourism in Marine Environments*, 2(2), 89-102. <https://doi.org/10.3727/154427306779436273>
- Neto, A Q., Lohmann, G., Scott, N., & Dimmock, K. (2017). Rethinking competitiveness: important attributes for a successful scuba diving destination. *Tourism Recreation Research*, 42(3), 356-366. <https://doi.org/10.1080/02508281.2017.1308086>
- Professional Association of Diving Instructors (PADI). (2021) Worldwide Corporate Statistics Data for 2015-2020. Retrieved from <https://www.padi.com/sites>
- Yusoh, M P., Hanafi, N., Latip, N A., Steaphen, J., Abdullah, M., & Hua, A K. (2023). The Relevance Of Scuba Diving Activities As A Tourist Attraction On Pangkor Island., *Planning Malaysia*, 21. <https://doi.org/10.21837/pm.v21i28.1328>

42. Inclusive Design in Tourism Villages: A Case Study of Kampung Ulos Huta Raja, Samosir, Indonesia

Melania Rahadiyanti*¹, Astrid Kusumowidagdo² and Enrico³

¹ Melania Rahadiyanti, Universitas Ciputra, Indonesia

² Astrid Kusumowidagdo, Universitas Ciputra, Indonesia

³ Enrico, Universitas Ciputra, Indonesia

*Correspondence E-mail: melania.rahadiyanti@ciputra.ac.id

Keywords: Inclusive Design, Sustainable Tourism, Tourism Village.

EXTENDED ABSTRACT

This study investigates the application of inclusive design principles in tourism villages as a strategy for achieving sustainable tourism. Focusing on Kampung Ulos Huta Raja, Samosir, Indonesia, it explores how such principles can create opportunities for all visitors, particularly those with disabilities. Utilizing a qualitative approach and case study methodology, the research identifies existing design adaptations within the village. The findings highlight the need for stronger collaboration among stakeholders to further enhance accessibility features and ultimately establish a truly inclusive tourism destination.

BACKGROUND

Inclusive Design as a Pathway to Sustainable Tourism Development

Indonesia as a country with one of its main strengths in the field of tourism as a tourist destination should be comfortable to visit and be a choice for tourists, from all people including abilities, therefore it needs to be facilitated by striving for inclusive tourism areas for everyone.

For the tourism village, creating an inclusive design will have a positive impact on the economy and cultural preservation. The aim was to regenerate and transform the village to enable coexistence between villagers and the growing tourism industry (Cattaneo et al., 2019).

One of the tourism villages in Indonesia that is interesting to discuss is Kampung Ulos Huta Raja. This study will explore the concept of inclusive design in tourism villages, using Kampung Ulos Huta Raja, Samosir, Indonesia as a case study. This study will discuss the opportunities and challenges in creating an inclusive tourism village, especially in the aspects of availability, accessibility, and attractiveness.

Objectives of this study are to communicate information of tourism destinations or activities that can accommodate and be easily accessible for tourists, especially those with special needs or disabilities, thus not only offering equal opportunities for people with disabilities but also elevating its tourism industry, attracting a diverse range of visitors and contributing to the tourism village's overall economic and social development (Quang et al., 2023).

Object Overview

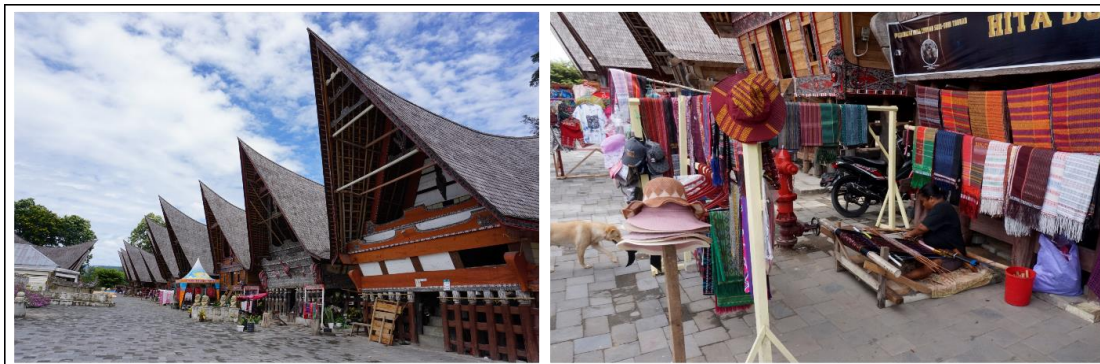
Kampung Ulos, Sumatra, was an area managed by the Dutch government for logging and plantation businesses, employing local people in the area (Widyaningsih & Van den Broeck, 2021). The village has a traditional shopping area, which contributes to the creation of a distinct sense of place (Kusumowidagdo et al., 2024). The creation of this unique sense of place in terms of activities, architecture and social life gives a deep impression of Ulos Village as a thriving tourism god for the improvement of the quality of life and economy of its community.

The architecture and spatial plan of Ulos Village reflect a blend of traditional and modern elements, with structures designed to accommodate tourism activities and showcase local cultural heritage (Tobing & Sakti, 2021). The village architecture, including traditional houses and communal spaces, reflects the cultural identity of the Ulos community, known for its textile weaving tradition (Tobing & Sakti, 2021). Architectural structures in Ulos Village, not only have functional functions, but also have cultural meanings that represent the identity and traditions of the Ulos community (Aini et al., 2023). The physical structure of the village, such as houses, communal spaces and walkways, ensures that individuals with diverse needs can navigate and interact with the environment comfortably (Pakpahan et al., 2021). This approach is in line with the goal of creating welcoming and inclusive spaces for all community members, encouraging social cohesion and a sense of belonging (Fitriani & Rachmawati, 2023).

The openness of Ulos Village embodies a community-centered approach, with efforts geared towards empowering local artisans, traditional craft strategies, and has efforts to promote the concept of inclusive development within residential communities. Local artisans, in this case, are dominated by women. They play a crucial role in preserving cultural weaving practices and artifacts through the process of cultural inheritance. This gender-specific work is a significant component of the social structure of the community.

In addition to its architectural and social community advantages, Ulos Village offers various facilities that support tourism, including ulos galleries, weaving, museums, tourist information center, traditional lodging, restaurants and cafes, cultural performance venues, tour guide services, and public facilities. With these facilities, Ulos Village becomes an attractive tourist destination.

Figure 1: Kampung Ulos Huta Raja (Private Documentation)



RESEARCH METHOD

This study was conducted using a qualitative method, the data collection was done by field observations, visual documentation and interviews with several relevant stakeholders such as visitors, residents, village government and tourism managers in Kampung Ulos Huta Raja.

RESULTS AND DISCUSSION

Based on the observation, modifications and adaptations have been made in Huta Raja Ulos Village to achieve inclusive design, namely:

- Adequate parking and drop off areas
- Accessible pathways: flat roads and inclined planes with a comfortable degree of slope leading to the tourist attraction, equipped with railings
- The use of materials in the area that are easily traversed by wheelchairs, with adequate road widths
- There is no special boundary between the visitor area and the resident activity area, so visitors are free to approach the residents' houses and the ulos weaving activity area.
- There is direction signage that is placed in a strategic position and easy to see

Figure 2: Design Adaptations for The Inclusive Kampung Ulos Huta Raja (Private Documentation)



Challenges in implementing inclusive design are also experienced by Ulos Village, several barriers were found such as physical barriers (accessibility issues for people with disabilities), social and cultural barriers (language, local customs), and economic barriers (funding and resource limitations). Recommendations for improvement are needed to remove the current barriers.

MANAGERIAL IMPLICATIONS

To create the future Ulos Huta Raja Village as an inclusive tourism destination, several implementation stages need to be carried out which are recommended as follows:

- A more comprehensive assessment of village accessibility is needed.
- Conduct planning to overcome existing obstacles
- Conduct training for tourism managers involved in the village to be able to provide more inclusive services
- Provide information or marketing to the community that the tourist village area is accessible to people with disabilities.
- The tourist village was formed with the community, there is a need for community involvement to create an inclusive area, realised by participatory design.
- Collaboration between stakeholders, experts, organisations, government
- Public policy and support from government

FUTURE RESEARCH DIRECTIONS

In conclusion, establishing inclusive tourism villages is vital for fostering sustainable tourism. This success can be replicated by applying the design principles learned here to other tourism destinations, ensuring a more equitable and environmentally responsible industry for the future.

REFERENCES

- Aini, C. N., Azizah, Q., & Muharrani, S. (2023). ARAHAN PELESTARIAN TATA RUANG PERMUKIMAN MASYARAKAT ETNIS MANDAILING DI SUMATERA UTARA. *NALARs*, 23(1), 1. <https://doi.org/10.24853/nalar.23.1.1-16>
- Burgstahler, S. (2021). Universal Design: Process, Principles, and Applications. *Do-It*, 1–6. <https://www.washington.edu/doit/universal-design-process-principles-and-applications>
- Cattaneo, T., Giorgi, E., & Ni, M. (2019). Landscape, architecture and environmental regeneration: A research by design approach for inclusive tourism in a rural village in China. *Sustainability* (Switzerland), 11(1). <https://doi.org/10.3390/su11010128>
- Husin, D., Komala, O. N., & Saryatmo, M. A. (2024). The geometry of kampung tambora: A typomorphological stud. *Global Journal of Engineering and Technology Advances*, 18(2), 006–017. <https://doi.org/10.30574/gjeta.2024.18.2.0237>
- Fitriani, L. R., & Rachmawati, D. (2023). Komunikasi Partisipatif Pemberdayaan Masyarakat Kampung Ulos dalam mengembangkan Ulos sebagai Upaya Revitalisasi. *Warta ISKI*, 5(2), 156–167. <https://doi.org/10.25008/wartaiski.v5i2.183>
- Kusumowidagdo, A., Rembulan, C. L., Rahadiyanti, M., & Wardhani, D. K. (2024). Indigenous Entrepreneurship that Creates a Sense of Place in the Traditional Shopping Areas. *Humaniora*, 14(3), 265–276. <https://doi.org/10.21512/humaniora.v14i3.10891>
- Nigg, J. J., & Eichelberger, S. (2021). Sustainable product development for accessible tourism: Case studies demonstrating the need for stakeholder collaboration. *Sustainability* (Switzerland), 13(20). <https://doi.org/10.3390/su132011142>
- Pakpahan, S., Sinulaki, M. I. R., & Sianipar, A. T. (2021). Penyuluhan Manfaat Teknologi Informasi Bagi Pengrajin Tenun Ulos di Kampung Ulos Hutaraja, Desa Lumban Suhi-suhi Toruan, Kecamatan Pangururan, Kabupaten

- Samosir Sumatera Utara. ULEAD: Jurnal Pengabdian, 1(1). <http://ejournal.ust.ac.id/index.php/ULEAD>
- Quang, T. D., Pham, H. N., Nguyen, X. Q. T., Tran, M. N. P., Pham, M. A. T., & Duong, B. Van. (2023). Towards Inclusive Tourism in Vietnam: Addressing Challenges and Advancing Accessibility for All. *Journal of Responsible Tourism Management*, 3(2). <https://doi.org/10.47263/jrtm.03-02-05>
- Scheyvens, R., & Biddulph, R. (2018). Inclusive tourism development. *Tourism Geographies*, 20(4), 589–609. <https://doi.org/10.1080/14616688.2017.1381985>
- Tobing, R. R., & Sakti, A. K. (2021). Identification of the Architectural Housing Form and the Existence of Ulos Communities in Hutaraja Village, Samosir, North Sumatra, Indonesia. *IOP Conference Series: Earth and Environmental Science*, 903(1). <https://doi.org/10.1088/1755-1315/903/1/012007>
- Satria, W. D. (2022). TINJAUAN KONSTRUKSI BANGUNAN RUMAH TINGGI DI KAMPUNG ARAB AL-MUNAWAR PALEMBANG. *Nature: National Academic Journal of Architecture*, 9(2), 206–219. <https://doi.org/10.24252/nature.v9i2a4>
- Widyaningsih, A., & Van den Broeck, P. (2021). Social innovation in times of flood and eviction crisis: The making and unmaking of homes in the Ciliwung riverbank, Jakarta. *Singapore Journal of Tropical Geography*, 42(2), 325–345. <https://doi.org/10.1111/sjtg.12370>

43. Marketing Strategies in Geoparks: A Review of Responsible Tourism Initiatives

Ayu Krishna Yuliawati*¹, Rofi Rofaida ², Budhi Pamungkas Gautama² and Mohamad Sapari Dwi Hadian⁴

Indonesia¹ Ayu Krishna Yuliawati, Universitas Pendidikan Indonesia

Indonesia ² Rofi Rofaida , Universitas Pendidikan Indonesia

Indonesia ³ Budhi Pamungkas Gautama, Universitas Pendidikan Indonesia

Indonesia⁴ Mohamad Sapari Dwi Hadian,, Universitas Padjadjaran

*Correspondence E-mail: ayukrishna@upi.edu

Keywords: Geopark, Marketing Strategies, Responsible Tourism Initiatives.

EXTENDED ABSTRACT

Geoparks are areas of significant geological heritage, which aim to promote conservation, education and sustainable development. Marketing these geoparks is critical to their success, ensuring they attract visitors and support local communities. It is also the place where many responsible tourism activities take place. The article aims to explore the intersection between marketing strategies responsible tourism initiatives and geoparks by systematically reviewing the existing literature. Increased visitor numbers and improved visitor experience are common positive outcomes of effective marketing strategies. Improved local economic conditions and increased awareness of geological heritage are also noted. The review highlights the importance of integrated marketing strategies that combine digital tools, branding, education and community engagement. However, it also underlines the need for adequate funding and a careful balance of responsible tourism and conservation.

LITERATURE REVIEW

Marketing Strategies in Geopark

Marketing strategies in geoparks play a crucial role in promoting responsible tourism initiatives. Geoparks, such as those in the EGN network, are increasingly relying on online marketing to attract visitors and disseminate information (Mário et.al.,2023). UNESCO Global Geoparks are essential for sustainable development, focusing on conservation, education, and economic growth through educational programs and conservation efforts. Geoparks in China are at the forefront of geotourism development, emphasizing sustainable management for long-term benefits in rural areas (Kejian,2022). Additionally, initiatives like Geopark Araripe's geoproducts contribute to local heritage conservation, community involvement, and economic sustainability, showcasing the importance of innovative approaches in geopark marketing strategies. Overall, a comprehensive and professionalized marketing approach is essential for geoparks to effectively manage and promote responsible tourism initiatives.

Responsible Tourism in Geopark

Responsible tourism initiatives in geoparks focus on promoting sustainable development, conservation of geoheritage, and enhancing local communities. Geotourism plays a crucial role in achieving these goals

by emphasizing the protection of geological sites, fostering public awareness, and supporting economic growth in rural areas (Giuseppe et.al, 2022). Geoparks, particularly in China, have shown that sustainable management is essential for long-term benefits, balancing conservation efforts with economic development (Kejian, 2022). Empowerment strategies in geotourism, such as those implemented in Toba Caldera Region, aim to align with UNESCO directives, boost community tourism, and drive sustainable regional development through a combination of cultural heritage and geosites (Said, 2023). Moreover, the establishment of safe geotourism sites in subsidence-affected areas, like the Ghor Al-Haditha sinkhole site, demonstrates the integration of geoscientific research for hazard monitoring, ensuring visitor safety while promoting sustainable economic development. Additionally, the shift towards sustainable tourism paradigms post-COVID-19 emphasizes the importance of balancing environmental conservation, economic empowerment, and cultural preservation in geotourism activities.

RESEARCH METHOD

This study employs a systematic literature review (SLR) methodology, guided by the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework. A comprehensive search was conducted in databases such as Scopus, and Google Scholar using keywords including "geopark," "marketing," "responsible tourism," "sustainable development," and "visitor engagement." Inclusion criteria comprised peer-reviewed articles focusing on marketing strategies in geoparks, published from 2000 onwards. Exclusion criteria included non-peer-reviewed articles and studies not directly related to marketing or geoparks. Data were extracted using a standardized form capturing study characteristics, marketing strategies, outcomes, and limitations.

RESULTS

The study found marketing strategies used digital platforms, branding, and community engagement in geoparks activities related to responsible tourism. Many geoparks are using digital platforms, including social media and websites, to reach wider audiences and engage with visitors. For example, the UNESCO Global Geoparks Network emphasizes the use of social media to increase awareness and engagement (Dowling & Newsome, 2018). An effective branding strategy that highlights unique geological features and cultural heritage is essential. Farsani et al. (2014) discuss the role of branding in differentiating geoparks from other tourism destinations. Educational marketing, including workshops and guided tours, enhances the visitor experience and encourages conservation efforts (Gordon, 2012). Community Engagement: Involving local communities in marketing efforts fosters a sense of ownership and supports sustainable tourism (Aref & Redzuan, 2009).

DISCUSSIONS

The integration of marketing strategies is essential for the success of geoparks and responsible tourism initiatives. This includes combining digital tools, branding, educational initiatives, and community involvement to create a comprehensive marketing approach. However, challenges such as limited funding and resources and the need to balance tourism promotion with conservation goals persist. Effective marketing strategies result in increased visitor numbers, enhanced visitor experiences, improved local economic conditions, and heightened awareness of geological heritage. Nevertheless, there is a need for

more longitudinal and comparative studies to assess the long-term impacts and effectiveness of these strategies.

MANAGERIAL IMPLICATIONS

Geopark managers should integrate marketing strategies in digital platform, strong branding, educational programs, and community involvement into a cohesive strategy to enhance visitor engagement and support responsible tourism. Emphasizing local culture and sustainability in marketing efforts can distinguish geoparks from other destinations and attract environmentally conscious travelers. Additionally, monitoring visitor impact and securing diverse funding sources are crucial for maintaining the balance between tourism promotion and conservation goals.

FUTURE RESEARCH DIRECTIONS

Effective marketing is critical to the success and sustainability of geoparks. By leveraging digital tools, strong branding, educational initiatives, and community engagement, geoparks can enhance their appeal and support conservation goals. Future research should address the identified gaps to further optimize marketing strategies for these unique and valuable areas incorporating responsible tourism.

REFERENCES

- Aref, F., & Redzuan, M. (2009). Perception of community leaders on tourism impacts and level of community capacity building in tourism development. **Journal of Sustainable Development**, 2(3), 208-213.
- Dowling, R., & Newsome, D. (2018). **Geotourism: Geological and landscape tourism**. Goodfellow Publishers.
- Farsani, N.T., Coelho, C., & Costa, C. (2014). Geotourism and geoparks as new strategies for socio-economic development in rural areas. **International Journal of Tourism Research**, 16(1), 8-81.
- Giuseppe, Di, Capua., Muhammad, Majid, Khan., Hafiz, Nasir, Ali., Muhammad, Ashraf., Muhammad, Ameenm., Zuha, Qaisar. (2022). The significance of geotourism through the lens of geoethics. doi: 10.5194/egusphere-egu22-1756
- Gordon, J.E. (2012). Rediscovering a sense of wonder: Geoheritage, geotourism, and the cultural landscape experience. **Geoheritage**, 4(1-2), 65-77.
- Kejian, Xu. (2022). Geoparks and Geotourism in China: A Sustainable Approach to Geoheritage Conservation and Local Development—A Review. *Land*, doi: 10.3390/land11091493
- Mário, Molokáč., E., Kornecká., Henrieta, Pavolová., Tomáš, Bakalár., Miloš, Jesenský. (2023). Online Marketing of European Geoparks as a Landscape Promotion Tool. *Land*, doi: 10.3390/land12040803
- Ruban, D.A. (2017). Geotourism: A geographical review of the literature. **Tourism Management Perspectives**, 20, 87-93.
- Said, Muzambiq. (2023). Geotourism as a 16-Geosite Empowerment Strategy—For Tourism Sustainability in Toba Caldera Geopark. *Journal of Geographic Information System*, doi: 10.4236/jgis.2023.152015

44. Exploring Natural and Cultural Wealth: Geopark Development in Pangandaran

¹ Mohamad Sapari Dwi Hadian, Universitas Padjadjaran, Indonesia

² Mochmad Nursiyam Barkah, Universitas Padjadjaran, Indonesia

³ Ute Lies Siti Khadidjah, Universitas Padjadjaran, Indonesia

⁴ Riza Saepul Millah, Sekolah Tinggi Islam Al-Ruzhan, Indonesia

⁵ Panji Shandra Wulung, Universitas Pendidikan Indonesia, Indonesia

⁶ Ayu Krishna Yuliawati, Universitas Pendidikan Indonesia, Indonesia

*Correspondence E-mail: sapari@unpad.ac.id

Keywords: Aspiring Geopark Pangandaran, Conservation, Geoheritage, Geotourism, Rural Revitalization, Sustainable Development.

EXTENDED ABSTRACT

Pangandaran is a well-known natural tourism destination in Indonesia that is defined by its distinctive geological formations and a wide range of natural phenomena, which are collectively referred to as geodiversity. This project investigates how to use Pangandaran's geodiversity and geotourism to support rural development that is both sustainable and economically stimulating. The research endeavors to establish Pangandaran as a regional Growth Center by emphasizing these distinctive geological features, thus augmenting the local economy and promoting the preservation of natural heritage.

In the Aspiring Geopark Pangandaran, the research attempts to map and identify possible geotourism goods as well as geoheritage. Additionally, it aims to assess the strategic cooperation between government departments and other relevant parties that is required to advance geodiversity-based geotourism. The project employs a mixed-method approach that integrates qualitative and quantitative studies, encompassing stakeholder mapping, field surveys, and workshops on speculative design thinking. Furthermore, comparing one's work to well-performing models—like the UNESCO Global Geopark Langkawi—offers valuable insights for creating a strong Geopark structure.

The study presents a thorough mapping of the geodiversity of Pangandaran, emphasizing important geoheritage locations like Green Canyon and other distinctive coastline landforms. The establishment of the Geopark depends on identifying important stakeholders, such as government agencies, academic institutions, and local populations. The Aspiring Geopark's proposed design incorporates sustainable tourism, education, and conservation elements. To aid in the expansion of geotourism in the area, the research also offers concrete policy recommendations, such as enhancing infrastructure and highlighting regional geoproducts.

The results indicate that the creation of the Aspiring Geopark Pangandaran, with an emphasis on its abundant geodiversity and potential for geotourism, can make a substantial contribution to the sustainable

economic development and rejuvenation of rural areas. The successful implementation and long-term viability of the Geopark rely heavily on the strategic collaboration of stakeholders and the active involvement of local people. By providing a repeatable framework that can be tailored to other locations with comparable geological characteristics, the suggested model encourages both economic growth and environmental preservation through geotourism.

LITERATURE REVIEW

Research on geopark development, sustainable tourism, and community-based tourism offers a thorough framework for comprehending the prospects and challenges of projects such as the Aspiring Geopark Pangandaran. Central themes in this literature include the amalgamation of geodiversity and geotourism, community involvement, sustainable growth, and economic impacts.

Integration of Geodiversity and Geotourism

Geoparks are defined as regions that merge significant geological characteristics (geoheritage) with tourism (geotourism) and education to foster sustainable development (UNESCO, 2006). Geodiversity encompasses the range of geological settings, phenomena, and processes that shape landscapes and create habitats for life on Earth (Gray, 2013). Geotourism, a type of nature-focused tourism, highlights the preservation of geological features and educates the public about the Earth's history and processes (Dowling & Newsome, 2017). Research underscores that successful geopark projects balance conservation efforts with tourism, providing educational benefits while safeguarding natural resources (Farsani et al., 2011).

Community Engagement and Participation

Involvement of the community is vital for the success of geopark initiatives. Community-Based Tourism (CBT) posits that local communities should be the primary recipients and active participants in tourism development (Giampiccoli & Saayman, 2018). Effective strategies for community engagement include participatory planning, capacity-building activities, and ensuring local voices are central in decision-making (Liu, 2003). Studies show that active community participation leads to greater support and sustainability of tourism projects, resulting in better conservation and enhanced economic outcomes (Canesin et al., 2020).

Sustainable Development

Sustainable development within geoparks means balancing economic progress with environmental preservation and social equity. The three pillars of geopark development—conservation, education, and local economic growth—correspond with broader sustainability objectives (Du & Girault, 2018). Geoparks promote sustainable tourism by implementing practices that reduce environmental impact, such as eco-friendly infrastructure, effective waste management, and conservation education (Fassoulas et al., 2012). Research highlights the necessity of embedding sustainability in all facets of geopark management to ensure long-term viability and community welfare (Azman et al., 2010).

Economic Impacts

The economic advantages of geopark development are well-established. Geoparks can boost local economies by generating employment, supporting small businesses, and attracting investments (Farsani et al., 2014). The tourism multiplier effect suggests that increased visitor numbers can stimulate growth in sectors like hospitality, retail, and transport (Glasson, 1990). However, research warns that tourism must be managed carefully to prevent resource overexploitation and ensure fair distribution of economic benefits (Inskeep, 1991).

Challenges and Opportunities

Despite the significant potential benefits of geopark development, challenges exist. These include ensuring adequate infrastructure, managing environmental impacts, and balancing tourism with conservation (Gordon, 2018). Moreover, geopolitical and cultural factors can impact the success of geopark projects, necessitating approaches tailored to local conditions and stakeholder dynamics (Burlando et al., 2011).

Conclusion

The literature emphasizes the importance of a holistic and integrated approach to geopark development, combining geodiversity conservation with sustainable tourism and community engagement. By leveraging best practices and insights from existing geoparks, initiatives like the Aspiring Geopark Pangandaran can effectively promote sustainable regional development, improve local livelihoods, and preserve geological heritage for future generations.

RESEARCH METHOD

The research employs an exploratory approach using Mixed Research methods, integrating both quantitative and qualitative approaches. The research design includes six stages: preparation, secondary data collection, primary data collection, data processing, data analysis, and report writing. This comprehensive approach ensures a robust examination of the geodiversity and geotourism potential in Pangandaran.

Population and Target Beneficiaries: The population for this research consists of stakeholders around the Aspiring Geopark Pangandaran, encompassing individuals and entities with specific qualities and characteristics pertinent to the study. Due to time and budget constraints, the target beneficiaries are primarily the communities and key stakeholders within the Pangandaran region. These groups play a crucial role in the successful development and implementation of the Geopark model.

Data Collection Techniques and Sources: Data collection involves both primary and secondary sources. Secondary data is gathered through literature reviews on the general geology, geomorphology, geodiversity, and geosites of Pangandaran, as well as its geotourism potential. Sources include the Geological Survey Center (PSG), the Environmental and Groundwater Geology Center (PAG), and the Geospatial Information Agency (BIG). Primary data collection involves field observations, detailed site descriptions, and measurements to assess geological conditions. Additionally, stakeholder surveys,

interviews, and Focus Group Discussions (FGDs) employing speculative design thinking are conducted to gather in-depth insights and perspectives on geodiversity and urban geotourism. This comprehensive data collection strategy ensures a thorough understanding of the potential and challenges in developing the Aspiring Geopark Pangandaran.

RESULTS

Geodiversity Mapping and Profiling: The study identified and mapped the geodiversity of Pangandaran, highlighting unique geological features and significant geosites such as Green Canyon, Saung Angklung Mang Koko, and various coastal formations. These sites were evaluated for their scientific and intrinsic value, educational potential, economic significance, conservation value, and additional benefits using a quantitative approach. The assessment revealed that Pangandaran's geosites possess high educational and economic potential, making them suitable for geotourism development.

Stakeholder and Community Involvement: The research identified key stakeholders involved in the development of the Aspiring Geopark Pangandaran, including local communities, universities, government agencies, and private enterprises. The study emphasized the importance of community involvement and strategic collaboration for the sustainable development of geotourism. Focus Group Discussions (FGDs) and speculative design thinking workshops were conducted to engage stakeholders and gather insights on developing geodiversity-based geotourism products. This participatory approach ensured that the local community's needs and perspectives were integrated into the Geopark development plan.

Geotourism and Geoheritage Conservation Recommendations: The research proposed a comprehensive Geopark model for Pangandaran, focusing on conservation, education, and sustainable tourism. Policy recommendations included improving infrastructure to enhance access to geoheritage sites, developing local geoproducts, and promoting geotourism as a means of economic development. The proposed model aims to balance conservation efforts with the socio-economic benefits of tourism, ensuring that geodiversity is preserved while providing educational and economic opportunities for the local community. The findings underscore the potential of the Aspiring Geopark Pangandaran to become a model for rural revitalization and sustainable development through geotourism.

DISCUSSIONS

A multiphase method is being used in the establishment of the Aspiring Geopark Pangandaran, which includes conducting in-depth Focus Group Discussions (FGD) and interviews with important stakeholders. The first stage consists of FGDs to comprehend the program and get ready for field surveys, with an emphasis on mapping the potential for geotourism and geodiversity and needs assessment. In order to build the geopark utilizing speculative design thinking, participatory FGDs are held with stakeholders and local communities. This ensures that local residents' engagement and input are crucial to the project's success. This cooperative strategy guarantees that the development is in line with the needs and goals of the community while also fostering a sense of ownership.

The research's interview component emphasizes the geopark development's economic impact, particularly in terms of lessening the economic crisis that rural communities went through during the COVID-19 epidemic. The project intends to increase competitiveness and promote regional development by utilizing geodiversity and local history. Involving the community and fostering capacity-building are essential elements; local tourism awareness organizations, or Pokdarwis, are essential in enlightening and empowering locals. With the help of these programs, local communities will be better equipped to take part in and profit from the growing geotourism sector.

The research results highlight a number of obstacles and chances for Pangandaran's tourism industry to grow. Among the main obstacles are the demands for stronger community involvement, efficient marketing plans, and better infrastructure. To guarantee a coordinated and sustainable development process, the roles and duties of many stakeholders—including local communities, governmental organizations, and academic institutions—are clearly defined. The importance of a cooperative and sustainable approach to geopark development is highlighted by the document's closing recommendations for ongoing stakeholder involvement, community capacity building, and utilizing local cultural and natural heritage to increase tourist and economic growth.

MANAGERIAL IMPLICATIONS

Firstly, effective strategic planning is essential to harness the potential of Pangandaran's geodiversity and geotourism. Managers need to create comprehensive development plans that include infrastructure improvements, marketing strategies, and community engagement initiatives. By mapping out clear objectives and timelines, and by benchmarking against successful models like Langkawi UNESCO Global Geopark, managers can ensure that the development is systematic and aligned with best practices in the field. This strategic approach not only facilitates smoother project implementation but also attracts investment and supports long-term economic growth.

Stakeholder management is another critical aspect, requiring managers to actively engage with various stakeholders, including local communities, government bodies, academic institutions, and private sector partners. Effective stakeholder management involves regular communication, participatory decision-making, and capacity-building initiatives. For example, involving local tourism awareness groups (Pokdarwis) in educational and empowerment programs can foster community ownership and enhance the local tourism experience. Managers must also address stakeholder concerns and incorporate their feedback into the development process, ensuring that the geopark's growth is inclusive and benefits all parties involved.

Lastly, adopting sustainable development practices is imperative for the long-term success of the Aspiring Geopark Pangandaran. Managers must prioritize conservation efforts to protect the region's unique geodiversity and natural heritage. This includes implementing eco-friendly tourism practices, developing guidelines for sustainable resource use, and promoting environmental education among tourists and locals. By integrating sustainability into every aspect of the geopark's operations, managers can ensure that the natural and cultural assets of Pangandaran are preserved for future generations, while also providing

economic opportunities for the local community. This balanced approach not only enhances the region's appeal as a geotourism destination but also contributes to global sustainability goals.

FUTURE RESEARCH DIRECTIONS

The development of the Aspiring Geopark Pangandaran opens several avenues for future research that can further enhance understanding and implementation of sustainable geotourism and regional development.

1. Impact Assessment of Geopark Development: Future research should focus on comprehensive impact assessments of the geopark's development on the local economy, environment, and community well-being. Longitudinal studies can track changes over time, evaluating how geotourism initiatives influence local income levels, employment rates, and environmental conservation. This research can provide valuable data to refine and optimize development strategies, ensuring they meet sustainability goals while maximizing economic benefits.
2. Community Engagement and Participation Models: Investigating effective models of community engagement and participation in geopark development is another important research direction. Comparative studies between different geoparks globally, such as the Langkawi UNESCO Global Geopark and other successful models, can yield insights into best practices for fostering local community involvement. Research can explore how different participatory approaches impact community empowerment, ownership, and the sustainability of tourism initiatives.
3. Technological Integration in Geotourism: Exploring the integration of technology in enhancing geotourism experiences and managing geopark resources is a promising area for future research. Studies can examine the use of digital tools like virtual reality, augmented reality, and mobile applications to provide interactive and educational tourist experiences. Additionally, research can focus on how technology can aid in monitoring and conserving geosites, managing visitor flows, and promoting the geopark through digital marketing strategies.

By addressing these future research directions, scholars and practitioners can contribute to the evolving field of geotourism, ensuring that initiatives like the Aspiring Geopark Pangandaran are both sustainable and beneficial to all stakeholders involved.

REFERENCES

- Anwar, R. K., Hadian, M. S. D., & Khadijah, U. L. S. (2021). The Significance of Communicative Behaviour for Economic Blessings in the Community Involvement of Discovering New Watershed Tourism. *Review of International Geographical Education Online*, 11(4), 1105-1111.
- Aries Kusworo, (2021), *Peluang dan Tantangan Geopark Indonesia*, Badan Geologi Nasional. 3(2), 234-237
- Arikunto, S., & Pendekatan, P. P. S. (2006). *Praktek*. Jakarta: Rineka Cipta.
- Dicken, P. (2007). *Global shift: Mapping the changing contours of the world economy*. SAGE Publications Ltd.
- Azman, N., Halim, S. A., Liu, O. P., Saidin, S., & Komoo, I. (2010). Public education in heritage conservation for geopark community. *Procedia-Social Behavioural Sciences*, 7, 504-511.

- Canesin, T. S., Brilha, J., & Díaz-Martínez, E. (2020). Best Practices and Constraints in Geopark Management: Comparative Analysis of Two Spanish UNESCO Global Geoparks. *Geoheritage*, 12(1), 14. doi:10.1007/s12371-020-00435-w
- Darsiharjo, Supriatna, U., & Saputra, I. M (2016). Pengembangan Geopark Ciletuh Berbasis Partisipasi Masyarakat Sebagai Kawasan Geowisata di Kabupaten Sukabumi, *Jurnal Manajemen Resort dan Leisure (Jornal of Resort and Management)*, 13(1), 55-66
- Dowling, R. K., & Newsome, D. (2017). Geotourism destinations-visitor impacts and site management considerations. *Czech Journal of Tourism*, 6(2), 111-129. Du, Y., & Girault, Y. (2018). A genealogy of UNESCO global geopark: Emergence and evolution. *International Journal of Geoheritage Parks*, 6(2), 1-17.
- Farsani, N. T., Coelho, C., & Costa, C. (2011). Geotourism and geoparks as novel strategies for socio-economic development in rural areas. *International Journal of Tourism Research*, 13(1), 68-81.
- Farsani, N. T., Coelho, C. O. A., Costa, C. M. M., & Amrikazemi, A. (2014). Geo-knowledge Management and Geoconservation via Geoparks and Geotourism. *Geoheritage*, 6(3), 185-192. doi:10.1007/s12371-014-0099-7
- Fauzi, N. S. M., & Misni, A. (2016). Geoheritage Conservation: Indicators affecting the condition and sustainability of Geopark—a conceptual review. *Procedia-Social Behavioural Sciences*, 222, 676-684.
- Kistiyah, S., Haryoto, S. S., & Andari, D. W. (2021, December). Penerapan Konsep Geopark Dalam Pembangunan Kawasan Berbasis Geokonservasi. In *Prosiding Forum Ilmiah Tahunan (FIT)-Ikatan Surveyor Indonesia (ISI) (Vol. 1, pp. 355-360)*. Departemen Teknik Geodesi, Fakultas Teknik, Universitas Diponegoro.
- Krishna Yuliawati, A., Rofaida, R., Pamungkas Gautama, B., & Sapari Dwi Hadian, M. (2019). Geoproduct Development as Part of Geotourism at Geopark Belitong
- Permadi, R., Khadijah, U. L. S., & Hadian, M. S. (2020). PERAN KEWIRAUSAHAAN DALAM PENGEMBANGAN GEOWISATA. *Tornare: Journal of Sustainable and Research*, 2(3), 37-39.
- Permadi, R., Rachwibowo, P., & Hidajat, W. K. (2014). Potensi Situs-Situs Warisan Geologi di Area Kars Gunung Sewu sebagai Pendukung dan Peluang Pengembangan Geopark di Indonesia untuk Aset Geowisata Kreatif. *Geological Engineering E-Journal*, 6(2), 586- 601.
- Putra, R. R., Susanto, E., Permadi, R. W. A., Maulana, M. I., Hadian, M. S. D., Rachmat, H., & Wulung, S. R. P. (2020). Aspiring Pangandaran Geopark to Promote Sustainable Tourism Development. *International Journal of Applied Sciences in Tourism and Events*, 4(2), 115-128
- Rodrigues, J., & DE CARVALHO, C. N. (2010). Património geológico no Geopark Naturtejo: base para uma estratégia de geoturismo Geological heritage from Naturtejo Geopark: foundation for a strategy of geotourism. *e-Terra*, 18(11).
- Setyadi, D. A. (2012). Studi komparasi pengelolaan Geopark di dunia untuk pengembangan pengelolaan Kawasan Cagar Alam Geologi Karangsambung. *Jurnal Pembangunan Wilayah dan Kota*, 8(4), 392-402.

- Sofia, I. P. (2017). Konstruksi Model Kewirausahaan Sosial (Social Entrepreneurship) Sebagai Gagasan Inovasi Sosial Bagi Pembangunan Perekonomian. *Widyakala Journal*, 2(1), 2. <https://doi.org/10.36262/widyakala.v2i1.7>
- [Soma Sayedyounesi](#) & [Alireza Amrikazemi](#), International Conference on UNESCO Global Geoparks, 27th -30th September 2016, English Riviera UNESCO Global Geopark, Torbay, England.
- Yuliawati, A. K., Hadian, M. S. D., Rahayu, A., & Hurriyati, R. (2016). Developing geotourism as part of sustainable development at Ciletuh Sukabumi, West Java, Indonesia. *Journal of Enviromental Management and Tourism*, 7, 57-62.
- YuliawatiK, Rofaida, R., Gautama, B. P., & Aryanti, A. N. (2021). Business Continuity of MSMEs in Small Island Facing the Covid-19 Pandemic. *GATR Global Journal of Business Social Sciences Review*, 9(1), 90–98. [https://doi.org/10.35609/gjbssr.2021.9.1\(10\)](https://doi.org/10.35609/gjbssr.2021.9.1(10))
- Undang-Undang Nomor 26 Tahun 2007 tentang Penataan Ruang
 - Peraturan Pemerintah Nomor 26 Tahun 2008 tentang RTRW Nasional Terkini
 - Permen ESDM Nomor 32 Tahun 2016 tentang Pedoman Penetapan KCAG
 - [Peraturan Menteri Energi dan Sumber Daya Mineral Nomor 31 Tahun 2021](#)
 - <https://adv.kompas.id/baca/geopark-jalan-baru-ekonomi-inklusif-berkelanjutan/>
 - <https://selasari.desa.id/demografi/>
 - <https://jadesta.kemenparekraf.go.id/desa/selasari>
 - <https://www.unpad.ac.id/2021/08/geowisata-mampu-seimbangkan-konservasi-dan-ekonomi/>
 - <https://www.unpad.ac.id/2021/08/geowisata-mampu-seimbangkan-konservasi-dan-ekonomi/>
 - <https://www.haryhermawan.com/2019/06/geowisata-tata-kelola-geopark.html>

45. Unveiling the Influence of Satisfaction on Domestic Tourism Intentions: The Key Predictors

Choi-Meng Leong¹, Maggie May Jean Tang*² and Pei-Lin Sim³ and Siew Ling Liew⁴

¹ Choi-Meng Leong, Swinburne University of Technology Sarawak Campus, Malaysia

² Maggie May Jean Tang, Swinburne University of Technology Sarawak Campus, Malaysia

³ Pei-Lin Sim, UCSI University, Malaysia

⁴ Siew Ling Liew, Swinburne University of Technology Sarawak Campus, Malaysia

*Correspondence E-mail: mtang@swinburne.edu.my

Keywords: Domestic Tourism, Pull factors, Push factors, Satisfaction, Visiting Intention.

EXTENDED ABSTRACT

Crises and emergencies like the Covid-19 pandemic or natural disasters prompt the development of new business models that enhance the sustainability of the tourism industry (Pop et al., 2024). Encouraging a neoliberal approach, governments need to establish a secure investment framework and promote domestic tourism (Pop et al., 2024). Market participants can be incentivized to highlight local resources, while local communities should be encouraged to foster greater inclusivity (Sharma et al., 2021). The identification of push and pull motivation of satisfaction and visiting intention is critical for the market participants. This study aims to investigate the influence of Family and Togetherness (FT), Knowledge/Curiousity (KC), Cultural/Natural Heritages (CN), Events and Festivals (EF) and Perceived Cost (PC) on satisfaction and visiting intention for domestic tourism in Sarawak. Motivated by the study of Bayih and Singh (2020), this study includes the influence of push factors (FT and KC) and pull factors (CN, EF and PC) on satisfaction and visiting intention. The satisfaction includes satisfaction for amenities, attractions and accessibility. Different from Bayih and Singh (2020), each of the impact from push and pull factors is tested against satisfaction and visiting intention. In addition, this study also extends the study of Bayih and Singh (2020) by including perceived costs as a pull factor.

LITERATURE REVIEW

Motivation Theory

Motivation is a psychological concept that drives individuals to engage in specific activities and shapes human behaviour (O'Reilly, 2020). In tourism literature, motivation studies are fundamental in explaining travel choices, behaviours, and experience (Pearce and Packer, 2013). Understanding these motivations is crucial as such insights can enable effective market segmentation and the development of targeted marketing campaigns in tourism (Kruger et al., 2016). Push-pull framework is one of the motivation theories that can explain the visitor's behaviour in deciding the destination (Prayag and Hosany, 2014).

Push Factors, Satisfaction, Visiting Intention

Push factors are the internal motivations that drive visitors to travel to a destination (Albughuli, 2011). Research has shown that tourists' visiting intentions and overall satisfaction can be predicted by push

factors, with a strong positive relationship between these variables (Khuong and Ha, 2014). Pearce (2005) also identified that visitors' internal motives heavily influenced the tourists visiting patterns in a destination choice process. In this study, the domains for push factors include family togetherness and knowledge/curiosity (Bayih and Singh 2020).

H1a: FT positively related to Satisfaction.

H1b: KC positively related to Satisfaction.

H2a: FT positively related to Visiting Intention.

H1b: KC positively related to Visiting Intention.

Pull Factors, Satisfaction, Visiting Intention

Pull factors refer to the external features that attract visitors to a particular destination (Albughuli, 2011). These factors are often a function of the existing attractions and resources at the destination. Several studies have shown that visitor travel behaviour is positively influenced by push and pull factors (Maghrifani et al., 2022; Io, 2023). In this study, the domains of pull factors include culture and natural heritage, events and festivals, and perceived costs.

H1c: CN positively related to Satisfaction.

H1d: EF positively related to Satisfaction.

H1e: PC positively related to Satisfaction.

H2c: CN positively related to Visiting Intention.

H2d: EF positively related to Visiting Intention.

H2e: PC positively related to Visiting Intention.

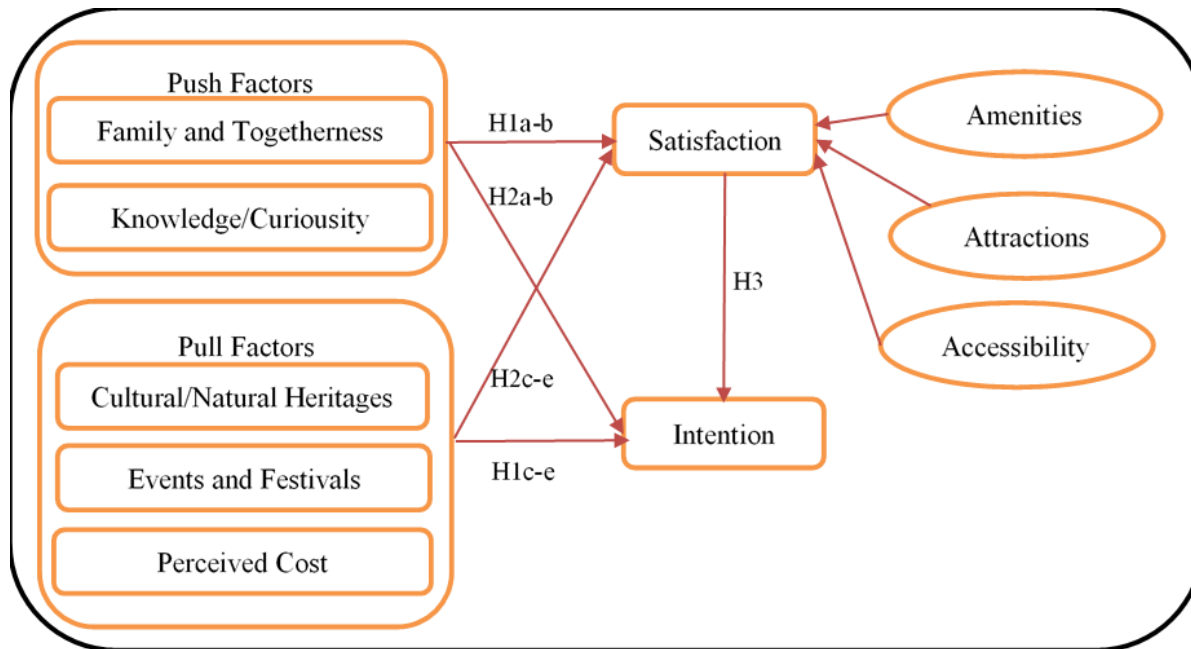
Satisfaction and Visiting Intention

Satisfaction can be described as the emotional state and cognitive evaluation following an experience (Ranjanthran and Mohammed, 2010). According to Cole and Crompton (2003) as well as Ranjanthran and Mohammed (2010), favorable tourist satisfactions lead to intention to revisit and higher willingness to recommend. Numerous studies have examined the relationships between motivations, visiting intent, and satisfaction (Smith et al. 2010; Pandža-Bajs, 2015). Understanding the interplay between these factors is essential for ensuring visitor satisfaction (Elahi et al., 2020).

H3: Satisfaction is positively related to Visiting Intention.

Based on the discussion above, the research framework is developed (see Figure 1).

Figure 1: Research Framework



RESEARCH METHOD

The instruments of the study were adapted from Bayih and Singh (2020) for pull and push factors as well as satisfaction. The instruments for perceived cost was adapted from You et al. (2000). Online questionnaire was used to collect the data from the selected respondents. Purposive sampling technique was used to select the respondents of this study, who were reside in Sarawak regardless they were local or foreign. Using G*Power, the minimum sample size was 92.

There were 244 sets of questionnaires collected and used for the analysis. Based on 244 respondents, 35.2 percent were male while 64.8 percent were female. Majority of the respondents were aged between 21 to 30 years old (46.3%). The highest education of majority of the respondents was diploma or bachelor (66.8%). Partial least squares structural equation modeling (PLS-SEM) was used for the analysis utilizing SmartPLS 4.0. Common method bias using Harman's Single Factor test showed the percentage of variance based on extraction sums of squared loadings was 48.046% and therefore the bias did not affect the data.

RESULTS

As satisfaction is a formative-formative higher order construct, the second order confirmatory factor analysis measurement model was used for the analysis. The convergent validity was checked via redundancy analysis for satisfaction and the value for global item is 0.742, which is greater than the 0.70 magnitude (Cheah et al., 2018). The outer variance inflation factor (VIF) values for all formative items were less than 3.33 and thus multicollinearity did not exist (Diamantopoulos and Siguaw, 2006). Content analysis based on Bayih and Singh (2020) showed that all the constructs were relevant for the testing and thus all of the constructs were retained although p-values for outer weight were inconsistent. As there is

only one reflective construct (visiting intention), the discriminant validity was not relevant in this study. The composite reliability and average variance extracted were 0.969 and 0.888 for visiting intention.

Table 1: Path Coefficient and Hypothesis Testing

Hypothesis	Relationship	Coefficient	Standard Deviation	T statistic	P values	Interval Estimate		Supported
						LL	UL	
H1a	FT → SAT	0.225	0.072	3.145	0.002	0.075	0.355	Yes
H1b	KC → SAT	0.293	0.076	3.865	0.000	0.144	0.437	Yes
H1c	CN → SAT	0.322	0.084	3.821	0.000	0.159	0.489	Yes
H1d	EF → SAT	0.059	0.077	0.761	0.447	-0.095	0.209	No
H1e	PC → SAT	0.069	0.056	1.226	0.220	-0.032	0.187	No
H2a	FT → IN	0.230	0.086	2.682	0.007	0.052	0.388	Yes
H2b	KC → IN	0.394	0.108	3.647	0.000	0.186	0.603	Yes
H2c	CN → IN	0.060	0.102	0.593	0.553	-0.123	0.274	No
H2d	EF → IN	0.032	0.073	0.442	0.658	-0.118	0.165	No
H2e	PC → IN	-0.095	0.054	1.779	0.075	-0.180	0.033	No
H3	SAT → IN	0.202	0.093	2.163	0.031	0.016	0.380	Yes

Notes: LL=lower limit, UL = upper limit at 95 and 99% confidence interval, FT = Family and Togetherness; KC = Knowledge/Curiousity; CN = Cultural/Natural Heritages; EF = Events and Festivals; PC = Perceived Cost; SAT = Satisfaction; IN = Visiting Intention.

FT ($\beta = 0.225$, $\rho < 0.05$), KC ($\beta = 0.293$, $\rho < 0.001$) and CN ($\beta = 0.322$, $\rho < 0.001$) were found positively related to satisfaction. H1a – H1c were supported. Conversely, EF ($\beta = 0.059$, $\rho > 0.05$) and PC ($\beta = 0.269$, $\rho > 0.05$) were found not significantly influence satisfaction. H1d and H1e were not supported. On the other hand, FT ($\beta = 0.230$, $\rho < 0.05$) and KC ($\beta = 0.293$, $\rho < 0.001$) were found positively related to visiting intention. H2a and H2b were supported. Conversely, CN ($\beta = 0.060$, $\rho > 0.05$), EF ($\beta = 0.032$, $\rho > 0.05$) and PC ($\beta = -0.095$, $\rho > 0.05$) were found not significantly influence visiting intention. H2c, H2d and H2e were not supported. Lastly, satisfaction ($\beta = 0.202$, $\rho < 0.05$) was positively related to visiting intention. The R^2 (determination of coefficient) for visiting intention and satisfaction were 0.626 and 0.731, respectively. The Q^2 (predictive relevance) for visiting intention and satisfaction were 0.584 and 0.702, respectively. The effect size (f^2) for FT (0.052); KC (0.096) and SAT (0.029) were small on visiting intention while CN, EF and PC did not have effect on visiting intention. On the contrary, CN (0.082), FT (0.075) and KC (0.079) possessed small effect on satisfaction while EF and PC did not have effect on satisfaction.

DISCUSSIONS

This study revealed that push factors such as FT and KC significantly influence satisfaction and visiting intention. These results aligned with Bayih and Singh (2020) research. Hence, FT and KC were the push motives that explain the inclination to travel for vacations in Sarawak. EF and PC were not significant in predicting satisfaction and visiting intention. These results were contradicted with the findings of Bayih and Singh (2020). These pull motives were not critical for travelers to make decisions regarding the choice to choose Sarawak as visiting destination. It could be due to the reasons that the events or festivals' functions need to be more cultural or family bonding oriented as FT and KC were the main push factors to visit Sarawak. Satisfaction is found influence the visiting intention to Sarawak. However, the visiting intention could be indirect via CN as CN could contribute to the satisfaction and subsequently lead to visiting intention.

MANAGERIAL IMPLICATIONS

As family and togetherness is the push factor of Sarawak overall visiting satisfaction, the services providers could provide travel packages, activities or events that could promote the bonding of family and friends. Also, more information could be provided and more visiting activities that could promote the learning are also important to boost the satisfaction and visiting intentions for those who reside in Sarawak. The events or activities that could enhance the experience of cultural and natural heritages are also important to increase the satisfaction of the visitors.

FUTURE RESEARCH DIRECTIONS

The future study could include socioeconomic and demographic factors in the analysis. The comparison study based on East and West Malaysia could be interesting to reveal the factors that encourage the domestic tourism.

ACKNOWLEDGEMENT

The authors would like to thank the participating researchers, Mun Ming Hui, Lee Qi Yi, Gelena Kueh Siu Yee, Tiffany Ngui Suk Hui and Vanessa Angeline Samuel, for their assistance in data collection.

REFERENCES

- Albughuli, M. (2011). Exploring Motivations and Values for Domestic Travel from an Islamic and Arab Standpoint: the Case of Saudi Arabia. Waterloo, Ontario, Canada.
- Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction and tourist behavioural intentions. *Heliyon*, 6(9).
- Cheah, J.H., Sarstedt, M., Ringle, C.M., Ramayah, T., & Ting, H. (2018). Convergent validity assessment of formatively measured constructs in PLS-SEM: on using single-item versus multiitem measures in redundancy analyses. *International Journal of Contemporary Hospitality Management*, 30(11), 3192-3210.

- Diamantopoulos, A. and Siguaw, J.A. (2006). Formative versus reflective indicators in organizational measure development: a comparison and empirical illustration. *British Journal of Management*, 7(4), 263-282.
- Elahi, A., Moradi, E., & Saffari, M. (2020). Antecedents and consequences of tourists' satisfaction in sport event: Mediating role of destination image. *Journal of Convention & Event Tourism*, 21(2), 123–154.
- Khuong, M.N. & Ha, H.T.T. (2014). The influences of push and pull factors on the international leisure tourists' return intention to Ho Chi Minh city, Vietnam—A mediation analysis of destination satisfaction. *International Journal of Trade Economics and Finance*, 5(6), 490.
- Kruger, M., Myburgh, E., & Saayman, M. (2016). A motivation-based typology of road cyclists in the cape town cycle tour. South Africa. *Journal of Travel & Tourism Marketing*, 33(3), 380–403.
- O'Reilly, R. C. (2020). Unraveling the mysteries of motivation. In *Trends in cognitive sciences* (Vol. 24, 425–434). Elsevier Ltd.
- Pand̃za-Bajs, I. (2015). Tourist perceived value, relationship to satisfaction, and behavioural intentions: The example of the Croatian tourist destination dubrovnik. *Journal of Travel Research*, 54(1), 122–134.
- Pearce, P. L., & Packer, J. (2013). Minds on the move: New links from psychology to tourism. *Annals of Tourism Research*, 40(1), 386–411.
- Pearce, P.L. (2005). *Tourist Behaviour Themes and Conceptual Schemes*. Channel view Publications, Clevedon.
- Pop, A. M., Marian-Potra, A. C., Hognogi, G. G., & Puiu, V. (2024). Glamping tourism as a sustainable response to the need to reinvigorate domestic tourism. *Journal of Destination Marketing & Management*, 31, 100803.
- Ranjanthran, M. & Mohammed, B. (2010). *Domestic Tourism: Perception of Domestic Tourist on Tourism Products in Penang Island*. Integrated Publishing association.
- Sharma, G. D., Thomas, A., & Paul, J. (2021). Reviving tourism industry post-COVID-19: A resilience-based framework. *Tourism Management Perspectives*, 37, 100786.
- Smith, S., Costello, C., & Muenchen, R. A. (2010). Influence of push and pull motivations on satisfaction and behavioural intentions within a culinary tourism event. *Journal of Quality Assurance in Hospitality and Tourism*, 11(1), 17–35.
- You, X., O'Leary, J., Morrison, A., & Hong, G.-S. (2000). A crosscultural comparison of travel push and pull factors: United Kingdom vs. Japan. *International Journal of Hospitality and Tourism Administration*, 1(2), 1–26.

46. A Triple Helix Partnership: Tourism and Peace for Sustainable Development in Bromo Mountain

Karisma Sri Rahayu^{*1}, Titing Kartika², Rahmat Yuliawan³ and Sovia Rosalin⁴

^{1,4} Business and Hospitality Department, Faculty of Vocational Education, University of Brawijaya Malang, Indonesia

² Sekolah Tinggi Ilmu Ekonomi Pariwisata YAPARI Bandung, Indonesia

³ Faculty of Vocational, Airlangga University, Indonesia

*Correspondence E-mail: karisma_rahayu@ub.ac.id

Keywords: Triple Helix Partnership, Cluster Tourism, Innovation Tourism, Tourism and Peace.

EXTENDED ABSTRACT

The exponential expansion of the tourism industry yields numerous advantages for the nation and the local populace in the targeted region and holds immense potential for the future. This scenario can be understood as the tourism industry transferring economic activity from the local community to the government. Tourism has become a catalyst for crucial economic activities in a destination region, paving the way for a promising future. (Beltramo et al., 2021). The tourism industry can potentially transform into a significant source of regional revenue. The tourism industry is presently a significant driver of economic expansion in Indonesia. The exponential growth experienced by the Indonesian tourism sector necessitates implementing changes (Amar et al., 2021). In addition, tourism activities should contribute to the well-being of the surrounding environment. Good tourism governance requires coordination and synchronization between stakeholders and synergistic, integrated, and mutually reinforcing participation through the triple Helix (government, industry, academics). Tourist destinations in Mount Bromo face many challenges, including the need for tourism managers to collaborate to develop tourism potential. Mount Bromo is in Probolinggo, Pasuruan, Malang, and Lumajang Regencies. This requires remarkable sustainable tourism development synergy. The synergy model is linked to Leydersdorff et al. (2017)'s Triple Helix theory. Academic, business, and government collaboration is stressed in this theory.

LITERATURE REVIEW

Triple Helix Partnerships

The triple helix theory highlights the importance of universities in actively participating in open networks and driving innovation by collaborating with both government and industry. (Bellandi et al., 2021). While these actors maintain their distinct identities, they are interconnected, and each represents the perspectives and contributions of their respective disciplines (Chen et al., 2022). Partnerships transform regional and local governance (Hjalager, 2002). Various actors contribute their objectives and capabilities, along with strengths and weaknesses, when evaluating the possibilities for sustainable development (Scheyvens & Cheer, 2022). Partnership is a term that refers to the collaboration between individuals and organizations, such as society, businesses, and institutions, in order to achieve common goals by combining their resources and skills in a voluntary and mutually beneficial manner (Eweje et al., 2021).

Cluster

Tourism studies commonly define tourist destinations as industrial clusters (Kim & Shim, 2018). The cluster perspective in tourism destination governance promotes business-oriented interactions and emphasizes the context in which companies work with academics and affiliated institutions. Numerous tourism enterprises have recently adopted the cluster concept to promote regional and local development, owing to the growing prevalence of cluster-based policies worldwide (Kowalski & Mackiewicz, 2021).

Innovation

The examination of innovation within the tourism sector is a relatively new area of study that became more prominent during the 1980s. Given its growing influence on global economic indicators, there is a strong desire to investigate the correlation between innovation and both financial and non-financial performance (Galarza et al., 2023).

RESEARCH METHOD

The type of research used is descriptive research with a qualitative approach method. This research focuses on the object that serves as the primary target for studying social phenomena in a specific area, particularly Mount Bromo, with a particular emphasis on managing tourism destinations. This focus aims to uncover the data gathered by researchers and analyze it using specific theories such as partnerships in Tourism, Clusters in Tourism, and Innovation Systems in Tourism.

RESULTS**Triple Helix Model Partnership**

Academics promote innovation and entrepreneurship. This will make research and development results, infrastructure knowledge, public policy innovation, and other public-private partnership support more accessible. Industry funds academia's research, product development, and market launch. By providing new technology and research, academia benefits the industry. Tourism planning and policy involves the government's coordination and development of strategic plans, policies, and entrepreneurship to boost tourism growth, promote tourism activities, support social tourism initiatives, and protect public interests. Development planning should prioritize industrial sectors and superior destinations for facilities, infrastructure, and other public amenities, especially in tourism. Tourism stakeholders have many interests, so the government must coordinate them. Tourism is a potent means to advance peace by facilitating intercultural exchanges, cultivating mutual comprehension, and bolstering economic progress. Sustainable tourism practices ensure that local community's benefit from tourism, minimizing potential conflicts. The Triple Helix model promotes tourism peacebuilding by encouraging collaboration based on tourism initiatives that involve academia, industry, and government and are comprehensive and engaging. Educational programs can help tourists and locals appreciate peace and cultural harmony. Policies that ensure tourism benefits are distributed relatively can reduce conflict and promote social cohesion.

Implementation of Clusters as a Basis in Tourism Destination Governance

The Mount Bromo tourist area uses clusters to organize tourism by regional classifications, including agrotourism, education trips, ecotourism, and supporting clusters. The agrotourism cluster includes orange-picking tourism and agricultural programs, in addition to education-based initiatives to familiarise students with agriculture.

Innovation

The Government has implemented various policies, programs, and funding sources in a coordinated and sustainable manner to achieve regional development goals in the Bromo tourism area. The evaluation results indicate that there have been advancements and achievements in different areas of development. However, several issues and obstacles must be resolved systematically and coordinated to ensure long-term sustainability. Tourism, a component of the industrial sector with untapped potential and opportunities, necessitates strategic and coordinated management to safeguard all sectors' collective contribution and collaboration for the more significant benefit.

DISCUSSIONS

This study evaluates the triple helix model in the Mount Bromo tourist area. The research shows that the government and industry help develop Mount Bromo as a tourist destination. Additionally, academics' potential is underutilized. Thus, training and development must be improved to improve clusters and innovation in Mount Bromo tourist destinations. Collaboration between these three stakeholders in tourism destination governance leads to diverse development programs. Academics and the government have a formal, cooperative partnership with a moderate commitment to risk, resource, and reward sharing. These rewards allow academics to develop programs.

MANAGERIAL IMPLICATIONS

The participation of multiple stakeholders in the development of the Mount Bromo area tourist destination program poses a risk of miscoordination. Therefore, it is crucial to establish a strong synergy among stakeholders to ensure the optimal implementation of the program. In addition to fostering tourist destinations through collaborative partnerships, another approach that can be employed is utilizing a cluster concept. An innovation system is necessary to enhance the governance of tourism destinations in the Mount Bromo tourist area due to its abundant natural resources, such as agricultural and plantation products.

FUTURE RESEARCH DIRECTIONS

Technological advancements can facilitate further research on the management system of the Mount Bromo tourist destination. This research can involve additional actors by utilizing the Penta helix model and conducting a comprehensive evaluation of the implemented cluster model.

REFERENCES

- Amar, M. Y., Syariati, A., Ridwan, R., & Parmitasari, R. D. A. (2021). Indonesian hotels' dynamic capability under the risks of covid-19. *Risks*, 9(11), 1–18. <https://doi.org/10.3390/risks9110194>
- Bellandi, M., Donati, L., & Cataneo, A. (2021). Social innovation governance and the role of universities: Cases of quadruple helix partnerships in Italy. *Technological Forecasting and Social Change*, 164(February 2020), 120518. <https://doi.org/10.1016/j.techfore.2020.120518>
- Beltramo, R., Peira, G., & Bonadonna, A. (2021). Creating a tourism destination through local heritage: The stakeholders' priorities in the canavese area (northwest Italy). *Land*, 10(3), 1–18. <https://doi.org/10.3390/land10030260>
- Chen, L. H., Munoz, K. E., & Aye, N. (2022). Systematic review of crisis reactions toward major disease outbreaks: application of the triple helix model in the context of tourism. *International Journal of Tourism Cities*, 8(2), 327–341. <https://doi.org/10.1108/IJTC-08-2020-0168>
- Eweje, G., Sajjad, A., Nath, S. D., & Kobayashi, K. (2021). Multi-stakeholder partnerships: a catalyst to achieve sustainable development goals. *Marketing Intelligence and Planning*, 39(2), 186–212. <https://doi.org/10.1108/MIP-04-2020-0135>
- Galarza, I. S., León-Carlosama, R. G., Cevallos-Pineda, A. G., & Martínez-Gómez, M. (2023). Innovation in the tourism sector, organizational learning and performance. *Academia Revista Latinoamericana de Administracion*, 36(4), 463–486. <https://doi.org/10.1108/ARLA-06-2023-0090>
- Hjalager, A. M. (2002). Repairing innovation defectiveness in tourism. *Tourism Management*, 23(5), 465–474. [https://doi.org/10.1016/S0261-5177\(02\)00013-4](https://doi.org/10.1016/S0261-5177(02)00013-4)
- Kim, N., & Shim, C. (2018). Social capital, knowledge sharing and innovation of small- and medium-sized enterprises in a tourism cluster. *International Journal of Contemporary Hospitality Management*, 30(6), 2417–2437. <https://doi.org/10.1108/IJCHM-07-2016-0392>
- Kowalski, A. M., & Mackiewicz, M. (2021). Commonalities and differences of cluster policy of Asian countries; discussion on cluster open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(1), 1–14. <https://doi.org/10.3390/joitmc7010021>
- Porter, M. E. (1998). Clusters and the New Economics of Competition TO SELL INFORMATION WORK AND LIFE : THE END OF MANAGING PROFESSIONALS. *Harvard Business Review*.
- Scheyvens, R., & Cheer, J. M. (2022). Tourism, the SDGs and partnerships. *Journal of Sustainable Tourism*, 30(10), 2271–2281. <https://doi.org/10.1080/09669582.2021.1982953>

47. The Role of Tourism Interpretation in Shaping The Attitude Of Generation Z Tourists Towards The Preservation of Cultural Reserves

Septy Indrianty*¹, Adrian Agoes²

¹ Septy Indrianty, Sekolah Tinggi Ilmu Ekonomi Pariwisata, Indonesia

² Adrian Agoes, Sekolah Tinggi Ilmu Ekonomi Pariwisata, Indonesia

*Correspondence E-mail: septyindrianty19@gmail.com

Keywords: Conservation of Cultural Reserve, Generation Z, Tourism Heritage, Tourism Interpretation, Sustainable Tourism.

EXTENDED ABSTRACT

The preservation of cultural heritage has an important role in passing on non-renewable resources to future generations for their benefit. As stated, cultural heritage is a creative process in shaping the future, where its preservation is the key to preserving priceless wealth for future generations (Holtorf, 2020). In addition, cultural heritage also has an important value in passing on knowledge marginalized by modernization and globalization to future generations (Syah et al., 2017).

Cultural heritage conservation is not only important to preserve historical heritage alone, but also to strengthen national identity, increase social cohesion, create jobs, and maintain cultural and religious values (Chirikure, 2013). A new paradigm in the management of heritage sites has also emerged, emphasizing the intangible and balanced concepts between conservation and development (Aaroz, 2011).

However, challenges related to the preservation of cultural heritage cannot be overcome without the active involvement of the community. Cultural heritage conservation has been proven to contribute to community improvement, development, and revitalization (Elsorady, 2012). In the context of tourism, interpretation experiences have great potential to influence tourists' attitudes and behaviours towards environmental preservation and cultural heritage.

On the other hand, previous research has shown that interpretation in tourism (as a form of language speech) generally promotes sustainable behaviour (sustainability) by increasing visitor knowledge and awareness, enhancing experience, and encouraging environmentally friendly attitudes and actions (Tubb, 2003; Moscardo, 1996). However, the impact of such interpretations is sometimes specific to a specific location and has not been conclusively proven in all contexts (Kim et al., 2011).

Against this background, this study aims to explore the influence of heritage tourism interpretation as a language speech on the attitude of Generation Z tourists towards the preservation of cultural heritage buildings. It is hoped that the results of this study can provide a deeper understanding of the role of interpretation in supporting the preservation of cultural heritage in the future.

Identification of problems in this study includes:

1.Lack of Knowledge:

How far is the level of knowledge of Generation Z tourists about cultural heritage conveyed through the interpretation of heritage tourism, and how does this affect their attitude towards conservation?

2.Engagement and Emotional Attachment:

To what extent can interpretation of heritage tourism evoke Generation Z tourists' emotional engagement and attachment to the cultural heritage buildings they visit, and how does it affect their attitudes towards conservation?

3.Influence of Interpretation on Attitudes:

How does the interpretation of heritage tourism affect the attitude of Generation Z tourists towards the preservation of cultural heritage buildings, either directly or indirectly?

4.in the Application of Interpretation:

What are the challenges faced in implementing effective interpretation of heritage tourism in improving the attitude of Generation Z tourists towards cultural heritage?

It is expected that by identifying these problems, this research can contribute to a more comprehensive understanding of the factors that affect the attitude of Generation Z tourists towards the preservation of cultural heritage buildings. In addition, it aims to offer valuable insights for the improvement of heritage tourism interpretation practices in the future.

This study will use a qualitative approach to gain a deep understanding of the influence of heritage tourism interpretation on the attitude of preservation of cultural heritage buildings by Generation Z tourists.

Determining the sample for this study, a holistic and representative approach will be taken to ensure the completeness and depth of understanding of the interpretation of heritage tourism and the attitude of cultural heritage preservation by various parties involved. The sample will consist of two main groups: Generation Z tourists and related stakeholders, which include tour guides, cultural heritage site managers, local communities, local government representatives, and tourism developers. For Generation Z tourists, sampling will be conducted randomly from the population visiting certain cultural heritage sites during the research period. Demographics such as age, gender, and educational background will be considered to ensure balanced representation. As a preliminary guide, the sample size of Generation Z travellers can be set at around 10-15 respondents, which can provide diversity in experiences and perspectives.

Meanwhile, for stakeholders, the selection of samples will be carried out by considering the diversity of roles and perspectives they have in the context of interpreting heritage tourism. The number of samples for stakeholder groups will depend on the diversity of roles involved in the interpretation practices of heritage tourism at the research site. In this case, around 2-5 respondents from various related parties will be considered to cover a wider spectrum from different points of view.

REFERENCES

- Aaroz, G. F. (2011). Preserving heritage places under a new paradigm. *Journal of Cultural Heritage Management and Sustainable Development*, 1.
- Elsorady, D. A. (2012). Heritage conservation in Rosetta (Rashid): A tool for community improvement and development. *Cities*, 29.
- Holtorf, C. (2020). Conservation and Heritage As Creative Processes of Future-Making. *International Journal of Cultural Property*, 27, 277-290.
- Kim, A., Airey, D., & Szivas, E. (2011). The Multiple Assessment of Interpretation Effectiveness: Promoting Visitors' Environmental Attitudes and Behaviour. *Journal of Travel Research*, 50, 321-334.
- National Park in Reaching the Goals of Sustainable Tourism Development. *Journal of Sustainable Tourism*, 11, 476-498.
- Syah, R., Nuradi, T. E., & Nasution, M. K. (2017). A framework to apply ICT for bequeathing the cultural heritage to next generation. *Journal of Physics: Conference Series*, 801.
- Tubb, K. N. (2003). An Evaluation of the Effectiveness of Interpretation within Dartmoor

48. Conflicts Among Tourism Stakeholders: A Bibliometric Analysis and Literature Review

Nguyen Thi Thu Trang¹, Pham Hong Long²

¹ Nguyen Thi Thu Trang, Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University, Hanoi, Vietnam.

² Pham Hong Long, Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University, Hanoi, Vietnam.

*Correspondence E-mail: longph@vnu.edu.vn

Keywords: Conflicts, Sustainable Tourism, Tourism Stakeholders, Tourism Stakeholders' Conflicts.

INTRODUCTION

Tourism is a socio-economic sector that involves the participation of various stakeholders having different purposes, motives, interests and/or functions. Therefore, disagreements, disputes, frictions and/or conflicts cannot be avoided during any development process. It is these conflicts that have caused negative consequences for economies, society and the environment. For example, local residents publicly protested over disputes with tourism businesses (Jinsheng & Siriphon, 2019), or tourist buses and boats were destroyed or sabotaged in order to prevent tourists from making excursions (Ebrahimi & Khalifah, 2014; Wang & Yotsumoto, 2019).

To attain sustainable tourism development, it is essential to recognize these conflicts, look into their root causes, and devise solutions. These are risks and challenges that must be overcome, particularly in a few developing countries in Southeast Asia.

However, there aren't many in-depth studies on this topic, based on the authors' searches on Scopus and Google Scholar. Therefore, the authors have chosen this issue in order to put together what we have discovered thereupon as well as find gaps in such studies.

LITERATURE REVIEW

Conflicts among tourism stakeholders have been a topic of interest and research by many scholars such as Jamal (2005), Yang et al (2013), Prior & Marcos-Cuevas (2016), Liu Q et al (2017), Canavan (2017), Tsaor (2018), Martín Martín (2021), Apostolidis & Brown (2021), Liu et al (2022), etc. However, determining which is the first study thereupon is a challenging task due to the ever-evolving nature of academic literature. An influential study frequently cited in discussions on conflicts among tourism stakeholders is one written by Pearce, D. G. (1989). In his article, Pearce discusses conflicts that arise among various stakeholders in tourism development, focusing specifically on tensions between economic development and environmental conservation. Although he does not exclusively focus on conflicts among

all tourism stakeholders, Pearce offers a fundamental understanding of how divergent interests can lead to conflicts in the tourism industry.

Since then, many studies have expanded on this topic to explore conflicts among various stakeholders including local communities, governments, businesses, environmental activists and tourists. Nevertheless, only in recent years has this research received significant attention (Duong Thi Hien, 2022). Such conflicts tend to revolve around resource allocation, economic benefit sharing, environmental impacts, cultural preservation, and management at tourism destinations. This topic has been intensively researched in the fields of heritage tourism, community-based tourism, and ecotourism.

RESEARCH METHODOLOGY

The article employs the methods of collecting, synthesizing, analyzing and evaluating literature. The authors collect relevant research articles, reports and other written materials on Scopus. VOSviewer is used to perform bibliometric analysis. This software is an intuitive user-friendly, versatile tool that significantly reduces costs for new users (Kirby, 2023).

Having gathered literature, the authors look into aspects of conflicts among tourism stakeholders. According to Seuring et al (2005), this research method is immediately relevant for general research articles on a scientific topic. The research process unfolds in six steps suggested by Templier & Paré (2015), including:

Step 1: Formulating the Problem

Step 2: Searching the Literature

Step 3: Screening for Inclusion

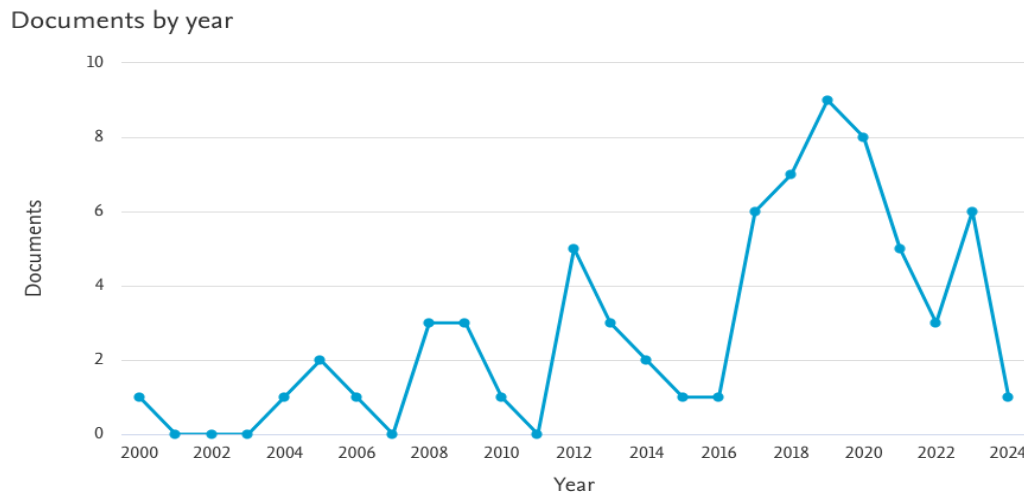
Step 4: Assessing quality

Step 5: Extracting data

Step 6: Analyzing and synthesizing data

FINDINGS

Preliminary analysis shows that research on conflicts among tourism stakeholders has received considerable attention over the past decade and that the number of articles thereupon has increased since 2017.

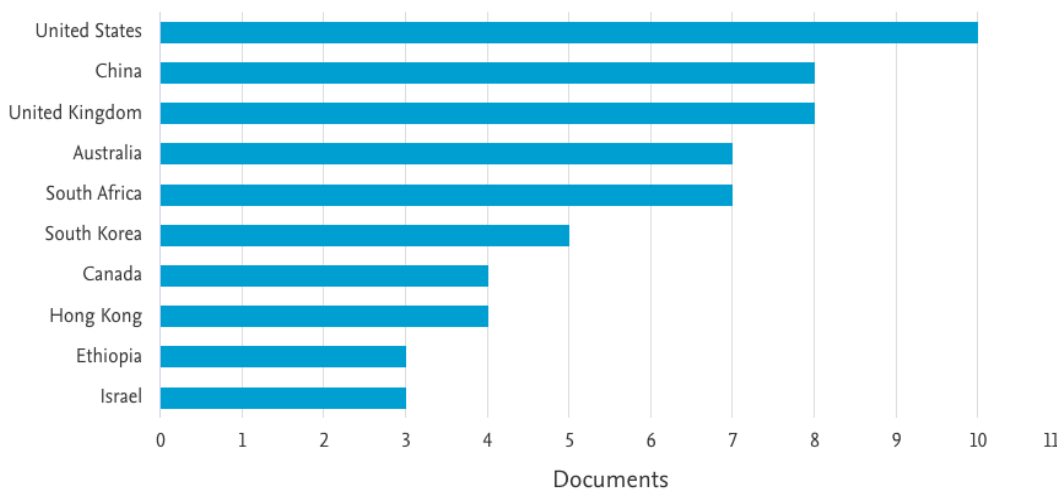
Figure 1: Documents by year (2000-2024)

Research is largely concentrated in countries such as the US, China, the UK, Australia, and South Africa.

Figure 2: Documents by country or territory

Documents by country or territory

Compare the document counts for up to 15 countries/territories.



Literature review also shows that research on conflicts among tourism stakeholders can be divided into three main groups as follows:

Firstly, research on building theoretical foundations and theoretical frameworks for this topic.

Secondly, research on the nature and causes of conflicts among stakeholders at tourism destinations.

Areas that cause conflicts include:

- economic interests;
- cultural and social interests; and
- use of natural and environmental resources.

Thirdly, the impact of such conflicts on tourism activities and sustainable development at destinations.

DISCUSSIONS

Most scholars believe that conflicts have negative consequences such as undermined management efficiency and a lack of a common vision of future strategies for local tourism. Therefore, most studies suggest the need for reasonable strategies to resolve conflicts among stakeholders at tourism destinations.

MANAGERIAL IMPLICATIONS

This article aims to help agents of tourism stakeholders to be aware of potential conflicts that may arise during the management and operation of tourism activities at destinations, allowing them to develop directions, proposals, and solutions for minimizing conflicts and achieving sustainable tourism development.

FUTURE RESEARCH DIRECTIONS

Future research on conflicts among tourism stakeholders can address the integration of sustainability principles, the roles of science and technology in resolving such conflicts, or the effects of global crises such as pandemics and climate change on the attitudes of such stakeholders.

REFERENCES

- Apostolidis C., Brown J. (2021). "Sharing Is Caring? Conflict and value codestruction in the Case of Sharing Economy Accommodation. *Journal of Hospitality and Tourism Research*, 20 (10), 1-29.
- Canavan, B. (2017). Tourism stakeholder exclusion and conflict in a small island. *Leisure Studies*, 36(3), 409-422.
- Ebrahimi S., Khalifah Z. (2014). Community supporting attitude toward community-based tourism development: non-participant's perspective. *Asian Social Science*, 10 (17), 29–35.
- Hien, D. T. (2022). Conflicts between residents and other stakeholders at mountainous community tourism sites in Thanh Hoa. Phd Thesis. University of Social Sciences and Humanities, Vietnam National University, Vietnam
- Jamal, T., & Tanase, A. (2005). Impacts and conflicts surrounding Dracula Park, Romania: The role of sustainable tourism principles. *Journal of Sustainable Tourism*, 13(5), 440-455.
- Jinsheng Z., & Siriphon A., (2019). Community-based Tourism Stakeholder Conflicts and the Co-Creation Approach. *Journal of Mekong Societies*, 15 (2), 37–54.
- Kirby, A. (2023). Exploratory Bibliometrics: Using VOSviewer as a Preliminary Research Tool, MDPI.
- Liu Q., Yang Z., Wang F. (2017). Conservation Policy-Community Conflicts: A Case Study from Bogda Nature Reserve, China. *Sustainability*, 9, 1–15.
- Liu, Y., Jin, X., & Dupre, K. (2022). Engaging stakeholders in contested urban heritage planning and management, *Cities*, 122, 103-521.

- Martín Martín, J. M., Prados-Castillo, J. F., de Castro-Pardo, M., & Jimenez Aguilera, J. D. D. (2021). Exploring conflicts between stakeholders in tourism industry. Citizen attitude toward peer-to-peer accommodation platforms. *International Journal of Conflict Management*, 32(4), 697-721
- Pearce, D. G. (1989). Tourism development and the environment: Beyond sustainability?. *Tourism Management*, 10(2), 91-96.
- Prior D.D., & Marcos-Cuevas J. (2016). Value co-destruction in interfirm relationships: The impact of actor engagement styles. *Marketing Theory*, 16 (4), 533–552.
- Seuring, S., Müller, M., Westhaus, M., & Morana, R. (2005). Conducting a literature review—the example of sustainability in supply chains. *Research methodologies in supply chain management: in Collaboration with Magnus Westhaus*, 91-106.
- Templier, M., & Paré, G. (2015). A framework for guiding and evaluating literature reviews. *Communications of the Association for Information Systems*, 37(1), 6.
- Tsaur S.H., Yen C.H., Teng H.Y. (2018). Tourist–resident conflict: A scale development and empirical study. *Journal of Destination Marketing and Management*, 10, 152–163.
- Wang M., Jiang J., Xu S., & Guo Y. (2021). Community participation and residents’ support for tourism development in ancient villages: The mediating role of perceptions of conflicts in the tourism community. *Sustainability*, 13 (5), 1–16.
- Yang, J., Ryan, C., & Zhang, L. (2013). Social conflict in communities impacted by tourism. *Tourism Management*, 35, 82–93.

49. Navigating Stakeholders' Perspectives Towards Coffee Farms as a Tourist Attraction: The Case of Amadeo and Silang, Cavite

Joy Sheelah Era*¹

¹Joy Sheelah Era, Philippines

*Correspondence E-mail: jsera@feu.edu.ph

Keywords: Coffee Tourism, Philippine Tourism, Stakeholders, Sustainable Development.

INTRODUCTION

This study, driven by the author's perspective as an avid coffee drinker, attempts to navigate a stakeholders-driven perspective toward developing coffee farms as a tourist attraction and for the coffee industry's sustainability in the case of Silang and Amadeo, Cavite.

The research interest in the topic stems from the author's curiosity: while the global and domestic demand for coffee continues to rise, domestic coffee production continues to decline; what happened, and can the development of coffee tourism strengthen the sustainability of the coffee industry?

This research seeks to delve into the potential future of coffee tourism, with the towns of Silang and Amadeus Cavite as a case in point. A brief historical background and the present state of the coffee industry will be discussed. It also analyzes existing international and national policies and guidelines to strengthen the sector. The research then addresses various perspectives of selected key stakeholders in Cavite on developing coffee tourism as a viable tool for the sustainability and growth of the coffee industry. The study further examined the challenges, including climate change, farming practices, and other economic, environmental, and cultural considerations.

Against this backdrop, emerging opportunities are identified, particularly in the post-pandemic landscape. Lastly, the discussion extends to the recommendations to develop coffee tourism as a pivotal tool for the sustainability and future trajectory of the coffee tourism industry, considering the interplay of several factors discussed throughout the exploration.

Coffee Tourism

Coffee drinking started globally in the 15th century in Arabian coffeehouses and has grown into a significant beverage industry. In the Philippines, where rice is a staple food, coffee is a staple beverage. An article in Agriculture Magazine notes that coffee is the second most popular drink after water and the second most traded commodity after petroleum (Papa, 2021). This was further supported by domestic coffee consumption data, which grew from 2009 to 2019, as the International Coffee Organization (ICO) reported in the Philippine Coffee Industry Roadmap 2021-2025.

The high demand for coffee has paved the way for various coffee-related establishments, such as coffee farms, that have become Agri-tourism attractions, aptly called coffee tourism. Agri-tourism is a sub-form

of rural tourism, which is defined by the United Nations World Tourism Organization (UNWTO) as "a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling, and sightseeing."

In light of this definition, coffee tourism can be categorized as a subset of Agri-tourism, specifically targeting a niche market. This specialized form of tourism revolves around guided tours focused on the cultivation and production of coffee, catering to a distinct consumer base interested in the unique experience of exploring the world of coffee. As a subset of Agri-tourism, coffee farm tourism can also be seen from the context of neolocal tourism (Lundin, 2020), which stems from place meaning or highlighting the attributes of the place or the community. In the case of the locale of the study, the coffee farms as a tourism product also espouse the neolocal tourism of "buy local movement," where the coffee tours highlight the production and consumption of coffee as part of the tourist experience.

Theoretical Underpinnings and Alignment to the Conference Theme

The conference theme, "Tourism and Peace: Promote Peaceful and Inclusive Societies for Sustainable Development," is directly relevant to our research on coffee tourism. Durkheim's functionalism (as cited by Malik & Malik, 2022) describes that a society functions like a human entity with each part, including religion, politics, and judiciary, mutually dependent on each other and that when one fails, all others will fail. With that, tourism as an industry cannot thrive without peace, and peace can be strengthened through tourism, which brings about societal cooperation and leads to inclusive and sustainable development.

Peace is not the absence of war but is broadly defined as situations that allow for favorable human state and beings (Jeong, 2017, as cited by Ndeche & Iroye, 2022) without direct physical violence (negative peace) and the presence of primary life conditions (positive peace). Peace is closely linked with reducing conflict. Conflict arises from dissonance or disagreement within or between social entities, whether individuals, groups, or organizations. Among the peace and conflict theories is the social conflict theory, which is of Marxist origin on the class struggle and power relations emanating from the competition for scarce resources (Ndeche & Iroye, 2022).

Another theoretical framework that underpins this study is the Durkheimian framework on structure and agency. Societal structures such as government policies, social norms, and roles shape society. Agency, on the other hand, is the ability of individuals and groups to "make things happen" amidst structural constraints and opportunities (Stones, 2015).

The study is grounded on these perspectives and considers the contentions that may arise from societal structures and the agencies' diverse perspectives and interests.

LITERATURE REVIEW

History and Present Coffee Culture in the Philippines

Spanish Franciscan monks first introduced coffee in 1740 at Lipa, Batangas. By the opening of the Suez

Canal in 1880, the Philippines became the fourth-largest exporter of coffee beans. Despite facing challenges such as the impact of the coffee rust fungus, the coffee industry has maintained its status as a global key player, becoming a member of the International Coffee Organization (ICO) in 1980 (Sy, 2023).

The coffee-drinking culture in the Philippines is vibrant today, whether it is the widespread enjoyment of 3-in-1 coffee sachets during breakfast and snacks in most households and offices, the traditional method of brewing coffee in a coffee blender, or the experience of savoring coffee from local coffee shops. In contrast to this thriving coffee culture, there is a rising demand for coffee amid a decline in production. This dynamic creates an opportunity to further enhance coffee culture through coffee tourism, unlocking economic and cultural development possibilities.

The Philippine Coffee Roadmap 2021-2025 reports that coffee production has declined by 3.5% annually over the last decade. Simultaneously, coffee consumption has increased by 2.1% from 2018 to 2020. However, the country's efficiency in coffee production stands at only 15%, leading to 81% of its coffee needs being imported as of 2020. The roadmap additionally reports that the country presently produces different coffee varieties, as reported by the Department of Agriculture's Philippine Coffee Industry Roadmap 2021-2025: Robusta (76.5%), Arabica (16.7%), Excelsa (95.7%), and Liberica, locally known as Kapeng Barako (1.1%) The demand for coffee continues to rise globally, and the Philippines is predicted to consume 1.31 kg of coffee per person in 2024 (Cigaral, 2021).

This coffee culture is also translated into the spending habits of the youth, with Millennials' willingness to spend Php100 on a cup of coffee (Philippine News Agency, 2018), which might not seem like a lot when its value is compared to currency values in other countries. However, this holds significance against a Deloitte survey study in 2023 that showed a majority of Filipino Gen Z (65%) and Millennials (71%) have jobs and are struggling to make ends meet with their current income. This reflects a solid coffee-drinking culture amongst Filipinos embedded in their lifestyle despite financial challenges. Notably, the top cafés in the Philippines in terms of sales for 2022 are dominated by international brands. Starbucks leads the way, generating 775 million US dollars in sales, followed by Dunkin' Donuts with 142 million US dollars, and McCafé with 87 million US dollars in sales (Statista, 2023).

Survey of existing International and National agreements and policies

On a global scale, the International Coffee Agreement (ICO) 2007 was forged by UN state members to encourage the development of a sustainable coffee sector in economic, social, and environmental terms (Potts, 2008). This is anchored on Chapter 36- Promoting Education, Public Awareness, and Training of the Agenda 21, which is a broad plan of action and implementation guide adopted at the United Nations Conference on Environment and Development in Rio de Janeiro in 1992, and those adopted at the World Summit on Sustainable Development in 2002. ICO aims to raise stakeholders' awareness of a sustainable coffee economy, which will lead to measures addressing the quality, promotion, and diversification of the coffee world market. The Organization also encourages sustainable development and poverty reduction in coffee-producing countries in Africa, Asia, Latin America, and the Pacific.

At the national level, the Department of Agriculture (DA) is the key government agency overseeing agricultural products such as coffee, and it has developed essential guidelines to regulate the industry. These guidelines cover various aspects, including good agricultural practices for coffee, recommendations for investors, and a Coffee Industry Roadmap for 2021-2025 outlining the strategic vision for the sector's future. In 2015, the Bureau of Agriculture and Fisheries Standards introduced the Code of Good Agricultural Practices for Coffee under the Department of Agriculture. This initiative is designed to ensure the safety and sustainability of coffee production by guiding farmers in adopting safe and high-quality farming practices. The guidelines encompass the entire coffee production process, from primary cultivation to processing and storage, addressing potential physical and chemical hazards. This comprehensive approach spans growth, harvest, and post-harvest periods. Additionally, it establishes standards for cultivating various coffee varieties and maintains an accredited list of coffee nursery operators. Recognizing the importance of attracting investments in the coffee industry, the Department of Agriculture has also published the Investment Guide for Coffee Primer. This guide is tailored for entrepreneurs and businesspeople interested in investing in the coffee sector, offering valuable insights and recommendations for successful ventures.

Coffee Tourism

Several studies have explored how tourism can help preserve and sustain agricultural sites (Woyesa & Kumar, 2021; Neda et al., 2019; Casalegno et al., 2019). For example, Woyesa and Kumar (2021) investigated the potential of promoting coffee tourism in southwestern Ethiopia, the birthplace of coffee beans, as an alternative local development strategy. This strategy can address environmental concerns related to the cultivation of coffee plants and contribute to the sustainability of rural livelihoods. A quick Google search for "coffee farm tours Philippines" revealed several coffee farms in the Philippines that offer farm tours. These include the Coffee Heritage House in Sagada, Mt. Kitanglad Agro-Eco Farm in Bukidnon, and Agnep Heritage Farm in Benguet, as well as Benguet Coffee farms in neighboring towns like La Trinidad, Itogon, Tublay, and Atok. These are just a few examples of coffee farms in the country that offer coffee farm tours.

Synthesis

The literature review presented the history of the coffee industry and the present coffee culture in the Philippines. The review of international and national policies and agreements shows that, from a macro level, there are activities to implement the sustainability of the coffee industry. From a national level, the government has set the roadmap to strengthen and further develop the coffee industry through a comprehensive strategic plan to enhance the coffee industry by setting standards for good coffee farming practices and providing guidelines for investing in coffee.

This research may contribute to local knowledge of the coffee industry in Silang and Amadeo Cavite. It provides scholarly materials on the potential of developing coffee tourism to help sustain the coffee industry in the Philippines, which has a strong coffee culture despite declining production.

RESEARCH METHODS

Research Locale

Cavite is a province in the Calabarzon region (IV-A), with a lowland and upland mountainous areas topography. Most coffee farms are in elevated areas, specifically Silang and Amadeo municipalities. Silang is one of its first-class municipalities and the second-oldest town, founded in 1571. The word “Silang,” according to the Cavite province official website, came from the word “Silanganan” because of a folklore that there was a sudden existence of a church at the town’s center. “Silang” also means “east” for its location, and it also means “to give birth” in Filipino.

In a video documentary of Silang, entitled *Nung Araw (Back Then)*, the LGU of Silang’s Office of the Mayor and Public Information Office presented the history of Silang. In the said documentary, historians believe that the town’s first settlers were a Bornean couple, Gat Hiniguiw and Gat Kaliwanag, who had seven children, and out of the seven, Gat Pandan was the one who developed its pre-colonial habitation. During the Spanish colonization, Silang used to be called “The Metropolis” for being the biggest town in the country with the towns of Indang, Maragondon, General Trias, Carmona, and Amadeo were all part of Silang until these towns separated from Silang. Indang in 1655, Maragondon in 1727, General Trias in 1748, Carmona in 1857, and Amadeo in 1872.

Silang is a first-class municipality, and though its primary income comes from agriculture, including coffee and other agricultural products, it is alluded to by its climate, fertile soil, terrain, and cropping system. In a news article by Manila Standard (Amojelar, 2022), the incumbent Silang Mayor is aiming for its cityhood by 2025 with consistent growth and development with the opening of the Cavite-Laguna Expressway (CALAX), which provides easier access and spurred business growth.

Amadeo dubbed the Coffee Capital of the Philippines, was one of the Barrios in Silang until 1872, when it became a separate town. On the official website of Amadeo, it was historically known as “Gitnang Pulo” (Middle Island) due to its fertile soil and luscious forests. It was previously called *Barriiong “Masilaw”*; in English, it means bright due to the proliferation of dapdap trees (*Erythrina variegata*) with red flowers glaring bright when they bloom. Its name, Amadeo, was in honor of Prince Amadeo of Italy, who became the King of Spain in 1870. The revolutionaries also called Amadeo *May Pag-big* (With Love) to erase the foreign names reflecting the colonizers. In 1904, Amadeo was reverted as a District of Silang, and in 1915, the appeal for Amadeo to become a separate town was granted. Amadeo is one of its municipalities known to produce the Pahimis coffee blend, a combination of robusta, arabica, and excelsa varieties.

Research Methodology

This study utilized the case study method, empirical analysis of a real-life setting, and descriptive design (Priya & Ambedkar, 2021). Content analysis of specific literature and historical documents provided a foundational understanding of the history of coffee farming, coffee varieties, and culture. Data gathering commenced from March to June 2024 using semi-structured online and onsite interviews and participant

observation. Ethical considerations, including informed consent and participant confidentiality, were observed under the Data Privacy Act of 2012. The research participants were anonymized using codes from P1 to P9 to represent the study's nine (9) participants. Onsite visits and participant observation were conducted in the following: one coffee farm and restaurant in Amadeo, a coffee farm tour in a coffee farm and processing plant in Amadeo, a coffee farm in Silang, a coffee processing plant in Amadeo, and their souvenir shop and café.

This study aimed to address the following questions:

1. What are the perspectives of the selected stakeholders on developing coffee tourism as a viable strategy for the sustainability and continued growth of the coffee industry?
2. What specific economic, environmental, and cultural challenges do coffee farms in Cavite face in developing coffee tourism sites?
3. What are the opportunities to develop coffee tourism in Cavite?
4. What are the recommendations for developing coffee tourism as a pivotal tool for the sustainability and future trajectory of the coffee tourism industry?

Research Participants

The participants of the study are the following:

Table 1: Research Participants

Code	Gender (M/F) and Occupation	Location
P1	F, Farmer	Silang
P2	M, Farmer	Silang
P3	Retired Farmer	Silang
P4	F, Tourism and Hospitality Professor	Silang
P5	F, Agricultural Officer	Department of Agriculture, Amadeo
P6	M, Coffee Processing Plant Supervisor	Coffee Cooperative, Amadeo
P7	M, Coffee Farm, and Restaurant Owner	Amadeo
P8	F, Coffee Shop Owner and Founding Officer of Philippine Coffee Board Inc.	Amadeo
P9	F, Coffee Shop Owner offering Coffee Farm Tours	Silang

The table above shows the study participants. P1 and P2 are a couple, ages 68 (F) and 69 (M), respectively, who are the caretakers of a 9-hectare privately owned farm that grows coffee beans and other crops such as mahogany, cacao, bignay, and corn. The farm does not regularly offer coffee farm tour packages, but last year, it accommodated an educational tour for students, including a coffee farm tour and snacks.

P3 and P4 are father and daughter. Now 74, P3 is retired. He was able to send his children to school through coffee and inter-cropping farming. One of his children, P4, now holds a doctoral degree and teaches tourism and hospitality courses at a private university in Cavite.

P5 is the Supervisor in FITS Amadeo, who has worked in the government agency for 20 years. Their office is responsible for training and assisting farmers in Amadeo.

P6 is a coffee processing plant supervisor for coffee farmers at a coffee cooperative in Amadeo. The cooperative was initiated by the then-Mayor of Amadeo Albert Ambagan, Sr., whose family served as Municipal Mayor for several terms totaling 49 years from 1946 to 2017, organizing the coffee traders, farmers, and members to form a cooperative in 2002. Starting with 20 members and from selling coffee, the cooperative has grown to 532 members and is now managing and operating a coffee shop, a souvenir shop, and a coffee processing plant, where they also accept tours of their plant.

P7 owns a 2.4-hectare coffee farm and restaurant in Amadeo, Cavite, and is DOT-accredited as an agritourism site, which started in 2020 and was fully operationalized in 2021 during the COVID-19 pandemic. The owner offers tour packages that provide more in-depth experience of the coffee farm, including a tour, a discussion of the types of coffee the farm produces, processing and preparation, and snacks and drinks.

P8 is considered a coffee expert, a founding officer, and presently the president and co-chair of the Philippine Coffee Board, Inc. This private sector initiative started in 2002 to become the premier private sector body that promotes self-sufficiency in the country's coffee production. This non-profit organization conducts coffee farm tours, coffee training, and certifications. She has authored several coffee-related books in the Philippines; she started a Filipino-owned coffee shop in the 1990s and now has a healthy and organic farm, using vermicompost as a natural fertilizer and marigold and pepper spray for pest control. In 2021, during the pandemic, coffee tours were offered to schools and coffee stakeholders such as non-governmental organizations (NGOs), indigenous people, and entrepreneurs, among others. She owns a 4-hectare natural and organic farm in Amadeo.

P9 is a social entrepreneur who started in 2020 during the pandemic and, in 2021, started offering coffee tours around the country. Her company sources coffee beans from farmers in the Philippines and sells them in the Philippines and other countries such as New Zealand, Japan, Singapore, and the Netherlands. It is Philippine FDA-approved and listed in the USA FDA Approved Industry Systems.

RESULTS

Perspectives on the Coffee Farm Tourism

Coffee Farm Tour

All the participants had a generally positive outlook on developing coffee tourism to sustain the coffee industry in Silang and Amadeo. From the farmers' perspective, it depends on the owner's willingness to develop their farm into a coffee tourism attraction. They recommend having a more extensive area to establish a coffee farm (P1, P2).

From the perspective of the farm and restaurant owners, they are very optimistic about coffee tourism as a tool to sustain the coffee industry. P9, the coffee social enterprise owner underscored the importance of

educating the farmers that there is a high demand for coffee globally and that offering coffee tours may also provide additional income to sustain the farm.

As shared by the Cooperative supervisor, they have acquired a farm that they will develop into a coffee farm. Visitors usually ask where their farm is when they tour their coffee processing plant. They aim to build the farm into a tourist attraction in three to five years.

While they are generally positive, some have misgivings because of losing the farmlands to housing and other infrastructure development—additionally, the culture of giving out land as the inheritance of the locals to their children. The land is a resource that can be distributed to their children and the children's children, making the land smaller and smaller and making it less feasible to continue coffee farming. As the Coffee farm and restaurant owner, P7 (translated in English) shared, “There are very few coffee farms in Amadeo. Some of the farms have shifted to other crops, such as pineapple. Others have smaller lands because they give land to their children as an inheritance. For instance, a farmer with five children will subdivide the land to five; these inherited lands will be further subdivided to their children and their children's children. The Coffee Cooperative Supervisor (P6) also shared that they import coffee beans in Mindanao when coffee production is low.

Coffee Farm Visit

The development of coffee farm tourism entails reframing the perspective of not just focusing on the coffee beans that can be bought in coffee shops and grocery stores but on the entire process from the time the seeds are planted to harvesting and the final product, as the adage say, from bean to cup.

The researcher visited three farms. On the first farm in Amadeo, the researcher conducted an interview and dined in their picturesque restaurant and events place with beautiful surroundings and ambiance. Different types of coffee were dried at the farm entrance, and a sample of coffee plants in a pot was in the restaurant. The farm owner shared many stories and folklore about Amadeo and coffee. This information can be found in their restaurant as information materials; some are posted on their website. As shared by P7, coffee is considered “black gold” and was used to barter goods. This story was corroborated by the participants who grew up and whose families are from Amadeo and Silang (P3, P4, P5, P6, and P7). The coffee tour also provides a demonstration and interactive table of local and traditional coffee-making methods that tourists can try. These are also presented in local terms and step-by-step, starting from *pagtuyo* (drying) to *paggiling* (grinding) of the coffee.

The private farm in Silang is part of a seven-hectare lot; it is located inside a subdivision and adjacent to a private university, which is also co-owned by the owner. The farm grows intercrops such as mahogany, bignay, coconut, coffee, durian, jackfruit, etc. The farm is gated and has a detailed security guard, and during the visit, the perimeters are undergoing fencing construction made of wallcrete to secure the area further. The coffee trees are said to be imported; the farmers do not know the specific variety of coffee. However, it can be surmised as either Robusta or Excelsa, with the former having the highest caffeine

level and smaller beans. Arabica coffee beans grow at higher elevated levels, while Liberica is said to be the *Kapeng Barako* variety.

In the third farm, the researcher participated in one coffee and cacao farm tour conducted last June 2024 in Amadeo and Silang, respectively. A diverse group of 21 participants participated in the coffee farm tour: a coordinator, two foreign interns (French), 16 local participants, and two foreign (Koreans). They learned of the coffee farm tour through an Instagram posting, and all participants registered and paid for the tour beforehand. The tour allows the participants to bring transportation or ride with the group for an additional fee. All the participants had their transportation. The coffee farm tour started with an introduction and overview of coffee and the farm while coffee and toasted bread were served. The group proceeded to the farm several miles from the meet-up point. The coffee plant was presented in different stages, from seedling and nursery to planting and flowering coffee. A unique feature of the farm is the regenerative model of using vermicompost as a natural fertilizer, making it all organic and natural. After the tour, the group enjoyed eating and drinking fresh buko (young coconut) harvested from the farm. After this, the group returned to the coffee processing plant, where the meet-up point was. The machines used, and the process and procedures for grinding and storing coffee beans were discussed. After the coffee farm tour, the group had lunch at a local restaurant. The afternoon was allotted for the cacao farm tour and interactive chocolate making.

The experience gave insights into how the coffee farm tour can also be seen as a form of slow tourism, a new form of tourism taken from the slow food movement (Guiver & McGrath (2016, citing Lumsdon & McGrath, 2011). While slow tourism has diverse and contentious meanings, as problematized by Guiver & McGrath (2011), in this study, “slow” conveys a tour experience focusing on quality, meaningful learning, and interactions rather than the fast-paced tour schedule. Taken from this perspective, the coffee farm tour is very informative and educational, and it takes time for the participants to ask questions and have more discussions, even among the participants.

Casual conversations with the tour co-participants showed diverse backgrounds and interests—students and professionals who wanted to learn about coffee and try an outdoor experience, interns who would like to learn about agriculture, a family on vacation who is interested in developing a farm, and a retired professional who owns a farm herself and would like to learn more about farming. Informal conversations with the facilitator and farmer during the tour shared that they are migrants from the province of Sulu, Mindanao, and one from the Bacolod, Visayas region. The former worked at the farm in 2020 during the COVID-19 pandemic, while the latter worked there for twenty-six years.

Coffee Farming and Processing

The information shared by the study participants on coffee farming and processing reflects that it is quite a tedious process. Unlike other crops that can be harvested several times a year since the start of planting, coffee can only be harvested in three to five years for its first harvest. The coffee seeds are planted in the

nursery. After three weeks, three to four leaves will sprout, which is called the “butterfly stage.” The coffee will be placed in a seedling bag, which will take nine months to one year to plant in 1 x 1 meter in size, depth, and width and three meters away from each other. The coffee tree will flower and produce beans in three to five years. After the first harvest, the harvest cycle will be one year; within that year, the coffee beans can be harvested once to three times, depending on the maturity of the beans.

An effective way to grow coffee is in combination with other crops compatible with the coffee, called inter-cropping or combining other crops such as cacao, coconut, corn, etc., to ensure the farms' sustainability. Coffee planting usually starts in November; the coffee trees will flower and bloom in February. The coffee flower is said to be very fragrant, like the smell of the Sampaguita flower (P1, P2, P3, and P4). By March, it is ready for harvesting. After harvesting, the beans are dried. This can be sold. If the farm has its own grinding or processing plant, it can be processed there or brought to another farm or processing plant that can grind the coffee.

The cooperative farm in Amadeo has a coffee processing plant. Their process starts with the milling area; dried coffee beans are milled in four machines for the coffee varieties. Afterward, the coffee will be placed in a coffee sifter machine to separate the coffee beans in size, followed by the “catador” or a vacuum-like suction separating the coffee from the husk. The husk is used for briquetting that will turn into coal; thus, this lessens the waste. Next, the coffee beans will be placed again in a smaller sifter to separate the broken beans from the better ones. Then, these will be manually sorted to examine and remove the undesirable coffee beans to ensure their quality. Depending on the produce, about 5% or up to 30- 50% of the coffee beans are removed or sorted out depending on the batch of harvested coffee beans. The coffee is grouped according to size and then checked individually to ensure the quality of the coffee beans to be packed and sealed.

The coffee-making process in the Café Amadeo processing plant follows a similar pattern. After manually sorting coffee beans, the coffee proceeds to the weighing area, followed by packing and sealing.

Challenges to the Development of Coffee Farm Tourism

Economic Challenges

One of the challenges shared by the DA Officer is that the fertilizer is costly, P300-P500 per sack, and their produce sells for P1500 per sack of dried coffee beans, which yields a lower profit. This has resulted in the shifting to other crops like bananas, which demotivates the farmers to put fertilizer on or continue coffee farming. This sentiment was shared by the coffee farm and restaurant owner, P7, where the other farmlands shifted to crops other than coffee. Another challenge is the selling of farmland to augment their economic needs. To address the value of the land, it is at P500 per square meter.

Environmental Challenges

Environmental Challenges include climate change, natural disasters, and health crises such as the recent

COVID-19 pandemic. All participants shared that the threat of climate change will affect coffee farming. In March, Amadeo still experienced rain. As the Coffee shop and farm owner and founder of the Philippine Coffee Board, Inc., shared, the intense heat wave experienced recently during the summer (April-May) adversely impacts coffee farming. As the coffee processing plant supervisor (translated in English) shared, “Coffee prefers a cool climate. The coffee trees may grow, but they cannot bear fruit. Coffee trees should be elevated to bear fruit.”

A natural disaster such as January 12, 2020, eruption of Taal Volcano, a nearby active volcano, threatened the health, lives, farmlands, and crops. As the Agricultural Officer in FITS Amadeo (P5) shared, the 2020 volcanic eruption had a detrimental effect on the farmers. To quote (translated in English), “In 2020, when the volcano erupted, nothing was left—it was like a skeleton. All the plants withered, then it was raining, all the agricultural products perished, and the farmers could not harvest anything. Before, when they used to harvest 100 cans, they could only harvest one can; the other crops were also affected, and the farmers suffered so much loss. All the participants corroborated this; all their crops were ash-filled and destroyed during the 2020 Taal volcanic eruption.

The Agricultural officer further shared that in 2021, the national government intervened and provided fertilizers, garden tools, and machinery to help the farmers recover. Amadeo also received national aid of 17 M, giving loans without interest to 75 farmers to help with their capital. Thirty cows were given to the farmers, and once the cows produced a calf, the young calf was returned to the LGU. Today, 40 cows have been returned to DA, which will be raised and turned over to the farmers to help in their farming. The DA also gave farmers fruit trees like cacao and other seedlings.

The COVID-19 pandemic further exacerbated the loss from the volcanic eruption. As one coffee and restaurant farmer shared (P7), their restaurant and coffee tours were supposed to open in 2020, and they were able to operationalize in 2021.

Waste management and segregation in any town is a problem. The Barangay is trying to implement a recycling program.

The land was also abused because too many fertilizers were used, which affected the produce. As the Coop Supervisor shared, the abuse of the land also affected coffee production.

Socio-cultural Challenges

There is a disparity in the method and perspective of the “senior” farmers and their families. The children of the farmers, especially those who have finished schooling, have no interest in farming; they are losing the farms due to the lack of workforce (P3, P4, P5, P6, P7). As P4 shared, the coffee farms were “killed”; they just have a coffee tree as a status symbol in their garden. Alternatively, they are allowed to grow but are no longer cared for. As P6 shared, translated in English, the children of the farmers have no interest in continuing coffee farming. P1 and P2 shared that it is also essential that the farmers persevere in

farming.

DISCUSSIONS

Structure and Agency

Emile Durkheim's theory on structure and agency postulates that structures such as government policy on land ownership, the social norm of distributing land for inheritance, the social norm of pursuing a career outside of farming, and the changing market forces have affected coffee farming practices and production.

Regarding land ownership as stipulated in Republic Act 6657 or the Comprehensive Agrarian Reform Law of 1989, the government has a public interest in acquiring private land for public use or other purposes. The maximum agricultural landownership is five (5) hectares, with some corporations acquiring more under certain conditions. Under this law, the government may acquire farmlands to build roads and other infrastructure.

Another impediment is the inheritance of land by the landowner's children. As the Coffee Farm and restaurant owner shared, what usually happens is that land becomes smaller and smaller because of the division and transfer of land to their children. A significant piece of land will be subdivided for the children, and this cycle will continue with children of their own and further subdividing the land and making it smaller and smaller. Some will opt to sell their land or be appropriate for building their house or other non-agriculturally related businesses.

Coffee is regarded by their ancestors as "black gold" because of numerous stories shared by the study participants about how coffee is used as money to buy things using the barter system. Coffee farming was also the primary source of income for most families, and it afforded their children to go to school and finish a degree, which paved the way for them to pursue other career opportunities outside of farming.

REFERENCES

- Agnep Heritage Farms. <https://benguetarabica.coffee/> 01/25/2024
- Alberto, J. (2023). Brewing hope: How Amadeo farmers cope amid the struggling coffee industry. <https://www.rappler.com/moveph/brewing-hope-how-amadeo-farmers-cope-amid-the-struggling-coffee-industry/>
- Amojelar, D. (2022). "Mayor Expects Infra Project to help attain Cityhood. Manila Standard. <https://manilastandard.net/?p=314284148>.
- Arya Priya & Bhimrao Ambedkar(2021). Case Study Methodology of Qualitative Research: Key Attributes and Navigating the Conundrums in Its Application.Vol.70 Issue 1.<https://doi.org/10.1177/0038022920970318>.
- Casalegno, C. Candelo, E., Santoro, G. Kitchen, P.(2019). The perception of tourism in coffee-producing equatorial countries: An empirical analysis.<https://doi.org/10.1002/mar.21291>

- Cigara, Ian. - Philstar.com. April 15, 2021 | 12:01pm Filipino Coffee Drinkers to pump Southeast Asia's Caffeine Rush by 2025 | Philstar.com
- Guiver, J. & McGrath, P. (2016). Slow Tourism: Exploring the discourses. Dos Algarves: A Multidisciplinary e-Journal. 27. 11–34. 10.18089/DAMeJ.2016.27.1. https://www.researchgate.net/publication/303802051_Slow_Tourism_Exploring_the_discourses
- Investment Guide for Coffee. cdr (da.gov.ph)
- Leading Cafes Philippines 2022 by sales. Statista, 10 October 2023. <https://www.statista.com/statistics/1288415/philippines-leading-cafes-by-sales/>
- Lundin, E. (2020): Neolocalism and tourism: understanding a global movement, Tourism Geographies, DOI: 10.1080/14616688.2020.1866058
- Malik, H.A. & Malik, F.A. (2022). Emile Durkheim Contributions to Sociology https://www.researchgate.net/publication/358928658_Emile_Durkheim_Contributions_to_Sociology
- More Filipino Millennials and Gen Zs are taking on side gigs and reporting feeling burned out - Deloitte study. 12 June 2023. <https://www2.deloitte.com/ph/en/pages/about-deloitte/articles/2023-millennial-survey.html>
- Municipality of Amadeo. <https://www.amadeo.cavite.gov.ph/index.php/for-visitors/local-heritage>
- Municipality of Silang. <https://cavite.gov.ph/home/cities-and-municipalities/municipality-of-silang/>
- Neda, Torabi Farsani Sahar Samani Ghotbabadi Mazyar Altafi. Agricultural heritage as a creative tourism attraction. June 2019 Asia Pacific Journal of Tourism Research 24(6):541-549. DOI: 10.1080/10941665.2019.1593205
- Ndeche, O. & Iroye, S. (2022). Critical Theories in Peace and Conflict Studies and their Impact on the Study and Practice. Available from: <https://www.researchgate.net/publication> [accessed Jun 16, 2024].
- Nung Araw. Silang, Towns, Origin, and History. Office of the Silang Mayor, Silang Public Information Office. February 24, 2023. <https://www.youtube.com/watch?v=zLh0k9EH7Vs>
- Papa, A. (October 12, 2021). The National Coffee Research, Development, and Extension Center (NCRDEC) aims to return Philippine coffee to the world market. <https://agriculture.com.ph/2021/10/12/the-national-coffee-research-development-and-extension-center-ncrdec-aims-to-bring-philippine-coffee-back-to-the-world-market/>
- Philippine Coffee Industry Roadmap (2021).-2025. Philippine-Coffee-Industry-Roadmap.pdf (da.gov.ph) 1/25/24
- Philippine National Standard. 2021-02-24-PNSBAFS169-2015 Code of Good Agricultural Practices GAP for Coffee.pdf Code of Good Agricultural Practices for Coffee PNS/BAFS 169:2015. Bureau of Agriculture and Fisheries Standard
- Pinoy youths perk up the coffee shop trend. Philippines News Agency. October 14, 2018. Business Mirror <https://businessmirror.com.ph/2018/10/14/pinoy-youths-perk-up-coffee-shop-trend/>
- Potts, J. (2008). The International Coffee Agreement 2007. An Instrument for Building a Sustainable Coffee Economy. <https://www.iisd.org/system/files/publications/ica.pdf>

- Republic Act (RA) 6657. Comprehensive Agrarian Reform Law of 1989.
<https://agrarianreformlaw.wordpress.com/wp-content/uploads/2011/06/ra-6657-as-amended.pdf>.
- Republic Act (RA)10173. Data Privacy Act of 2012. <https://privacy.gov.ph/data-privacy-act/>
- Robillos A. (Mar 22, 2021). Cure Post-Lockdown Blues by Touring Idyllic Farms in the Philippines.
<https://www.tripzilla.com/dot-tour-farms-in-the-philippines/117104>
- Rural Tourism | UNWTO 01/22/2024
- Stones, R. (2015). Structure and Agency. The Blackwell Encyclopedia of Sociology.
 doi:10.1002/9781405165518.wbeoss293.pub2
- Sy, C. (2023). Coffee 101: Brief History of Coffee in the Philippines— IKOT.PH. 01/25/24
- United Nations Conference on Environment & Development. Rio de Janeiro, Brazil, 3 to 14 June 1992.
 AGENDA 21.United Nations Sustainable Development.
<https://sdgs.un.org/sites/default/files/publications/Agenda21.pdf>
- World Summit on Sustainable Development, 26 August-4 September 2002, Johannesburg.
<https://www.un.org/en/conferences/environment/johannesburg2002>
- Woyesa, T., & Kumar, S. (2021). The potential of coffee tourism for rural development in Ethiopia: a sustainable livelihood approach. *Environment, Development and Sustainability*, 23(1), 815–832.
<https://doi.org/10.1007/s10668-020-00610-7>.
- 10 Best Destinations for Farm Tours in the Philippines | Guide to the Philippines
<https://guidetothephilippines.ph/connect-with-locals/pat-cybulskie>

50. Binondo's Evolving Sense of Place: A Mixed-Method Exploration of Heritage and Identity in a Changing Urban Landscape

Labignette, H*¹

¹Hilda R. Labignette, UPLB, Philippines

*Correspondence E-mail: hrlabignette@up.edu.ph

Keywords: Cultural Resilience, Globalisation, Sense of Place, Urban Identity.

EXTENDED ABSTRACT

The accelerating pace of globalization and urbanization pose a significant threat to the cultural identity and character of tourism destinations. Mass tourism can homogenize experiences, while rapid development erodes the very qualities that attract visitors in the first place. This paper explores how fostering a strong sense of place can mitigate these threats and contribute to sustainable tourism practices. Drawing on sociology concepts by Altman and Low (1992), the research argues that sense of place is shaped by personal experiences, social interactions, cultural backgrounds, and historical narratives. Focusing on Binondo, the oldest Chinatown outside mainland China, the paper investigates how this vibrant community fosters a sense of place for both residents and tourists. To capture this dynamic, a mixed-method approach is employed, utilizing time-sensitive observations throughout the day. Visual data is collected through snapshots, documenting the social interactions and activities that contribute to Binondo's unique character. This investigation aims to contribute valuable insights for fostering a deeper understanding of sense of place in tourism and its potential role in promoting sustainable development. It highlights how Binondo can leverage its unique sense of place to encourage responsible tourism practices and contribute to long-term community well-being.

51. Analysis of Sustainable Tourism Development in the Situs Gunung Padang Tourism Village

Aa Permana*¹, Norman Wardana²

¹ Aa Permana, Stiepar Yapari Bandung, Indonesia

² Norman Wardana, Stiepar Yapari Bandung, Indonesia

*Correspondence E-mail: aapermana27@gmail.com

Keywords: Development Analysis, Gunung Padang Site, Sustainable Tourism.

EXTENDED ABSTRACT

The Indonesian government, through the Ministry of Tourism and Creative Economy, has prioritized the concept of sustainable tourism. Sustainable tourism refers to the concept of tourism development that has a long-term positive impact, not only on the environment, but also on social, cultural, and economic aspects, both for the present and the future, both for locals and tourists who come to visit. One of the destinations with a lot of tourism potential is Gunung Padang Site Tourism Village located in Cianjur Regency, West Java. The analysis of the sustainable tourism development of Gunung Padang Site Tourism Village, identified the potential and challenges faced by Gunung Padang Site Tourism Village, as well as formulating strategies and actions that can be taken to improve the quality of sustainable tourism in the area. The method used is qualitative descriptive to describe how the potential for sustainable tourism development in the Gunung Padang site tourism village. The results of documentation studies, interviews, and observations found several potential points for sustainable tourism development in terms of aspects of sustainable management, socio-economic sustainability, cultural sustainability, and environmental sustainability.

LITERATURE REVIEW

Tourism is an important sector in the development of the local economy and the preservation of culture, with significant potential to improve the welfare of the community. The Gunung Padang Archaeological Site Tourism Village in Karyamukti District, Cianjur Regency, West Java, offers natural beauty, cultural heritage, and authentic experiences through interaction with the local community. The tourism potential in this village includes the Gunung Padang Cultural Heritage Site, Curug Ciwung, Camping Ground, and the Gunung Rosa Djaja Tea Plantation (Kemenparekraf, 2023), so it was awarded as the best tourism village in the 2022 Indonesian Tourism Village Award (ADWI) (Ichsyah, 2022). The Ministry of Tourism and Creative Economy is now focusing on sustainable tourism that aims to have a long-term positive impact on the environment, social, cultural, and economic aspects (Kemenparekraf, 2021).

Tourism Destinations

A tourism destination is a geographical location that attracts visitors for recreational or business purposes, which can include natural attractions, culture, recreation, events, specific activities, and psychological

appeal. As a tourism product, a destination consists of components that form an activity at that destination, including destination attractions, facilities, accessibility, image, and price. Attractions are an important factor that motivates tourists to visit, including natural, man-made, cultural, and social attractions.

Impact of Tourism

The impact of tourism is diverse and covers economic, socio-cultural, and environmental aspects. The increase in the number of tourists and the development of tourism infrastructure can have positive impacts, such as increased demand for local products, the development of new regions, and the empowerment of the local economy. However, negative impacts also need to be considered, such as excessive economic dependence on tourism, inflation, commodification of culture, and environmental damage.

Certification of Sustainable Tourism Destinations

Certification of sustainable tourism destinations aims to assess the quality, standards, and sustainability of tourism destinations based on Permenparekraf No. 9 of 2021. Through destination management, economic utilization for local communities, cultural preservation, and the environment, this certification program seeks to develop tourism that is economically profitable as well as environmentally and socially sustainable. The STC Indonesia program adopts four standards from the Global Sustainable Tourism Council (GSTC): sustainable management, social and economic sustainability, cultural sustainability, and environmental sustainability.

RESEARCH METHOD

This research uses a descriptive qualitative approach to understand and explore the complexity of issues related to the development of sustainable tourism in the Situs Gunung Padang Tourism Village. A triangulation strategy is applied to ensure the validity and reliability of the collected data, by combining various data collection methods such as documentation studies, interviews, and observations.

RESULTS

The analysis of sustainable tourism development in the Situs Gunung Padang Tourism Village was conducted using a qualitative descriptive method through documentation studies, observations, and interviews. The data obtained, both primary and secondary, were then reduced and classified according to the standards in the sustainable tourism program regulated in Permenpar No. 9 of 2021 concerning Guidelines for Sustainable Tourism Destinations.

Sustainable Management

The Situs Gunung Padang Tourism Village is managed by the Tourism Awareness Group (Pokdarwis) under the guidance of the Karyamukti Village Government and was inaugurated by the Cianjur Regency Government to manage the local tourism potential. Pokdarwis plays a role in increasing public awareness about tourism, managing homestays, providing tour guides, and funding activities from ticket sales and collaborations with external parties such as PT. Djarum and campuses through the Community Service Program. Despite the limited government budget, Pokdarwis has succeeded in bringing the Situs Gunung

Padang Tourism Village into the top 50 best tourism villages in the 2022 Indonesian Tourism Village Award (ADWI) and receiving grants from Bank BCA for human resource development. However, the lack of synergy between the government and the community has caused some of the facilities around the site to be neglected.

Socio-Economical Sustainability

Utilizing local natural and cultural resources, Situs Gunung Padang enhances community welfare through culinary and souvenir production and cultural performances. Agriculture and plantations like coffee and bananas are processed into products such as authentic Gunung Padang coffee and banana chips. Other products like palm sugar, roselle, and green tea are also marketed, while traditional karinding musical instruments are crafted as souvenirs. Visitors can stay in homestays, experiencing local life and participating in daily activities, with tour packages offering meals, cultural entertainment, and trips to local craftsmen and Curug Cikondang.

Cultural Sustainability

Gunung Padang, the largest prehistoric structure in Southeast Asia, has long attracted attention to understand its history, architecture, construction technology, and the culture of its establishment. Since 1921, this site has been recognized as a cultural heritage and faces the threat of damage such as erosion and the growth of wild plants that affect the integrity of the structure. Various efforts have been made to protect this site, including its recognition as a Cultural Heritage Object since 1998, the liberation of land in the core zone, and the provision of information about Gunung Padang through online and offline platforms.

Environmental Sustainability

Formerly reliant on agriculture and illegal gold mining, Karyamukti Village now focuses on tourism development around Gunung Padang, improving environmental preservation efforts. Although core zone cleanliness is maintained with trash cans and caretaker efforts, challenges like visitor vandalism and infrastructure improvements remain, including the clean water distribution system and toilet facilities.

DISCUSSIONS

The analysis of sustainable tourism development in the Tourist Village of Gunung Padang Site shows potential and challenges in achieving sustainable tourism. Key aspects requiring attention include sustainable management, socio-economic sustainability, cultural sustainability, and environmental sustainability. The synergy among the community, government, and other stakeholders is crucial for the successful development of sustainable tourism in the Tourist Village of Gunung Padang Site.

MANAGERIAL IMPLICATIONS

The results of this study can provide managerial implications for the management of the Gunung Padang Site Tourism Village to develop sustainable tourism, including:

1. The need to increase coordination and collaboration between local governments, central governments, and local communities in managing tourist destinations.
2. The importance of funding support, guidance, and assistance from the government and other stakeholders for the development of products, marketing, and human resources of the local community.

FUTURE RESEARCH DIRECTIONS

For further research, a more in-depth evaluation can be carried out on the extent to which the aspects of sustainable tourism have been fulfilled in the Gunung Padang Site Tourism Village. In addition, a comparative study can be conducted with other tourist destinations that have implemented the concept of sustainable tourism so that more comprehensive learning can be obtained.

REFERENCES

- Arida, I. N. S. (2017). *Buku ajar pariwisata berkelanjutan*. Cakra Press.
- Bachri, S. B. (2010). Meyakinkan validitas data melalui triangulasi. *Jurnal Teknologi Pendidikan*, 10(1), 46–62.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- DPMTSP Kabupaten Cianjur. (2020, Oktober 1). Sektor pariwisata. *Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu*. <https://dpmtsp.cianjurkab.go.id/post/read/196/sektor-pariwisata.html>
- Ichsyah, M. A. (2022, September 22). Menparekraf anugerahkan desa wisata terbaik untuk Gunung Padang Cianjur. <https://jabar.inews.id/berita/menparekraf-anugerahkan-desa-wisata-terbaik-untuk-gunung-padang-cianjur>
- Kemenparekraf. (2021, November 12). Destinasi wisata berbasis sustainable tourism di Indonesia. <https://kemenparekraf.go.id/ragam-pariwisata/Destinasi-Wisata-Berbasis-Sustainable-Tourism-di-Indonesia>
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative data analysis* (3rd ed.). SAGE Publications.
- Pitana, I. G., & Diarta, I. K. S. (2009). *Pengantar ilmu pariwisata*. CV. ANDI.
- Rusata, T. (2019). Partisipasi masyarakat lokal dalam pengembangan destinasi wisata berkelanjutan: Studi kasus Situs Gunung Padang Cianjur. *Jurnal Kepariwisata Indonesia: Jurnal Penelitian dan Pengembangan Kepariwisata Indonesia*, 13(2), 79–96. <https://doi.org/10.47608/jki.v13i22019.79-96>

52. Soundmarks conservation for sustainable and immersive tourism; learn from the cases of Yogyakarta and Kotagede

Christina E. Mediastika^{*1}, Anugrah S. Sudarsono², Sentagi S. Utami³, Yusuf Ariyanto¹, Teguh Setiawan⁴, James G. Mansell⁵, Revianto B. Santoso⁶, Ressay J. Yanti³, Army Wiratama⁶, and Laurence Cliffe⁵

¹ Christina E. Mediastika & Yusuf Ariyanto, Universitas Ciputra Surabaya, Indonesia

² Anugrah S. Sudarsono, Institut Teknologi Bandung, Indonesia

³ Sentagi S. Utami & Ressay J. Yanti, Universitas Gadjah Mada, Indonesia

⁴ Teguh Setiawan, Yogyakarta Tourism Office, Indonesia

⁵ James G. Mansell & Laurence Cliffe, University of Nottingham, United Kingdom

⁶ Revianto B. Santoso & Army Wiratama, Universitas Islam Indonesia, Indonesia

*Correspondence E-mail: eviutami@ciputra.ac.id

Keywords: Heritage, Preservation, Sound, Soundmark, Tourism.

EXTENDED ABSTRACT

Yogyakarta, an Indonesian city known as a cultural and tourist destination, has gradually lost its soundmarks along with locals' lifestyle changes. Tourists visit Yogyakarta to explore the city's remaining traditions and cultural heritage, strongly associated with the Sultanate's existence. Though the Sultan Palace currently serves as a cultural symbol only, it is the leading destination for tourists visiting Yogyakarta as it is an integral part of culture-based tourism in the city (Wijayanti & Damanik, 2019).

In Yogyakarta, there is also a sub-district known as Kotagede, a real living museum that used to be unique but gradually lost its soundmarks. The term 'real' differentiates it from living museums worldwide, commonly played by actors or museum staff. Kotagede was the capital of Mataram Kingdom, an area that spanned most of Java Island. Kotagede is the centre of Islamic teachings combined with Javanese traditions. (Rindrasih & Witte, 2021). Yogyakarta and Kotagede were rich in cultural, traditional, and local daily activities that produced sounds that made their overall environment engaging for tourists.

LITERATURE REVIEW

A place or area should have markers to distinguish it from others. These markers become more critical when the place is also a tourist area, where visitors expect to experience it immersively. In the past, the markers were in the form of landmarks, soundmarks, and even smellmarks. Unlike landmarks, soundmarks are an element that is difficult to preserve. These unique markers usually arise from cultural, traditional, or daily activities that produce sounds. Therefore, soundmarks have cultural and historical significance and deserve protection (Rehan, 2016). Soundmarks are also essential for tourism purposes (Duffy et al., 2011; Yelmi, 2016; Liu et al., 2018; He et al., 2019). When locals' activities shift toward modernity, the distinctive sound fades away and can barely be heard.

In tourism industry, sound could be an integral aspect of tourist attractions or the main attraction itself (Briassoulis, 2002), for instance, music tourism (Gibson & Connell, 2005). Second, the soundscape could offer a backdrop upon which tourists create a sense of a place (Liu et al., 2018). Both scenarios were found in Yogyakarta and Kotagede since these places have cultural events on regular basis and that locals' activities produced sounds that developed the sense of the place.

An effort to restore the sound signature of the city was triggered by people's comments that Yogyakarta is different from what it used to be. There is no extended explanation following this comment, but it was assumed due to the city's environment, it is currently less cultural and traditional. Pardoen and Guesney (2024) indicated that a study related to sound restoration requires numerous cross-checks to validate the information and constantly zoom in and out of the data to regain the heritage sounds, which means that it requires a careful study before implementation. This becomes more challenging for Yogyakarta as it involves tourism purposes and the preservation of intangible heritage.

RESEARCH METHOD

The restoration of Yogyakarta's and Kotagede's sound signatures began with the collection of people's perceptions of Yogyakarta's acoustic environment. It used focus group discussion (FGD), soundwalking based on ISO 2014 (ISO, 2014) and 2018 (ISO, 2018), sound pressure level (SPL) measurements, and questionnaire surveys. The Yogyakarta FGD was composed of discussants with various background. They were academics, musicians, heritage experts, and government officers, while the Kotagede FGD invited local tourism organisers and enthusiasts.

RESULTS AND DISCUSSION

Because of the area's breadth and number of stakeholders involved, studying Yogyakarta's sound signatures was more challenging than Kotagede's. Yogyakarta's FGD was inconclusive, as discussants, composed of various backgrounds, questioned the definition of iconic sounds rather than sharing their opinions about the iconic sounds of Yogyakarta. This concern did not arise in Kotagede's FGD, in which the discussants readily mentioned the sound signatures of Kotagede and the need for those sounds to be restored.

The inconclusive Yogyakarta's FGD was resolved by data on the current acoustic environment and community perceptions of the iconic sounds in both Yogyakarta and Kotagede. The SPLs were found to be highly dominated by traffic noise, which covered the remaining iconic sounds being inaudible. The noisy city aligns with nine other cities in Indonesia (Mediastika et al. 2020), indicating that cities in Indonesia might have lost their sound signatures masked by traffic noise. Besides the noise, in Yogyakarta, participants perceive 'gamelan' as the sound of the city (Fig. 1). It is a set of traditional instruments played by a group of musicians to accompany dance or shadow puppet performances. It was a cultural activity frequently held to commemorate special occasions in the community. It was also customary audible from the Sultan Palace and royal residence, but now it is hardly audible. The drum band sound is another sound strongly related to Yogyakarta. It is a marching band parade limited to drums only, heard during strange

times, mainly in the middle of the night or dawn, whose source and location are still unknown. Scientifically, it is the sound of nature heard from a distance at a quiet time.

The third unique sound associated with Yogyakarta is the ‘andong’ sound. It is a horse-drawn carriage commonly found in many areas of Indonesia. However, it is strongly associated with Yogyakarta than with others due to its unique sound and the massive use by locals in the past. Here, we learn that soundmarks of a cultural city might consist of not only cultural sounds, such as ‘gamelan’, but also daily sounds, such as drum band and ‘andong’ sounds.

Figure 1: The iconic sounds of Yogyakarta based on locals’ perception and their period of stay in Yogyakarta (reproduced from [Mediastika et al., 2023b](#))

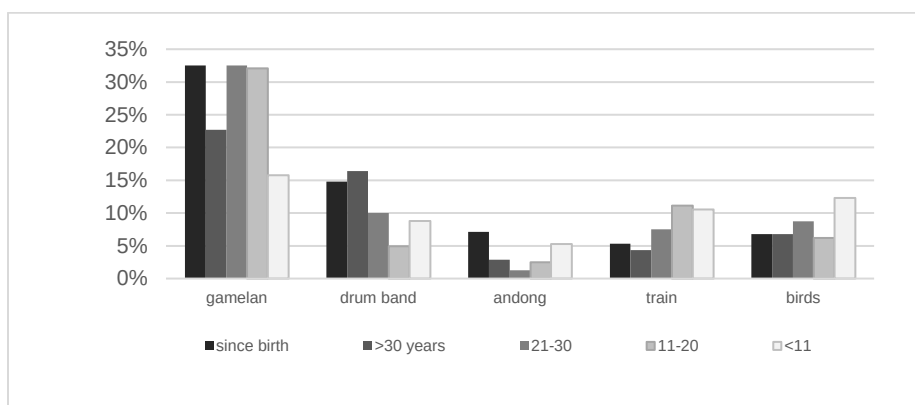


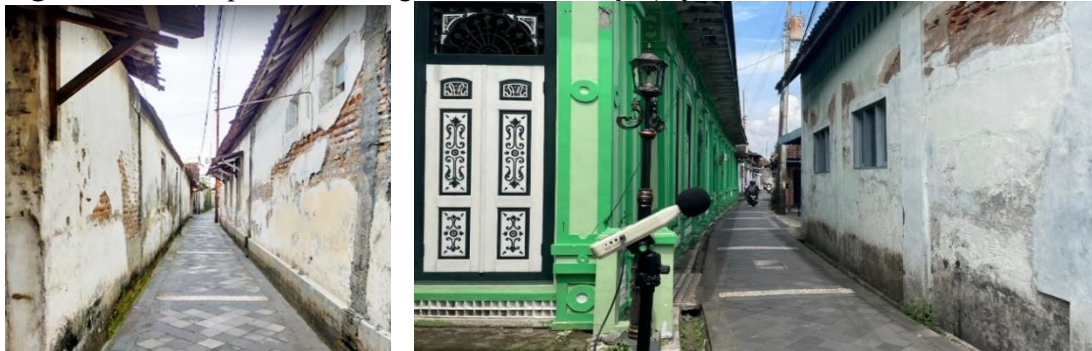
Figure 2: The current sound environment of Kotagede and the past sound recalled by locals (reproduced from [Mediastika et al., 2023a](#))



Meanwhile, in Kotagede, no past sound signature dominates people's perception. Instead, several unique sounds are heard as harmony (Fig 2b). The harmonious past sound in Kotagede substantially differs from the current sound, dominated by the human voice, traffic, and the sound of motorcycles in particular. This is due to a very narrow alley between houses for pedestrians only in the past that has now seized with the

passing through motorcycles. In the past, children used to play and have fun by shouting and listening to their voices along the narrow alleys (Fig 3). The Kotagede's FGD revealed that this entertaining activity is hoped-for. Like Yogyakarta, Kotagede's signature sounds were composed of cultural, traditional, daily and occupational, added with religious sounds, considering that Kotagede is the centre of Islamic teachings.

Figure 3: Two snapshots of Kotagede's narrow alleys (reproduced from Mediastika et al., 2023a)



The various sound signatures of the past and the fact that they are essentially an excess of everyday activities, which are almost non-existent today, constitute a challenge in recovering cultural heritage features for preservation and sustainable tourism. There should be a mutual agreement between stakeholders and researchers upon sound classification and which type of sound signatures are to be restored, which are possible for on-site restoration, and which are for aural-virtual ones. A local policy may also be necessary to regulate traffic noise so as not to mask the sound restored on-site.

MANAGERIAL IMPLICATIONS

Developing heritage soundmarks as part of the tourism industry requires careful study for implementation, especially when it involves various stakeholders. Additional policy is necessary to manage the current unregulated sound that dominates the area, not to mask the remaining soundmarks and soundmarks to be reconstructed.

FUTURE RESEARCH DIRECTIONS

The sound environment has been classified as the reference for the subsequent study, which will identify which soundmarks are possible for on-site restoration and which are limited in virtual-aural settings.

REFERENCES

- Briassoulis, H. (2002). Sustainable tourism and the question of the commons. *Annals of Tourism Research*, 29(4), 1065-1085.
- Duffy, M., Waitt, G., Gorman-Murray, A., & Gibson, C. (2011). Bodily rhythms: Corporeal capacities to engage with festival spaces. *Emotion, Space and Society*, 4(1), 17-24.
- Gibson, C., & Connell, J. (2005). *On the road again: Music and tourism*. Channel View Publications.
- He, Y., He, P., Xu, F., & Shi, C. (2019). Sustainable tourism modeling: Pricing decisions and evolutionarily stable strategies for competitive tour operators. *Tourism Economics*, 25(5), 779-799.

- ISO (2014). ISO/TS 12913-1:2014, “Acoustics — Soundscape — Part 1: Definition and conceptual framework” (International Organization for Standardization, Geneva, Switzerland).
- ISO (2018). ISO/TS 12913-2:2018, “Acoustics—Soundscape—Part 2: Data collection and reporting requirements” (International Organization for Standardization, Geneva, Switzerland).
- Liu, A., Wang, X. L., Liu, F., Yao, C., & Deng, Z. (2018). Soundscape and its influence on tourist satisfaction. *The Service Industries Journal*, 38(3-4), 164-181.
- Mediastika, C. E., Sudarsono, A. S., Utami, S. S., Fitri, I., Drastiani, R., Winandari, M. I., ... & Mberu, Y. B. (2020, October). The sound of Indonesian cities. In *INTER-NOISE and NOISE-CON Congress and Conference Proceedings* (Vol. 261, No. 4, pp. 1998-2004). Institute of Noise Control Engineering.
- Mediastika, C. E., Sudarsono, A. S., Utami, S. S., Setiawan, T., Mansell, J. G., Cliffe, L., ... & Yanti, R. J. (2023a, November). Local soundmark to conquer traffic noise. Case of Kotagede, Indonesia. In *INTER-NOISE and NOISE-CON Congress and Conference Proceedings* (Vol. 268, No. 2, pp. 6874-6882). Institute of Noise Control Engineering.
- Mediastika, C. E., Ariyanto, Y., Sudarsono, A. S., Utami, S. S., Yanti, R. J., Rachman, Z. A., & Setiawan, T. (2023b, December). The puzzling soundmark of a cultural and tourist city; the case of Yogyakarta. In *Proceedings of Meetings on Acoustics* (Vol. 52, No. 1). AIP Publishing.
- Pardoen, M., & Guesney, M. (2024). Study and analysis of the sound environment of the Notre-Dame construction site between the 12th and 18th centuries. *Journal of Cultural Heritage*, 65, 155-159.
- Rehan, R. M. (2016). The phonic identity of the city urban soundscape for sustainable spaces. *HBRC Journal*, 12(3), 337-349.
- Rindrasih, E., & Witte, P. (2021). Reinventing the post-disaster cultural landscape of heritage tourism in Kotagede, Yogyakarta, Indonesia. *Journal of Heritage Tourism*, 16(2), 136-150.
- Wijayanti, A., & Damanik, J. (2019). Analysis of the tourist experience of management of a heritage tourism product: case study of the Sultan Palace of Yogyakarta, Indonesia. *Journal of Heritage Tourism*, 14(2), 166-177.
- Yelmi, P. (2016). Protecting contemporary cultural soundscapes as intangible cultural heritage: Sounds of Istanbul. *International Journal of Heritage Studies*, 22(4), 302-311.

53. Green Organizational Culture as a Moderating Factor to Eco Sustainable Policies and Hotel Employees' Commitment Towards Their Organization

Santa L. Merle*¹ and Winona Hazel L. Lacanilao²

¹Santa L. Merle, Don Honorio Ventura State University, Philippines

²Winona Hazel L. Lacanilao, Don Honorio Ventura State University, Philippines

*Correspondence E-mail: smerle@dhvsu.edu.ph

Keywords: Eco-sustainable Policies, Green Organizational Culture, Hospitality Industry, Hotel Employees, Organizational Commitment.

EXTENDED ABSTRACT

The hospitality industry plays a crucial role in promoting sustainability and environmental protection. As concerns about climate change and environmental degradation continue to grow, hotels have increasingly adopted eco-sustainable policies to reduce their environmental impact and appeal to environmentally conscious consumers (Kim et al., 2019). These policies can include measures such as reducing energy consumption, promoting waste recycling, and using eco-friendly materials (Yuriev et al., 2018). However, the success of these policies largely depends on the commitment and engagement of hotel employees, who are responsible for implementing and adhering to these practices (Yuriev et al., 2018). Recent research has shown that eco-sustainable policies can positively influence employees' organizational commitment by fostering a sense of pride and belonging (Kim et al., 2019). When employees perceive that their organization values environmental protection and supports eco-friendly practices, they are more likely to embrace and internalize these policies (Kim et al., 2019). Given the potential importance of GOC in shaping the impact of eco-sustainable policies on employee commitment, this study aims to examine the moderating effects of GOC on the relationship between eco-sustainable policies and hotel employees' organizational commitment. By understanding the complex interplay between these factors, hotel managers can develop more effective strategies for promoting sustainability and enhancing employee engagement.

54. Sustainable Tourism Initiatives for Urban Transformation in Valenzuela City: A Case Study of Emerging Urban Tourism

Kristine Cepillo¹, Josephine Mae Rayo¹, Wilfred Manuel¹, Arvien¹, Dr. Jocelyn Y. Camalig¹ and Luzviminda Tugade¹

¹Lyceum of the Philippines University, Philippines

*Correspondence E-mail: josephine.rayo@lpunetwork.edu.ph,

ABSTRACT

This research explores the emergence of sustainable tourism in Valenzuela City, Philippines, emphasizing its role in fostering urban transformation. By examining key initiatives, infrastructure developments, and policy frameworks, the study highlights how sustainable practices can enhance tourism experiences while preserving local heritage and promoting environmental stewardship. Qualitative and quantitative analyses investigate the socio-economic impacts of urban tourism on Valenzuela's communities, identifying challenges and opportunities for future growth. The findings suggest that sustainable tourism not only boosts local economies but also plays a crucial role in creating resilient and vibrant urban spaces.

Keywords: Urban tourism, sustainable tourism, infrastructure development, policy frameworks, urban renewal

1. **Introduction:** Urban areas worldwide are undergoing significant transformations driven by globalization, economic dynamics, and the increasing importance of sustainable practices. Sustainable tourism has emerged as a key strategy for fostering economic growth, preserving cultural heritage, and ensuring long-term prosperity in cities (Oktem, 2011(1); UNWTO, 2019(2); ADB, 2017(3)). Valenzuela City in Metro Manila serves as a prime example of a city poised for urban transformation through sustainable tourism initiatives.
2. **Literature Review:** The literature review explores the role of digital transformation in rural tourism development (Li et al., 2022) and the concept of rural tourism itself, highlighting its contribution to social change, local economic growth, and visitor experience (UNWTO, 2020(4)).
3. **Methodology:** This study employed a descriptive case study with a qualitative research design. Data collection involved semi-structured interviews with 50 participants, including local government officials, tourism and hospitality businesses, and residents. Thematic analysis was used to interpret and analyze the data.
4. **Results and Discussion:** Thematic analysis revealed key themes related to tourism development in Valenzuela City:
 - **Green Urban Areas and Eco-Tourism Development:** This theme aligns with the "growth" phase of the destination life cycle, reflecting a focus on sustainability and environmental conservation (TIES, n.d.).
 - **Rich History and Cultural Heritage:** The rehabilitation of historical sites and emphasis on cultural heritage indicate a focus on preserving and promoting the city's cultural identity, corresponding to the "maturity" phase of the destination life cycle.

- **Improvement of Public Infrastructure:** This theme aligns with enhancing the overall visitor experience and accessibility, crucial in the "growth" phase.
- **Community Engagement and Pride in Destination Development:** This theme signifies stakeholder collaboration, essential for sustaining tourism growth.
- **Evolution into a Popular Tourist Destination:** Valenzuela City's transformation signifies progression through the destination life cycle stages.
- **Accessibility and Inclusivity:** The focus on accessibility and diverse attractions highlights the importance of inclusivity in tourism development.

Social Exchange Theory was used to analyze the benefits and costs of tourism development. The narratives reflected a focus on reciprocity and mutual benefit, with tourism development initiatives aiming to balance costs and benefits for residents (Valenzuela City narratives).

Aligning sustainable initiatives with the theoretical framework of sustainability revealed interconnected themes:

- **Environmental Conservation and Resource Management:** Commitment to environmental sustainability through waste minimization, energy conservation, and green practices.
- **Community Engagement and Social Responsibility:** Emphasis on community involvement, cultural preservation, and public participation.
- **Economic Viability and Local Development:** Focus on economic viability through sustainable tourism-related businesses and infrastructure projects.
- **Stakeholder Collaboration and Partnerships:** Collaborative approach involving various stakeholders in tourism development.
- **Innovation and Continuous Improvement:** Commitment to innovation through continuous improvement and incorporating eco-friendly practices.

Thematic analysis based on tourism development theory identified challenges faced by Valenzuela City:

- **Rapid Tourism Development:** Challenges related to managing visitor influx, infrastructure development, and maintaining the balance between economic benefits and environmental preservation.
- **Environmental Preservation:** Conservation of natural resources and the impact of tourism activities on ecosystems.
- **Economic Growth vs. Cultural Identity:** Balancing economic growth with preserving local customs and heritage.
- **Lack of Awareness and Education:** Need for educational programs to promote sustainable tourism practices.
- **Limited Funding and Resources:** Constraints related to limited funding and resources for implementing sustainable practices.
- **Managing Tourist Behaviour:** Issues related to responsible tourist behaviour and promoting sustainable tourism practices.
- **Community Sector Benefits and Expansion:** Ensuring tourism benefits all community sectors and balancing tourism expansion with sustainability.

Theory of Planned Behaviour was used to analyze residents' behaviour towards tourism:

- Attitudes Towards Tourism Development: Residents' perceptions of benefits and drawbacks influence their support for tourism initiatives.
- Subjective Norms and Social Influence: Social pressure and community values influence residents' intentions towards supporting tourism initiatives.
- Perceived Behavioural Control: Residents' perceptions of their ability to contribute to tourism development impact their involvement.

5. Conclusion and Recommendations: In conclusion, Valenzuela City's tourism development necessitates continuous adaptation for long-term sustainability. Achieving a balance between economic benefits, environmental preservation, and resident well-being requires a focus on reciprocity and mutual benefit among stakeholders. By understanding resident behaviour through the Theory of Planned Behaviour, effective engagement strategies can be developed. This research recommends a five-point plan: (1) fostering collaboration through strategic planning, (2) balancing economic growth with environmental protection through sustainable practices, (3) empowering local communities through skills development and cultural preservation initiatives, (4) promoting responsible tourism through education, and (5) investing in infrastructure and smart technologies to enhance the visitor experience. This comprehensive approach will ensure Valenzuela City's sustainable transformation into a thriving urban tourism destination.

REFERENCES

- Asian Development Bank (ADB). (2017). Creating Livable Asian Cities. Retrieved from <https://www.adb.org/publications/creating-livable-asian-cities>
- Oktem (2011), The Role of Global City Discourses in the Development and Transformation of the Buyukdere–Maslak Axis into the International Business District of Istanbul. Retrieved from: <https://www.tandfonline.com/doi/abs/10.1080/13563475.2011.552498>
- United Nations World Tourism Organization (UNWTO). (2019). Tourism Highlights: 2019 Edition. Retrieved from <https://doi.org/10.18111/9789284419876>
- UNWTO. (2020). Tourism and rural development: A policy perspective. Retrieved from <https://www.e-unwto.org/doi/10.18111/9789284424306>

55. Building Learner Agency through a Heutagical Approach to Teaching Tour Guiding

Maria Cecilia Eijansantos-Remanente¹

¹ University of Perpetual Help System DALTA Molino, Philippines

*Correspondence E-mail: cecilia.remanente@perpetualdalta.edu.ph

Keywords: Experiential Learning, Heutagogy; Learner Agency, Tour Guiding Education, Philippines.

EXTENDED ABSTRACT

Schools are challenged to keep their curricula at pace with industry needs to meet the call for continuous learning and adapting to a dynamic environment in the 21st century (Hase & Kenyon, 2003; Hase & Kenyon, 2007). Particularly so in the tourism industry. Establishments need professionals trained to adjust to evolving tourists' needs for personalized and technology-enhanced experiences.

Heutagogy or self-determined learning is an approach whereby educators develop learners' capability to determine what and how they will learn (Akyıldız, 2019; Moore, 2020; Hase, 2011; Nikolovska et al., 2019). Learners actively shape their education as they “find their own problems to solve” (Nikolovska et al., 2019) and customize their learning experience. In the process, they exercise critical thinking, hone social-emotional skills, and create knowledge.

In this study, heutagogy principles were applied in designing an activity for Year 2 tourism management students enrolled in a tour guiding class. They were given autonomy in creating their own itinerary for a whole-day trip to heritage and ecotourism sites. They coordinated with transportation and venue providers, developed and delivered tour spiels, and co-designed the assessment method.

Another important heutagogy principle is metacognition, and thus the students were asked to provide their learning journals and activity evaluation. Their narratives about their experience were examined and the results will be used as basis for offering similar activities in the future.

LITERATURE REVIEW

The responsibility for knowledge acquisition rests more heavily now on individual learners than in previous generations. Individuals find themselves working for new types of jobs that did not exist while they were still in school (Kim, 2022). Knowledge becomes quickly outdated, and thus the focus of education is no longer knowledge acquisition but equipping learners with an array of skills for learning how to learn and adapting to changing workplaces (Kim, 2022; Moore, 2020).

Learner-Centered Education: From Pedagogy to Andragogy and Heutagogy

Pedagogy is highly teacher centered and more suited for young learners (Ashton & Newman, 2006; Thakur, 2013). Andragogy was popularized by Malcolm Knowles to address the needs of adult education, recognizing learners' motivation, experience, and problem-solving capability (Knowles, 1975). Heutagogy takes learner-centered education a notch further by letting learners design their learning and assessment as well as reflect on the learning process through metacognition (Flavell, 1995; Blashke, 2012; Agonács & Matos, 2019).

Heutagogy and Learner Agency

Learner agency is at the core of heutagogy (Hase and Kenyon, as cited in Blashke, 2021). The Organization for Economic Cooperation and Development (OECD) believes that individuals with high learner agency are empowered to effect change in society. These individuals can make sense of a BANI (brittle, anxious, non-linear, incomprehensible) and VUCA (volatile, uncertain, complex, ambiguous) environment (Schreiber, 2023).

RESEARCH METHOD

Deductive thematic analysis was used in extracting patterns and themes from the (i) activity evaluation forms, which contained short-essay answers to questions that served as a priori codes: tasks completed, prior relevant experience, resources and information utilized, extent of collaboration or communication, challenges encountered, observations, and takeaways.

Inductive analysis was used in reading the students (ii) learning journal where the participants logged their observations and reflection.

Patterns or repeated words as well as emerging themes were noted (Marshall & Rossman; 1989; Ryan & Bernard, 2003).

RESULTS

Table 1: Themes (Students' realizations on what, how, and when to learn tour guiding)

Themes	From Participants' Narratives
Meticulous planning	Efficient way of gathering participants' lunch/wellness activity preferences
	Confirm venue availability
Organizational skills (delegating, accountability)	Create a detailed program indicating the students assigned to speak at each destination point
Flexibility and decisiveness	"We adapted quickly and made the most of our time by (holding) zumba in the parking lot.
	"Contingency plans to (address) unexpected changes"
	"Stay calm and resourceful under pressure"

	Anticipate any required attire/footwear for activities (e.g., trekking).
	Include hygiene pads in the first aid kit.
Risk management	“Address potential issues proactively” anticipating possible scenarios and preparing accordingly.
	Where possible, conduct an ocular visit.
Developing a good tour spiel	“I learned the critical role of effective communication in tour guiding. Clear and engaging storytelling techniques, coupled with factual accuracy and cultural sensitivity are essential for capturing participants' interest and fostering deeper...understanding of the site's significance.”
Communication and group dynamics	“Embrace constructive criticism as opportunity for improvement”
	“camaraderie...made the experience memorable”
	“We solved problems and overcame challenges together”
	“My approach to my classmates was too bossy because I tried to (convince) them to have lunch at IIRR because it was close to the next destination. I could have approached them better (yet)...I believe I helped make the tour efficient.”
Assessing oneself	“I was pushed out of my comfort zone”
	“Speaking in front (of others) boosted my confidence”
	“Improved my confidence in communicating with others and being less anxious”
Designing an enriching experience	The trip - provided diverse experiences: learning about history, sustainable farming, waste management, ecotourism, cultural heritage preservation - fostered good relationships among the participants - allowed them to connect with nature - encouraged spiritual reflection

Table 1 shows some of the themes that emerged. The participants realized the value of teamwork, collaboration, clear communication, agility, aside from management functions such as planning, organizing, and leading.

Notably, the group tended towards working collaboratively instead of individually. Their main information source in carrying out their tasks was the Internet. Two of the participants taught themselves how to use

software for graphic design and sharing photos. Lateral communication was not limited to their committees.

DISCUSSIONS

Many experiential learning activities for tourism students allow them to work autonomously and collaboratively. The tour guiding activity in this study is an example. The study proposes a more intentional approach to delivering such activities, following heutagogy principles. Students will ask themselves how much they already know about a topic, then design what, when, and how they will learn, guided by their teachers.

The goal is to build the students' self-efficacy in solving unfamiliar problems (Hase & Blashke (n.d.) and adapting to new situations (Blashke, 2012) to succeed in dynamic and complex environments.

MANAGERIAL IMPLICATIONS

The study affirmed the shifting roles of schools and teachers, from providing instructional content to mentoring students to build the latter's capacity to learn independently, thus offering implications for changing tourism educators' mindsets and building their mentoring and coaching skills.

REFERENCES

- Agonács, N. & Matos, J.F. (2019). Heutagogy and self-determined learning: A review of the published literature on the application and implementation of the theory. *Open learning: The Journal of Open, Distance, and e-Learning*, 34(3), 223-240. <https://doi.org/10.1080/02680513.2018.1562329>
- Akyıldız, S.T. (2019). Do 21st century teachers know about heutagogy or do they still adhere to traditional pedagogy and andragogy? *International Journal of Progressive Education*, 15 (6), 151-169.
- Ashton, J. & Newman, L. (2006). An unfinished symphony: 21st century teacher education using knowledge creating heutagogies. *British Journal of Educational Technology*, 37(6), 825-840. <https://doi.org/10.1111/j.1467-8535.2006.00662.x>
- Blashke, L.M. (2012). Heutagogy and lifelong learning: A review of heutagogical practice and self-determined learning. *International Review of Research in Open and Distance Learning*, 13(1), 56-71
- Flavell, J. H., Green, F. L., Flavell, E. R., Harris, P. L., & Astington, J. W. (1995). Young Children's knowledge about thinking. *Monographs of the Society for Research in Child Development*, 60(1), <https://doi.org/10.2307/1166124>
- Hase, S. & Blashke, L.M. (n.d.). Heutagogy and work. <https://edtechbooks.org/up/work>
- Hase, S. & Kenyon, C. (2003). Heutagogy and developing capable people and capable workplaces: Strategies for dealing with complexity. *Changing Face of Work and Learning* [Conference proceedings], Alberta, Canada, 25-27 September, University of Alberta, Alberta, Canada
- Hase, S. & Kenyon, C. (2007). Heutagogy: A child of complexity theory. *Complicity: An International Journal of Complexity and Education*, 4(1), 111-118.

- Hase, S. (2011). Learner-defined curriculum: Heutagogy and action learning in vocational training. Southern Institute of Technology Journal of Applied Research
- Kim, J. (2022). Interconnectivity of heutagogy and Education 4.0 in higher online education. Canadian Journal of Learning and Technology, 48(4), 1-17
- Knowles, M. (1975). Adult education: new dimensions. Educational Leadership, 33(2), 85-88
- Lock, J., Lakhal, S., Cleveland-Innes, P., Dell, D., & De Silva, N.D. (2021 January 15). Creating technology-enabled lifelong learning: A heutagogical approach. British Journal of Educational Technology, 52, 1646-1662. <https://doi.org/10.1111/bjet.13122>
- Marshall, C. & Rossman, G. B. (1989). Designing qualitative research. Newbury Park, CA: SAGE Publication, Inc.
- Moore, R. (2020). Developing lifelong learning through heutagogy: contexts, critiques, and challenges. Distance Education, 41(3), 381-401
- Nikolovska, A., Grizev, A., & Iliev, A. (2019). History of heutagogy as self-determined learning [Paper presentation]. 2nd International Scientific Conference MILCON'19, Skopje, Macedonia
- Organization for Economic Cooperation and Development (OECD). (2019) OECD Future of Education and Skills 2030 Concept Note. <https://www.oecd.org/education/2030-project/>
- Ryan, G.W. & Bernard, H.R. (2003). Techniques to identify themes. Field Methods, 15(1), 85-109. <https://doi.org/10.1177/1525822X02239569>
- Schreiber, B. (17 November 2023). VUCA vs. BANI: The corporate strategies of the future. <https://www.schulmeister-consulting.com/en/magazine/overview/detail/vuca-vs-bani-the-corporate-strategies-of-the-future>
- Thakur, G.R. (2013). Heutagogical approach: Need of an hour in techno era. Beacon of Teacher Education, 2(2), 28-33

56. Students' Preferences in using Online Food Delivery Platforms

Daisylien A. Galve^{1*}, Julie Reinne V. Iguis², Danielle Julia I. Layante³, Trinah Andrea K. Sarinas⁴, Kaye Antoinette S. Torres⁵

¹²³⁴⁵University of Perpetual Help System DALTA Molino, Philippines

*Correspondence E-mail: galvedaisylien@gmail.com

Keywords: Food Delivery Services, Online Ordering Application, Students' Preferences, Brand Loyalty, Philippines.

EXTENDED ABSTRACT

Technology is a useful tool nowadays that helps the economy grow and different industries also rely on it. Many food delivery applications (FDAs) have been introduced, and restaurants have partnered with third-party developers of FDAs. Customer preferences have evolved in choosing their desired FDA. This research focuses on describing customer preferences, specifically, in terms of the variable's promotional coupons, price, convenience, delivery time, and food options. The respondents are college and senior high school students of a university in Bacoor City, Cavite.

LITERATURE REVIEW

Quick-Services Delivery Application

Fast-food restaurants are very popular these days because they serve food quickly and do not require patrons to prepare it themselves (Luis, et.al., 2021). As part of its strategic growth plan, fast-food restaurants implemented a number of technologies in recent years (Akcem, 2020). Consequently, these restaurants can serve more customers than they can accommodate during peak hours through their meal delivery service, thereby boosting sales and profits (Utama, et.al, 2020). Customers who often buy from fast-food restaurants cited price, quality, convenience, and brand reputation as their considerations in choosing where to dine (Ibrahim, 2024).

Food Delivery Application

Information technologies (IT) are widely used in the restaurant industry for food orders both online and in-restaurant through tablet-based menus, in-store kiosks, mobile apps and webpages (Li, et.al, 2024). Food Delivery Application or FDAs are mobile applications that display the menu and food offerings from restaurants or retailers. They are hosted by third-party delivery services and enable customers to order food and have it delivered to their doorstep (Iwuh, 2024). According to Prasetyo Y.T. (2021), online food delivery service easily gained popularity in 2020 because of the rising number of Internet users and of course, the COVID-19 pandemic. Customers turned to third-party delivery services to avail food delivery services (La Pyae, 2022).

Factors influencing user preference

Consumer preference is a set of presumptions based on the idea that decisions consumers make have a range of consequences, such as utility, pleasure, and enjoyment (Saji, 2020). Convenience was highlighted in the studies of Sfgnetwork (2020) and Ibrahim (2024) as a factor influencing consumer considerations in using FDAs. Aside from this, one primary reason for the consumer to be attracted to the product is when these apps give them special offers such as promotional discounts (Vinaik, 2019). Furthermore, according to the study of Cakici, et.al. (2019), the product's price also influences the usage of food delivery application.

RESEARCH METHOD

Descriptive-quantitative research design was used by the researchers for this study, which examines the number of users of FDA, analyze the preferences of students, and what keeps them using other FDA. The respondents of this study are from a university in Cavite that offers tourism and hospitality programs. Respondents were selected through random sampling, to allow all members of the target population an equal chance of being chosen. The total sample size was 282, representing 142 senior high school students and 140 college students. A researcher-made questionnaire using a 4-point Likert scale was distributed as an online Google form.

Data Gathering

After obtaining the needed approvals for conducting the study, the researchers conducted a pilot test to questionnaire reliability. Data was presented using descriptive analysis, specifically, mean, frequency, and percentage distribution.

RESULTS

Table 1: Discount Coupons

Statements	Mean	SD	Interpretation
1. I use coupons or discounts when ordering food delivery.	3.41	0.597	Strongly Agree
2. Discount coupons entice me to order from specific restaurant on a food app.	3.23	0.614	Agree
Overall Mean	3.32	0.509	Strongly Agree

Legend: 3.26-4.00 = Strongly Agree/High Influence; 2.51-3.25 = Agree/Moderate Influence; 1.76-2.50 = Disagree/ Low Influence; 1.00-1.75 = Strongly Disagree/Very Low Influence

Table 2: Price Differences

Statements	Mean	SD	Interpretation
1. I compare prices across different food delivery apps before ordering.	3.14	0.727	Agree
2. I tend to buy from the food delivery app that offers the best price.	3.36	0.617	Strongly Agree
3. I tend to order from restaurants with the most affordable prices on the food delivery apps.	3.18	0.632	Agree
Overall Mean	3.23	0.512	Agree

Legend: 3.26-4.00 = Strongly Agree/High Influence; 2.51-3.25 = Agree/Moderate Influence; 1.76-2.50 = Disagree/ Low Influence; 1.00-1.75 = Strongly Disagree/Very Low Influence

Table 3: Convenience

Statements	Mean	SD	Interpretation
1. I choose food delivery apps that offer tracking of my order.	3.39	0.525	Strongly Agree
2. The food delivery apps I use allow me to search from various types of restaurants	3.36	0.509	Strongly Agree
Overall Mean	3.38	0.427	Strongly Agree

Legend: 3.26-4.00 = Strongly Agree/High Influence; 2.51-3.25 = Agree/Moderate Influence; 1.76-2.50 = Disagree/ Low Influence; 1.00-1.75 = Strongly Disagree/Very Low Influence

Table 4: Delivery time

Statements	Mean	SD	Interpretation
1. I consider speed of delivery when choosing a food delivery app.	3.35	0.529	Strongly Agree
2. I switch to another app if it offers a shorter delivery time.	3.22	0.632	Agree
Overall Mean	3.29	0.489	Strongly Agree

Legend: 3.26-4.00 = Strongly Agree/High Influence; 2.51-3.25 = Agree/Moderate Influence; 1.76-2.50 = Disagree/ Low Influence; 1.00-1.75 = Strongly Disagree/Very Low Influence

Table 5: Food Choices

Statements	Mean	SD	Interpretation
1. I appreciate the personalized recommendations for dishes or restaurants that food delivery apps offer.	3.24	0.514	Agree
2. The variety of food options available in a food delivery app is important to me.	3.40	0.498	Strongly Agree
Overall Mean	3.32	0.422	Strongly Agree

Legend: 3.26-4.00 = Strongly Agree/High Influence; 2.51-3.25 = Agree/Moderate Influence; 1.76-2.50 = Disagree/ Low Influence; 1.00-1.75 = Strongly Disagree/Very Low Influence

DISCUSSION

This study determined the factors that affect students' preferences in using food delivery applications or FDAs. A total of 282 respondents were included in the data analysis. The findings show strong agreement to the statements on discount coupons, price differences, convenience, delivery time, and food choices as factors that affect students' usage of FDAs. Mean ratings were highest on the statements on convenience.

Additional questions were on the type of discount coupons, payment methods, and food items that the respondents availed. Free delivery coupons were popular among the respondents. As for payment methods, they preferred mobile wallet and cash-on-delivery. As for type of food, the respondents tended to order rice meals through FDAs.

MANAGERIAL IMPLICATIONS

The findings offer implications for restaurants to improve the user interface of their food delivery applications to allow easy navigation. Menus likewise need to be updated.

FUTURE RESEARCH DIRECTIONS

Future researchers may consider examining extra charges, quality of product information, and user interface in assessing consumer choice of food delivery platforms.

REFERENCES

- Akcam, B. K. (2020). Improving order processes with information technology: McDonald's case. *Journal of Information Technology Teaching Cases*, 10(2).
- Cakici, A. C., et.al., (2019). The impact of perceived price justice and satisfaction on loyalty: The mediating effect of revisit intention. *Journal of Tourism Review*, 74(3), 443–462
- Ibrahim, H., et.al. (2024). Analysis of the Factors Affecting Customer Preference Towards McDonald's. *International Journal of Tourism and Hospitality in Asia Pacific*, 7, 129-142.
- Iwuh, A. (2024). Food Delivery App. Retrieved from <https://www.g2.com/glossary/food-delivery-app-definition>
- La Pyae, W. (2022). Influencing factors on purchase intention and consumer usage behavior of Grabfood delivery. Retrieved from https://meral.edu.mm/records/8619?fbclid=IwAR2Cc3pvPpILHFQ5gGhteRj487woM34hrve4INVtT_xqQgXwm7qzj5-Tyg
- Li, L, et.al., (2024). Customers' continued adoption of mobile apps and their satisfaction with restaurants: The case of McDonalds. Retrieved from <https://aisel.aisnet.org/pajais/vol16/iss1/1/>
- Luis, A, et.al., (2021) Application of analytical hierarchy process in the comparison of Jollibee, McDonalds, and KFC in-house online delivery System. *Proceedings of the International Conference on Industrial Engineering and Operations Management*. Retrieved from <https://ieomsociety.org/proceedings/2021rome/636.pdf>
- Prasetyo, Y. T., et.al. (2021). Factors affecting customer satisfaction and loyalty in online food delivery service during the COVID-19 pandemic: Its relation with open innovation. *Journal of Open Innovation: Technology, Market, and Complexity*.
- Saji, J. (2020). What does Customer Preference Actually Mean?. Retrieved from <https://medium.com/@jessicatreesasaji/what-does-consumer-preference-actually-mean-5ae6a3c93055>
- Sfgnetwork. (2020). The convenience factor: 6 ways to capitalize on this shopper preference. Retrieved from <https://www.sfgnetwork.com/blog/customer-care/theconvenience-factor-6-ways-to-capitalize-on-this-shopper-preference/>
- Utama, G. S., et.al., (2020). Factors influencing consumer behaviour: A case of McDonald's. *Advances in Global Economics and Business Journal*, 1(2), 55-64.
- Vinaik, A., et.al., (2019). The Study of Interest of Consumers In Mobile Food Ordering Apps. *International Journal of Recent Technology and Engineering*, 8(1), 3245

57. Students' Perspectives on the Delivery of Bar and Beverage Management Education

Barnard J. Maraon¹

¹University of Perpetual Help System DALTA Molino, Philippines

*Correspondence E-mail: barnardjmaraon@gmail.com

Keywords: Bar And Beverage Education, Students' Perspective, Practical Application, Hospitality Industry, Faculty Competence.

EXTENDED ABSTRACT

This research investigates students' perspectives on the delivery of Bar and Beverage Management Education in a university in Cavite, Philippines. The study aims to understand the effectiveness of resources and materials, practical application methods, assessment and evaluation techniques, and faculty competence in preparing students for careers in the hospitality industry. The research utilized a qualitative design, employing a structured questionnaire to gather detailed responses from 27 second-year students.

Students highly value the conducive learning environment and access to contemporary resources but face financial constraints and challenges in ingredient availability. Practical application through hands-on learning significantly enhances skill development and the integration of theory with practice, though technical difficulties and time pressures are noted. Assessment methods need improvement, with concerns about subjective grading, limited feedback, and time constraints. Faculty competence, particularly industry experience, is crucial for effective education delivery.

The study concludes that while the university provides a solid foundation in bar and beverage management education, addressing resource accessibility, standardizing assessment procedures, and ensuring faculty members have substantial industry experience and relevant educational backgrounds can further enhance student preparedness. Recommendations include increasing financial support for resources, developing standardized assessment guidelines, and prioritizing the hiring of faculty with significant industry experience and aligned educational backgrounds.

LITERATURE REVIEW

Bar and beverage management education plays a crucial role in equipping students with the necessary skills and knowledge for successful careers in the hospitality industry. Effective bar and beverage management education requires adequate resources, including high-quality ingredients, up-to-date textbooks, online materials, and well-maintained laboratory equipment (Brown & Miller, 2019; Wilson, 2021). The integration of practical application into bar and beverage management education is essential for bridging the gap between theoretical knowledge and real-world practices (Lee & Lee, 2018; Anderson & Smith, 2017). Effective assessment methods are crucial for evaluating students' competencies in bar and

beverage management (Thompson & Johnson, 2019). The competence and support of faculty members are pivotal in delivering quality bar and beverage management education (Davis & Brown, 2021; Garcia & Martinez, 2020).

Students' perspectives in Bar and Beverage Management Education offer critical insights into their educational journey, highlighting challenges, experiences, and preferences that shape their learning (Smith & Johnson, 2021). Factors like personal beliefs concerning alcohol consumption, dietary restrictions, and allergies play pivotal roles in influencing students' participation and engagement during practical activities (Smith & Johnson, 2021). In the Philippines, the Commission on Higher Education (CHED) and the Technical Education and Skills Development Authority (TESDA) play crucial roles in regulating and developing education in the hospitality management sector, including bar and beverage courses (CHED Memorandum Order No. 13 Series of 2017).

RESEARCH METHOD

The respondent for this study is consist of 27 second-year hospitality management students, specifically those who completed the Bar and Beverage Management course during the first semester of the academic year 2023-2024. The sample comprises 10 female and 17 male students, chosen based on their direct experience with the course.

RESULTS AND DISCUSSION

1. Resources and Materials

Conducive Learning Environment

Students emphasized the role of school facilities in creating a conducive learning environment. The ambiance and atmosphere of the facilities, resembling real bar settings, enhanced immersion and practical learning experiences.

Access to Contemporary Resources

The school provides access to well-equipped laboratories, mock bar setups, and beverage production equipment. These resources allow students to practice and refine their skills in a controlled environment.

Expense Challenge

Financial constraints in procuring ingredients and materials for practical training were highlighted as a primary challenge. This issue is particularly significant for working students.

Availability of Ingredients and Resources

Students noted challenges in procuring rare ingredients and ensuring consistent availability of necessary materials for practical exercises.

2. Practical Application

Hands-On Learning

Practical exercises, such as creating and serving beverages and conducting tasting sessions, were emphasized as crucial for skill development and applying theoretical knowledge.

Skill Development

Students reported improvements in various skills essential for the beverage industry, including quality service, multitasking, time management, and communication.

Integration of Theory and Practice

The course effectively integrates theoretical knowledge with practical experience, preparing students to handle challenges in professional settings.

Challenges

Students identified challenges, including technical difficulties, initial nervousness, and pressure from timed conditions. Continuous practice and guidance from professors were crucial for overcoming these challenges.

3. Assessment and Evaluation

Subjective Grading

Students expressed concerns about the subjective nature of grading in practical assessments, creating uncertainty and frustration.

Time Constraints

Time constraints during practical assessments led to rushed performances and increased stress levels, impacting the quality of work.

Limited Feedback

Limited feedback on practical assessments was a major concern, with students seeking more detailed and constructive guidance.

Industry Relevance

Students highlighted the importance of aligning educational experiences with real-world industry standards and appreciated the involvement of industry practitioners in the evaluation process.

4. Faculty Competence and Support

Industry Experience

Students emphasized the importance of faculty members with substantial industry experience, providing invaluable insights and practical knowledge.

Supportive Teaching Methods

Effective educators engage students through interactive discussions, practical demonstrations, and real-world applications, creating a dynamic and engaging classroom atmosphere.

Encouragement and Motivation

Encouragement and motivation from faculty were significant factors in students' educational experiences, boosting confidence and fostering a growth mind set.

Expertise in Subject Matter

Faculty members' deep and comprehensive knowledge of bar and beverage management ensures that the curriculum is robust, current, and aligned with industry standards.

CONCLUSION

The findings of this study underscore the critical importance of resources and materials, practical application, assessment and evaluation, and faculty competence and support in the delivery of bar and beverage management education. Adequate facilities and contemporary resources enhance students' learning experiences, while hands-on practical application bridges the gap between theoretical knowledge and real-world practices. Effective assessment methods and detailed feedback are essential for evaluating students' competencies and identifying areas for improvement. Faculty members with substantial industry experience and supportive teaching methods play a pivotal role in guiding and mentoring students. Addressing challenges such as financial constraints, subjective grading, and time constraints in practical assessments is crucial for enhancing the quality of bar and beverage management education. These findings provide valuable insights for improving educational practices and better preparing students for successful careers in the hospitality industry.

REFERENCES

- Anderson, J., & Smith, R. (2017). Enhancing bar and beverage management education: A practical approach. *Journal of Hospitality Education*, 36(2), 45-58.
- Brown, S. (2018). Educational Resources in Hospitality Management. *Journal of Hospitality and Tourism Education*, 30(2), 85-98.
- Brown, A., & Miller, B. (2019). Resource challenges in hospitality education: A case study of bar and beverage management programs. *International Journal of Hospitality Management*, 78, 102-110.
- Cheng, S., Tsai, C., & Wang, H. (2020). The impact of practical training on students' career preparedness in hospitality education. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 26, 100232.
- Davis, C., & Brown, D. (2021). Faculty perspectives on teaching bar and beverage management: Insights from industry practitioners. *Journal of Hospitality & Tourism Education*, 33(4), 310-325.

- Evans, L., et al. (2022). Assessment practices in bar and beverage management education: A systematic review. *Journal of Teaching in Travel & Tourism*, 22(1), 15-30.
- Garcia, S., & Martinez, L. (2020). Supporting student success in bar and beverage management: Strategies for faculty. *Journal of Hospitality & Tourism Research*, 44(3), 210-225.
- Gibbs, G., & Simpson, C. (2004). Conditions under which assessment supports students' learning. *Learning and Teaching in Higher Education*, 1, 3-31.
- Harrington, R. J., Chathoth, P., Ottenbacher, M., & Altinay, L. (2017). Strategic management research in hospitality and tourism: Past, present and future. *International Journal of Contemporary Hospitality Management*, 29(1), 31-52.
- Jones, P., & Robinson, H. (2020). The importance of bar and beverage management education in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 32(5), 1652-1670.
- Lee, M., & Lee, S. (2018). Integrating practical application into bar and beverage management education: A case study. *Journal of Hospitality & Tourism Education*, 37(1), 20-35.
- Lee, T., et al. (2021). Innovations in bar and beverage management education: Addressing sustainability and technology. *Journal of Hospitality & Tourism Management*, 45, 78-88.
- Phelan, K. V., Mejia, C., & Hertzman, J. (2019). The influence of faculty experiential knowledge on hospitality students' career perceptions. *Journal of Hospitality & Tourism Education*, 31(3), 156-165.
- Perez, R., & Rodriguez, M. (2018). Student perspectives on bar and beverage management education: A qualitative study. *Journal of Hospitality Education*, 37(3), 125-140.
- Smith, J. (2018). Bar and beverage management education: Challenges and opportunities. *International Journal of Hospitality & Tourism Administration*, 19(4), 345-360.
- Smith, T., & Johnson, K. (2021). Understanding students' perspectives on dietary restrictions and allergies in bar and beverage management education. *Journal of Hospitality & Tourism Research*, 45(2), 115-130.
- Taylor, L., et al. (2020). Access to resources in bar and beverage management education: Student perceptions. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 26, Article 100236.
- Taylor, M., & Brown, P. (2020). Current trends in bar and beverage management education: A review. *Journal of Culinary Science & Technology*, 18(3), 220-235.
- Thompson, G., & Johnson, R. (2019). Effective assessment practices in bar and beverage management education: A comparative analysis. *Journal of Hospitality Management & Education*, 31(2), 89-104.
- Wilson, E. (2021). The impact of resources on practical learning in bar and beverage management education. *Journal of Hospitality & Tourism Education*, 39(1), 60-75.

58. Reviving the Chabacano dish ciento quince to promote local cultural heritage

dela Peña, Abner T., ^{*1} Carangian, Christopher,² Remanente, Maria Cecilia E. ³

¹²³ University of Perpetual Help System DALTA, Philippines

*Correspondence E-mail: abner.delapena@perpetualdalta.edu.ph

Keywords: Calye Culinarya, Ciento Quince, Chabacano, Cavite City, Heritage Cuisine.

EXTENDED ABSTRACT

Background Of the Story

Caviteños are known for serving flavorful dishes yet preferring an amalgamation of tastes over extremes. According to food historian Ige Ramos (Business World, 2022), Cavite dishes are neither extremely spicy nor sweet.

One dish that heritage and culinary enthusiasts such as the authors intend to promote is ciento quince, which offers a glimpse into the historic past of Cavite city, as the latter has served as port of entry and exit during the Acapulco-Manila galleon trade because of its strategic location (Cavite City website).

During a gathering of friends in February 2016 for the wake of his father, Abner recounted a story of how he was introduced to the dish. Then a child, he saw a neighbor brought them a pot of ciento quince which contained grilled fish and pork barbecue. He found the stew intensely spicy, and thus, best eaten with plenty of rice. His neighbor would often serve ciento quince for lunch in their household, as Caviteño families typically serve more than one viand during meals.

Main Proponents of the Revived Dish

Back to 2016, during the wake of Abner's father, one of Abner's colleagues came to visit with her husband, who was a renowned chef, Chef Christopher Carangian. Chef Christopher is the founder and international director of Razor Chef Philippines as well as the Punong Heneral (chief general) and one of the founders of the Culinary Generals of the Philippines. He has appeared in local television, previously being the resident chef of two local television networks, GMA 7 and Net 25. Abner and Chef Christopher engaged in a long discussion on the origins of ciento quince, specifically, how its Spanish name was derived and how the dish is prepared.

Ciento quince is Spanish or Chabacano for "115" because the original dish was prepared using 115 chilies. The name appears to have been given by the Chabacano natives of Cavite. Chabacano is the mother tongue in Zamboanga (Abbang, 2014) but its usage in Cavite is hardly noticeable: as of 2013, only 3% of the population in Cavite city spoke the language, according to Lesho (as cited in Abbang, 2014).

Preparing the Dish

Eventually, Chef Christopher attempted a few versions of the dish and included it in the array of dishes that he prepares during his culinary lectures and demonstration. His method of cooking the dish closely resembles the traditional preparation, using 115 types of capsicum and jackfruit as the main fibrous or vegetable ingredient.

After rinsing, the jackfruit is boiled in plain water to soften the fibrous flesh. Then, to further soften it, it is again boiled, but this time, using the second extract of coconut milk. Once the desired texture is achieved, the jackfruit is set aside. In a frying pan, one will sauté onions, garlic, ginger, and pork then leave it to simmer for five to 10 minutes before the softened jackfruit is added.

A regular dish of ciento quince contains pork and fish, but its special or enhanced version contains seafood. As Chef puts it, ciento quince contains ingredients from the forest (i.e., pork), farm (e.g., the vegetables), and sea (i.e., a choice of crabs, escargot, mussels, shrimps). The cooked seafood are usually skillfully placed on top of the dish. Chef Christopher's version of the dish allows adjusting the amount of capsicum and other spices to suit the consumers' taste and tolerance for spiciness. The first extract of coconut milk is added for flavor.

Reintroducing Locally and Introducing to a Wider Audience

This cultural heritage dish has been introduced in several local and international culinary events, including those Chef Christopher was invited to speak:

- Chef Christopher presented a lecture on preserving local food culture during Kalutong Caviteño e-Kwentuhan; Historia de Sabor (history of flavor) sponsored by the Provincial Tourism and Cultural Affairs Office, held on April 14, 2021, in celebration of the National Filipino Food Month. he discussed the origins of ciento quince, pansit pusit, and other Cavite dishes.
- Madrid Fusion exposition in 2015: ciento quince was one of the Cavite dishes that the Department of Tourism Region IVA presented in its booth.
- Chef Christopher's and his wife's restaurant, Zicreto, opened in the second quarter of 2023. The menu items are local food, including ciento quince.
- The event launch for Calye Culinarya 2024, which the University of Perpetual Help System DALTA (UPHSD) Molino co-hosted with the Culinary Generals of the Philippines and RazorChef featured ciento quince. The activity was held at a mall in Bacoar, Cavite on May 25, 2024.
- Calye Culinarya, 2024 festivities, themed From the Past to the Plate: Rediscovering Heritage Cuisine at the UPHSD Molino included a fiesta-themed lunch where the guests were served ciento quince and a competition where the contestants came up with their own concoctions of the said dish.

Challenges and Ways Forward

Similar to the seeming disappearance of the creole language Chabacano in Cavite, local dishes such as ciento quince appear to be waning in popularity too. The authors would like to reintroduce such dishes back to the mainstream, such as by making it a staple menu item in local restaurants.

Ciento quince's unique mix of ingredients, flavorful taste, and historical significance in light of the disappearing culinary heritage of Cavite and the positive response from those who have tried the dish give the authors more than 115 reasons to promote the dish.

REFERENCES

- Abbang, G. A. (2014). Chabacano: The case of Philippine creole Spanish in Cavite. Academia. net. Retrieved on June 25, 2024 from [https://www.academia.edu/5922616/Chabacano The Case of Philippine Creole Spanish in Cavite](https://www.academia.edu/5922616/Chabacano_The_Case_of_Philippine_Creole_Spanish_in_Cavite)
- Brief history of Cavite City. Cavite City website. Retrieved on June 24, 2024 from <http://cavitecity.gov.ph/index.php/about-lgu-new-website/historical-background-new-website>
- Business World (2022 June 23). Learning about Cavite cuisine through the Tres Marias. BBC World Online. Retrieved on June 24, 2024 from <https://www.bworldonline.com/arts-and-leisure/2022/06/23/456661/learning-about-cavite-cuisine-through-the-tres-marias/>
- Kalutong Caviteño (12 May 2020). Cavite Tourism website. <https://www.facebook.com/CaviteTourism> Visited on June 24, 2024.
- Sippola, E. (2010). Chabacano for everyone? Chabacano language projects in Cavite City in comparison with other Chabacano communities [Abstract]. In B. Migge, I. Léglise, & A. Bartens (Eds.), *Creoles in Education: An appraisal of current programs and projects*. <https://doi.org/10.1075/cil.36.03sip>

59. Storynomics Tourism for Cultural Heritage Sustainable Development in Bandung City-Indonesia

Titing Kartika^{*1}, Emron Edison² and Ahman³

¹Titing Kartika, Sekolah Tinggi Ilmu Ekonomi Pariwisata YAPARI, Indonesia

² Emron Edison, Sekolah Tinggi Ilmu Ekonomi Pariwisata YAPARI, Indonesia

³ Ahman, Universitas Pendidikan Indonesia, Indonesia

*Correspondence E-mail: nengtiting_kartika@yahoo.co.id

Keywords: Storynomics Tourism, Cultural Heritage, Bandung City, Sustainable Development.

EXTENDED ABSTRACT

The research aims to explore the concept of storynomics in the context of sustainable tourism in Bandung's cultural heritage region. Bandung, the capital of West Java Province in Indonesia, is recognized as a city of cultural heritage with a rich history, architecture, and traditions. Storynomics, which combines narrative and economic elements, plays an important role in creating a deeper and more meaningful travel experience for visitors. This research uses a qualitative method with a case study approach on several cultural heritage sites in Bandung City. The data was obtained through interviews with stakeholders, observations, and analysis of documentation. The result shows that storynomics has great potential to support the sustainability of cultural tourism by strengthening the emotional bond between visitors and cultural heritage sites. This research makes a significant contribution to sustainable tourism literature and tourism industry.

LITERATURE REVIEW

Cultural Heritage City in Bandung

Bandung, as one of the big cities in Indonesia, has a rich and significant cultural and historical heritage. From colonial architecture to stories of the struggle for independence, Bandung offers many cultural heritage attractions that have the potential to be developed. However, for this attraction to provide economic benefits and cultural preservation, an innovative approach is needed in its management. Storynomics, which combines a strong narrative with economic strategy, is one solution that can be implemented.

According to local rules, Bandung has at least 1700 cultural historic buildings. The Bandung municipal government has made an effort to preserve historic buildings in order to protect the historical importance of each building and its surrounding environment. Changes or adjustments in the environment, including social, cultural, and economic aspects, are common with the passage of time. This increases the complexity of protecting historic buildings, particularly those classified as class A cultural heritage buildings. Jalan Braga is a historically significant region. Many Class A cultural heritage buildings may be seen along Braga Street.

Storynomics Tourism Concept

Over the past few years, tourism experts have been placing an emphasis on delivering meaningful and engaging experiences for tourism activity. A new idea to replace the current one is called 'storynomics tourism'- a concept that combines storytelling and economic principles, can help the tourists into the world with much more engagement towards visitors, cultural heritage protection measures & sustainability in-practicable. In this write-up, we are discussing the significance of storynomics tourism and how it can be utilized in practical ways for the welfare of portal masters operating within various segments under travel industry sectors.

The concept of storynomics tourism is a communication approach that prioritizes narrative, creative content, and the power of history and culture (McKee, R; Gerace, 2018; Anjarsari & Badollahi, 2022). Moreover, storynomics tourism is a strategic approach to the tourism industry that stresses narrative, creative material, and live culture when marketing locations. Moreover, storynomics tourism leverages culture as the destination's DNA, attracting tourists through cultural heritage and folklore (Kartika & Riana, 2020).

The Importance of Storynomics

There are some reasons why storynomic is important for tourism development as follows (Hughes, M., Weaver, D., & Pforr, C., 2015; Smith, 2020; Richards, G., & Wilson, J. (2006).)

- a. Enhancing Visitor Engagement: Stories have the ability to fascinate and engage audiences. Destinations may create more meaningful and lasting experiences by incorporating storytelling into their tourism offerings. For example, rather of simply giving historical information about a cultural heritage site, guides can relate personal tales, legends, and local folklore, making the visit more interactive and emotionally engaging
- b. Storynomics can help preserve and promote cultural heritage. Through storytelling, intangible cultural features such as traditions, customs, and local mythology can be passed down to future generations and shared with tourists. This not only helps to preserve the culture, but it also develops a sense of pride and identity within local communities
- c. Supporting Sustainable Tourism: Sustainable tourism aims to minimize the negative impacts of tourism while maximizing its benefits for local communities and the environment. Storynomics aligns with this goal by encouraging responsible travel behaviours. When tourists understand the cultural and historical significance of a destination through stories, they are more likely to respect and protect it.

Storynomics and Sustainable Tourism

Storynomics has great potential to support sustainable tourism by increasing tourist engagement, preserving cultural heritage, encouraging responsible tourism behaviour, and empowering local communities. By combining powerful and relevant narratives with sustainable tourism practices, destinations can create more immersive and memorable experiences for tourists, while maintaining a

balance between economic, environmental and social benefits (Ballantyne, R., Packer, J., & Hughes, K. 2009; Ballantyne, Roy, et al, 2007).

RESEARCH METHOD

This research used a qualitative approach to gain an in-depth understanding of the implantation of storynomics to cultural heritage sites. This approach allows researchers to explore the experiences, views and interpretations of stakeholders regarding the use of narratives in sustainable tourism. Data collection was carried out through observation, interviews and document analysis

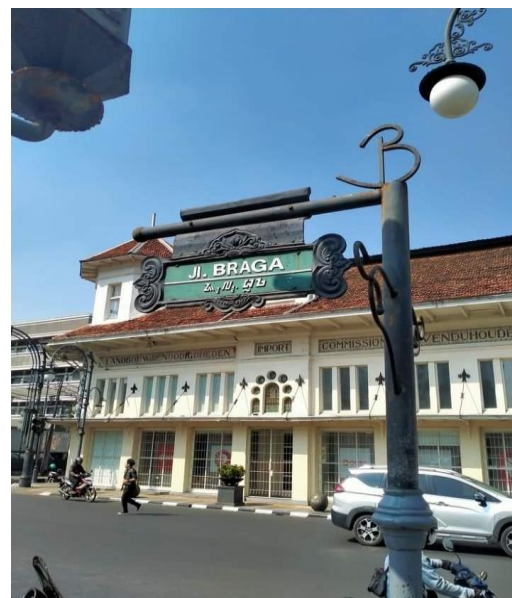
RESULTS

Referring to Bandung City Regional Regulation, Number 7 of 2018 concerning Cultural Heritage Management, it is known that cultural heritage is material cultural heritage, including in the form of cultural heritage buildings. The Bandung City Government has designated 1,770 cultural heritage buildings spread across the city of Bandung. This number is divided into three lists of cultural heritage groups, namely lists of groups A, B and C.

Figure 1: Spreading area of cultural heritage site in Bandung City (Bandung Tourism Board, 2022).



Figure 2: Braga Street (a cultural site (researcher, 2023)).



From the results of interviews and observations regarding cultural heritage in the city of Bandung, its management is still not optimal due to several factors, including public awareness, government regulations that are not yet strict, and conflicts of interest. However, there are several cultural heritage centers such as in the Braga area which has become one of the icons of the city of Bandung whose original buildings are still maintained.

DISCUSSIONS

Tourism Storynomics offers a transformative approach to sustainable tourism via the lens of cultural heritage. Storynomics strengthens travelers' emotional connections and involvement with heritage places by creating an intriguing narrative that highlights the sites' rich history, traditions, and values. This improved connection not only enriches visitors' experiences, but it also creates a stronger appreciation and regard for cultural heritage. When tourists appreciate the significance and history of the locations they visit, they are more likely to behave responsibly and contribute to the preservation of such sites. Furthermore, storynomics strengthens local communities by engaging them in the storytelling process, conserving and promoting their cultural identity while offering economic benefits. Through such integrated efforts, tourism storynomics corresponds with the ideals of sustainability.

MANAGERIAL IMPLICATIONS

The research on storynomics tourism for sustainable development at Bandung cultural heritage sites offers several important managerial implications. These implications provide actionable insights for destination managers, policy makers, tour operators and community leaders to improve tourism practices while preserving cultural heritage and supporting local communities. For example for the management of cultural heritage sites to develop multimedia on various platforms. Meanwhile it can also involve local communities in storytelling workshops to empower them to share their cultural heritage authentically and confidently.

FUTURE RESEARCH DIRECTIONS

The future research that can be done is to take another approach, for example the role of digital storytelling tools, such as virtual reality (VR) and augmented reality (AR), in improving the storynomics experience for tourists. Meanwhile, it can also be seen how social media platforms can be used to share cultural narratives and involve a wider audience

REFERENCES

- Anjarsari, H., & Badollahi, M. Z. (2022). Storynomics Tourism Sebagai Strategi Dalam Pengembangan Kampung Paropo Sebagai Desa Wisata Budaya. *Pusaka: Journal of Tourism, Hospitality, Travel and Busines Event*, 4(1), 91–97.
- Ballantyne, R., Packer, J., & Hughes, K. (2009). Tourists' support for conservation messages and sustainable management practices in wildlife tourism experiences. *Tourism management*, 30(5), 658-664.
- Ballantyne, Roy, et al. "Conservation learning in wildlife tourism settings: Lessons from research in zoos and aquariums." *Environmental Education Research* 13.3 (2007): 367-383.
- Hughes, M., Weaver, D., & Pforr, C. (2015). *The practice of sustainable tourism*. Routledge, New York.
- Kartika, T., & Riana, N. (2020). Storynomics Tourism as an Effective Marketing Strategy on Tourism Destination (Case Study on Tangkuban Parahu, West Java- Indonesia). *Tourism and Sustainable Development Review*, 1(1), 33–40
- McKee, R; Gerace, T. (2018). *Storynomics, Story-Driven Marketing In Twelve* (9, Ed.).

- Richards, G., & Wilson, J. (2006). Developing creativity in tourist experiences: A solution to the serial reproduction of culture?. *Tourism management*, 27(6), 1209-1223.
- Smith, L. (2020). Uses of heritage. In *Encyclopedia of global archaeology* (pp. 10969-10974). Cham: Springer International Publishing.

60. Harboring Peace and Understanding: A Qualitative Inquiry on Halal Tourism in Intramuros, Manila, Philippines

April Kim Lalisan^{*1}, Victor Reyes² and Danilo Balaysoche³

¹ April Kim Lalisan, Lyceum of the Philippines University – Manila; University of Perpetual Help System Dalta Las Piñas, Philippines ² Victor Reyes, University of Santo Tomas – General Santos, Philippines ³ Danilo Balaysoche, Lyceum of the Philippines University – Manila, Philippines

*Correspondence E-mail: kimtlalisan@gmail.com

Keywords: Halal Tourism, Philippine Tourism, Sustainable Tourism, Peace.

EXTENDED ABSTRACT

Halal tourism represents a unique opportunity that focuses on meeting particular requirements of Muslim travelers (Bahardeen, 2023). Halal tourism, as suggested by Azam et al. (2019), is also referred to as Islamic travel or Muslim-friendly travel. Conversely, Aji (2019) contended that these designations are distinct because Halal tourism does not invariably equate to Islamic tourism, given that a religious purpose is not mandatory for embarking on such journeys. As a segment within tourism, it is currently in high demand from various countries globally, including those with predominantly Muslim populations and those that are not (Widodo et al., 2022).

Particularly, one of the regions in the Philippines where Islam is predominant, the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM) articulated its anticipation for the development of Halal tourism, foreseeing its potential to stimulate economic advancement (Bangsamoro Information Office, 2023). Simultaneously, the Department of Tourism endorses this expected progress as the nation moves closer to accommodating Halal tourists in the Philippines. The Philippines, specifically the tourism industry, is dedicated to advocating and advancing Halal tourism, having received recognition as an Emerging Muslim-friendly Destination. Nonetheless, there are impeding factors that hinder the development of halal tourism more particularly the understanding of this sector of tourism (Vargas-Sánchez & Moral-Moral, 2019). With the limited existing knowledge on this emerging aspect of tourism, the researcher aimed at determining the perception of food service establishment owners on Halal Tourism in Intramuros, Manila, Philippines.

LITERATURE REVIEW

Halal Tourism

The term ‘Halal’ is intricately linked with the concept of ‘Toyyib,’ signifying excellence (Azam et al., 2019). Consequently, according to the same authors, ‘Halal’ denotes anything permissible and beneficial for individuals according to Sharia law. Taken after an Arabic term ‘Halal,’ denoting ‘lawful’ or ‘permissible,’ Halal tourism constitutes a separate niche in tourism addressing the needs and inclinations of Muslim travelers (Bahardeen, 2023).

Halal Tourism in the Philippines

The initiation of a Muslim-Friendly Tourism program by the Department of Tourism (DOT) in the Philippines signifies the strategic direction of the Philippine tourism industry in terms of promoting Halal tourism (Al-Raschid-Arsad, 2022).

Intramuros and Halal Tourism

Intramuros, often dubbed as the Old Manila, is a prestigious and iconic historical site situated in Manila (Severo, 2023). It stands as a prominent site for heritage tourism in the Philippines due to its profound cultural and historical significance, closely intertwined with the narrative of the Filipino people (Cruz, 2022).

Food Service Establishments and Halal Tourism

The provision of halal food plays a critical role in boosting the satisfaction of Muslim travellers (Takdir & Hamida, 2023). By providing genuine local food that complies with Halal criteria, destinations have the potential to appeal to a more significant number of Muslim tourists, leading to extended stays and increased expenditures in areas offering a wide array of certified Halal dining choices (Hanie et al., 2023).

Assumption of the Study

The researcher made this research assumption:

A1: The perception of food establishment owners on Halal Tourism poses a challenging yet promising tourism and economic growth

RESEARCH METHOD

The study utilized qualitative research which dealt with the ideas, perceptions and beliefs of the key informants of study. Using purposive sampling design, the study included fifteen (15) key informants of the study who had five years of experience operating microenterprises. The study's site was limited to food service establishments located in Intramuros, Manila. Meanwhile, an a researcher-made open-ended questionnaire was validated by experts in both the service industry and research and an accomplished assent form was secured before conducting the face-to-face interview. The qualitative data obtained from the interview were subjected to Braun and Clark's (2022) Reflexive Thematic Analysis and were processed through the NVivo 12 software. The software assisted in the efficient coding and identification of patterns and themes within the dataset. The study found out that there varying perceptions on Halal Tourism among food establishment owners. Moreover, the study proposed a Tourism Promotion Plan to promulgate profound understanding on Halal Tourism in the Philippines.

Data Gathering Procedures

The researchers conducted the following procedures in gathering the pertinent data relevant to the study: (1) sent a letter to the City Government of Manila requesting to be granted approval to conduct the study; (2) upon approval of the city government unit, the researchers secured consent letter from the key

informants of the study; (3) the researchers conducted the face-to-face interview; (4) the data gathered were transcribed from the recording, translated the data in English Language and finalized the data set; (5) the data set was subjected reflexive thematic analysis; (5) themes were generated using the NVivo 12 software; and (6) the researcher analysed and interpreted the data.

Data Analysis

For the mode of analysis, the researchers used reflexive thematic analysis, which is for analysing qualitative data that entails searching across a data set to identify, analyse, and report repeated patterns. It is a method for describing data, which also involves interpretation in the processes of selecting codes and constructing themes.

REFERENCES

- Aji, H. M. (2019, July 5). Halal tourism is not Islamic tourism. The Jakarta Post. <https://www.thejakartapost.com/academia/2019/07/05/halal-tourism-is-not-islamic-tourism.html>
- Al-Raschid-Arsad, N. (2022). Operationalizing Halal Food and Beverage for Philippine Tourism. UP CIDS [University of the Philippines Center for Integrative and Development Studies] Policy Brief (Philippines), 2022.
- Azam, M. S. E., Abdullah, M. A., & Razak, D. A. (2019). Halal tourism: definition, justification, and scopes towards sustainable development. *International Journal of Business, Economics and Law*, 18(3), 23-31.
- Bahardeen, F. (2023, September). What is Halal Tourism? Crescent Rating. <https://www.crescentrating.com/magazine/all/4150/what-is-halal-tourism-a-comprehensive-guide.html>
- Bangsamoro Information Office. (2023, June 19). Halal tourism in BARMM to propel economic growth - BARMM Official Website. BARMM Official Website - Bangsamoro Autonomous Region in Muslim Mindanao. <https://bangsamoro.gov.ph/news/latest-news/halal-tourism-in-barmm-to-propel-economic-growth/>
- Cruz, G. (2022, March). A Heritage-Driven Economy for Post Covid-19 Economic Recovery: The Case of Intramuros Heritage Tourism. In 15th De La Salle University Arts Congress. <https://www.dlsu.edu.ph/wp-content/uploads/pdf/conferences/artscongress> (Vol. 20).
- Department of Tourism. (2022, May 5). DOT Launches Halal Food Tourism. https://beta.tourism.gov.ph/news_and_updates/dot-launches-halal-food-tourism/
- Department of Tourism. (2022, September 8). Phl scores back to back win in WTA Asia; Intramuros hailed as Asia's Leading Tourist Attraction of 2022 - Love the Philippines! Welcome to the DOT's Corporate Site. Love the Philippines! Welcome to the DOT's Corporate Site. https://beta.tourism.gov.ph/news_and_updates/phl-scores-back-to-back-win-in-wta-asia-intramuros-hailed-as-asias-leading-tourist-attraction-of-2022/
- Department of Tourism. (2023, June 8). Philippines wins Emerging Muslim-friendly Destination of the Year Award (Non-OIC). https://beta.tourism.gov.ph/news_and_updates/philippines-wins-emerging-muslim-friendly-destination-of-the-year-award-non-oic/

- Han, H., Al-Ansi, A., Koseoglu, M. A., Lin, P. M. C., Park, J., Yu, J., & Kim, W. (2019). Halal tourism: travel motivators and customer retention. *Journal of Travel & Tourism Marketing*, 36(9), 1012–1024. <https://doi.org/10.1080/10548408.2019.1683483>
- Severo, J. M. (2023, June 12). Independence Day: Relive history with DOT's new Intramuros Pass. Philstar.com. <https://www.philstar.com/lifestyle/arts-and-culture/2023/06/12/2273320/independence-day-relive-history-dots-new-intramuros-pass>
- Vargas-Sánchez, A., & Moral-Moral, M. (2019). Halal tourism: literature review and experts' view. *Journal of Islamic Marketing*, 11(3), 549–569. <https://doi.org/10.1108/jima-04-2017-0039>
- Widodo, W., Situmorang, S. H., Lubis, A. N., & Lumbanraja, P. (2022). Halal tourism: development, challenges and opportunities. *Frontiers in Business and Economics*, 1(2), 50–58. <https://doi.org/10.56225/finbe.v1i2.85>

61. ‘Stop Exclusion, Dare to Care’: Customers’ Perspective towards Service Staff with Intellectual Disabilities in Foodservice Industry

Erica Joyce M. Anis¹, Nicole C. Braulio², Jasper Kent O. Sion³, Kim Charvel M. Tamase⁴, Ivan F. Tiama⁵, Asst. Prof. Arleen D. Peralta⁶, and Dr. Daryl Ace V. Cornell⁷

¹ Erica Joyce M. Anis, Polytechnic University of the Philippines, Philippines

² Nicole C. Braulio, Polytechnic University of the Philippines, Philippines

³ Jasper Kent O. Sion, Polytechnic University of the Philippines, Philippines

⁴ Kim Charvel M. Tamase, Polytechnic University of the Philippines, Philippines

⁵ Ivan F. Tiama, Polytechnic University of the Philippines, Philippines

⁶ Asst. Prof. Arleen D. Peralta, Polytechnic University of the Philippines, Philippines

⁷ Dr. Daryl Ace V. Cornell, Polytechnic University of the Philippines, Philippines

*Correspondence adperalta@pup.edu.ph

Keywords: Employment, foodservice, intellectual disabilities, stereotypes, stigma

EXTENDED ABSTRACT

On April 7th, 2001, the World Health Organization (WHO) launched its advocacy entitled “Mental Health Around the World - Stop Exclusion, Dare to Care” to urge policymakers and educate the general public about mental health issues, including intellectual, developmental, and other disabilities. There are over one billion persons with disabilities (PWD), which equates to about 15% of the estimated global population in 2010, based on the latest report of the WHO and World Bank (2011). Over the past years, countless laws and policies have been passed in the Philippines to foster the inclusion of people with different types of disabilities, but they remain forgotten and underprivileged communities in society. An estimated 1.57% of the population, corresponding to around 1.44 million people, has a disability (Philippine Statistics Authority [PSA], 2013). However, the PWD community continues to face discrimination and social isolation related to education, health, and other public services.

OBJECTIVES OF THE STUDY

This study explores how Metro Manila foodservice customers view staff with autism or Down syndrome. Understanding these preferences can give businesses an edge (Fisk, 2009; Shearn 2012). It aims to promote an inclusive workforce, challenge negative views, and empower customers to advocate for equal rights through dining choices. This research seeks to raise awareness for increased job opportunities for people with intellectual disabilities.

Hence, the researchers aim to answer the following questions:

1. How do customers view people with intellectual disabilities working in the foodservice industry?
2. How do customers react to people with intellectual disabilities working in the foodservice industry?
3. How do customers behave when a service staff serving them has an intellectual disability?
4. How would customers interpret their experience/engagement with a service staff with intellectual disabilities?

LITERATURE REVIEW

Stigma and Discrimination

The degradation experienced by individuals due to their characteristics, such as ethnicity, mental health conditions, disability, or addiction, is a symbol of societal humiliation—known as stigma (Mitter et al., 2018). Stigma exceedingly affects an individual's life as it encompasses different forms of discrimination, prejudice, and exclusion that often lead to their rejection from society (Vuuren & Aldersey, 2020).

Employment

Stigma hinders PWDs' education, limiting their job skills and opportunities (UN DESA, 2022). Only 36% of working-age PWDs are employed globally. Many resort to self-employment or informal work with lower wages, poor environments, and no job security (Stoevska, 2020; Ergon Associates, 2020). This creates a cycle of poverty, especially in low- and middle-income countries (Jones et al., 2018). With limited government support, employment remains crucial for PWDs to live and participate in society.

RESEARCH METHOD

The researchers used various methods to gather relevant data and information for the study. The descriptive phenomenological design was used in this paper to understand the customers' perspective toward service staff with intellectual disabilities.

Conducted in Metro Manila's business district, the study interviewed 9 participants (pseudonyms used) following ethical guidelines. An informed consent form explains the research background, purpose, procedures, and participant rights.

Research participants were recruited using the controlled method. The research participants must (1) have experience/engagement with service staff with autism spectrum disorder (ASD) and/or Down syndrome in any foodservice establishments located in Metro Manila; (2) have no relatives and friends that have autism spectrum disorder (ASD) and/or Down syndrome; and (3) ages 18 to 60.

RESULTS

Nine participants visited restaurants with staff who have intellectual disabilities:

- Fred (P1), Joy (P2), and Tyl (P3) went to a fast-casual restaurant (Down syndrome).
- Arowdi (P4), Jinto (P5), and Umma (P6) went to a casual dining restaurant (Autism spectrum disorder).
- Kay (P7), Kookilong (P8), and Paji (P9) went to a coffee shop (including Autism spectrum disorder).

Table 1. Demographics of the participants and the attended foodservice establishments

Pseudonym	Key Informant No.	Age	Sex	Foodservice Establishment Code	Type of Foodservice Establishment	Type of Intellectual Disability of the Service Staff
Fred	P1	18	Male	FSE1	Fast Casual Restaurant	Down syndrome
Joy	P2	46	Female	FSE1	Fast Casual Restaurant	Down syndrome
Tyl	P3	18	Female	FSE1	Fast Casual Restaurant	Down syndrome
Arowdi	P4	22	Male	FSE2	Casual Dining Restaurant	Autism spectrum disorder
Jinto	P5	22	Male	FSE2	Casual Dining Restaurant	Autism spectrum disorder
Umma	P6	44	Female	FSE2	Casual Dining Restaurant	Autism spectrum disorder
Kay	P7	22	Female	FSE3	Coffee Shop	Autism spectrum disorder
Kookilong	P8	21	Female	FSE3	Coffee Shop	Autism spectrum disorder
Paji	P9	21	Female	FSE3	Coffee Shop	Autism spectrum disorder

The following tables present the four interrelated themes that emerged from the gathered data.

Table 2. Tabular Representation of the Summarized Findings and Its Related A Priori Codes

THEME	DESCRIPTION	
Insights	One's perceptions or ideas about someone or something	
<i>A Priori Codes</i>	<i>Description</i>	<i>Significant Statement Examples</i>
Hidden Disability	An indication that intellectual disability is not often visible and noticeable	"It seems like their employees are normal and doing well. From what I heard, autistic people tend to be awkward and harsh in social situations. But I didn't see those qualities in the autistic staff that I recently met in the restaurant." (P6) "I may not know that they have employees with intellectual disabilities because it is not obvious when the customers communicate with them and to other employees." (P9)
Intellectual Disability is not a Hindrance	An assertion that one's intellectual disability does not interfere with providing a service	"But what I didn't anticipate is that, despite their condition, they can participate in this industry that needs hospitality skills." (P2) "Their condition did not hinder them from being able to work and serve other people, as long as they understood the do's and don'ts while working." (P8)
Learning Experiences	An experience in which enlightenment and realization takes place	"It impacted my views in a way that it lessened the stereotypes and stigma that I initially associated with them. It taught me to become more considerate towards people in general as we all have our own struggles." (P6)

		“I became more open-minded. I became more knowledgeable and considerate to people with disabilities since they are proving their capabilities despite their condition.” (P8)
Advocates for Equal Opportunity	Shows support for the normalization of providing job opportunities to people with intellectual disabilities	“They should also be given a chance to do what able people can do such as working. They should not be discriminated against because with proper training and guidance, they can also perform a good job.” (P9) “By being in this food establishment where they were given a platform to prove themselves and to do what they can do, to prove that they are not just meant to stay at home or they are always being taken care of because of their condition.” (P3)

After engaging with the service staff with intellectual disabilities, the participants shared their ideas, reflections, and realizations from their experiences. Several participants claimed that the autism spectrum disorder of the service staff that served them was unapparent during their duties. It was emphasized by one particular participant as she mentioned her initial stereotypes about people with intellectual disabilities, but she “didn’t see those qualities in the autistic staff that [she] recently met in the restaurant” (P6).

Interacting with staff surprised participants, revealing challenges faced by those with intellectual disabilities. However, quotes like “their disability is not an obstacle” (P9) showed a shift in perception. Participants went from initial assumptions to acknowledging the capabilities of people with disabilities in the workplace.

In line with this, the participants expressed their support and recognition of the employment opportunities for people with intellectual disabilities. A good case in point of this is the statement of one particular participant in which he said: “They will be given more opportunities or a chance to showcase that they can do it despite their situations as they can still function in society independently” (P5).

Figure 1: Factors influencing a customer's perception towards service staff with intellectual disability model (Sion et al., 2023)

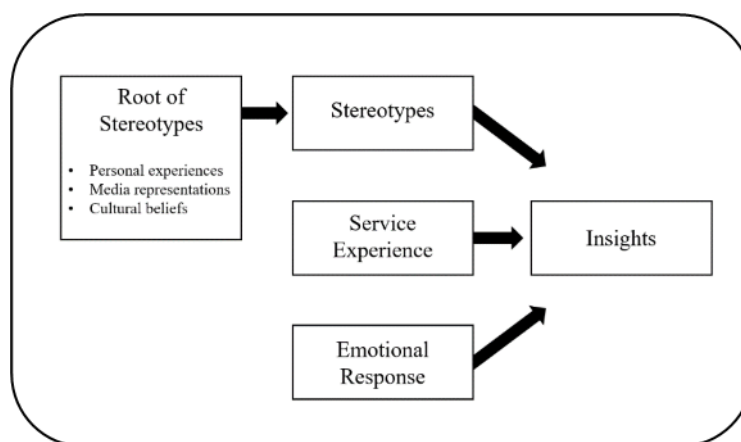


Figure 1 presents the study's proposed framework, consisting of different variables that contribute to the customer's perception of service staff with intellectual disabilities. These are the stereotypes and their root, service experience, and emotional response.

DISCUSSIONS

Conclusion

The study found customers received similar service regardless of staff's disability. Staff with disabilities even received positive reviews, boosting the brand. While customers may have initial anxieties, they reported satisfaction after interacting with the staff. The study also suggests cultural beliefs, media, and personal experiences contribute to stigma towards staff with disabilities.

The findings of this study fill in the missing gap in the limited hospitality-related literature about the customers' perspective toward service staff with intellectual disabilities, which is vital in maintaining loyal customers and attracting potential customers while improving brand reputation. At the same time, this research sheds light on the present situations of people with intellectual disabilities regarding employment and how people perceive them. Our research participants are empowered to advocate for the marginalized sector, specifically for people with intellectual disabilities after they engage with them.

FUTURE RESEARCH DIRECTIONS

This study faced limitations. Researchers couldn't definitively identify customer behaviors due to participant variations (acting normally, cautious, anxious). Future research could address this with a more in-depth customer study to educate the public and social institutions about employing people with intellectual disabilities. Additionally, exploring foodservice management's role in fostering inclusivity could be valuable.

REFERENCES

- Ergon Associates. (2020, February). Economic inclusion for people with disabilities: Challenges and responses. Skills for an Inclusive Future (S4IF). <https://s4if.org/node/74>
- Fisk, P. (2009). Customer Genius. In *My business . . . the customer business* (1st ed., pp. 71–88). Capstone. <https://doi.org/10.1002/9781906465575.ch5>
- Jones N., Perezniето, P., Baird, S., & Yadete, W. (2018, July). Enhancing resilience and inclusive development for adolescents with disabilities. Overseas Development Institute (ODI). https://cdn.odi.org/media/documents/12323.pdf?fbclid=IwAR29m1gygm1knVci53wk5LTRXJGBXMXjaZHx0aQO8xFxdWKpWgAWsUP_st0
- Mitter, N., Ali, A., & Scior, K. (2018). Stigma experienced by family members of people with intellectual and developmental disabilities: multidimensional construct. *BJPsych Open*, 4(5), 332–338.
- Philippine Statistics Authority (2013). Persons with Disability in the Philippines (Results from the 2010 Census). Retrieved from <https://psa.gov.ph/content/persons-disability-philippines-results-2010-census>

- Shearn, M. (2012). The Investment Checklist [E-book]. In Understanding the Business—from Customer Perspective (pp. 39–51). Wiley. <https://doi.org/10.1002/9781119201410.ch3>
- Siegel, B. (2018). The Politics of Autism (Illustrated ed.). Oxford University Press.
- Stoevska, V. (2020). International Day of Persons with disabilities: How disability affects labour market outcomes. International Labour Organization. <https://ilostat.ilo.org/international-day-of-persons-with-disabilities-how-disability-affects-labour-market-outcomes/>
- Vuuren, J., & Aldersey, H. M. (2020). Stigma, Acceptance and Belonging for People with IDD Across Cultures. Current Developmental Disorders Reports, 7(3), 163–172. <https://doi.org/10.1007/s40474-020-00206-w>
- World Health Organization & World Bank. (2011). World report on disability 2011. World Health Organization. <https://apps.who.int/iris/handle/10665/44575>

62. Factors inhibiting the success of CBT: Causes and Consequences (Case Study in Rawa Mekar Jaya Mangrove Ecotourism, Riau)

Liliana Adhiningsih*¹, Khairani², Muhammad Justi Makmun Jusrin¹, Mutia Izzati², Sri Maulina²

¹ IPB University/Hutanin Ecosystem Indonesia, Indonesia

² Hutanin Ecosystem Indonesia, Indonesia

*Correspondence E-mail: firstauthorsname@aaaa.bbb

Keywords: Ecotourism, Mangrove, Community base tourism sustainability.

EXTENDED ABSTRACT

Community Based Tourism is one of the approaches used to realize sustainable tourism. However, tourism activities that occur at Rawa Mekar Jaya Mangrove Ecotourism do not show positive results after this tourism is managed by the community. This is evidenced by the damage to existing tourist facilities and attractions, a drastic decline in the number of tourists, and disharmonious relations between stakeholders. Therefore, this article tries to explore the factors that hinder the success or sustainability of community-based tourism in mangrove ecotourism. Data was collected by conducting direct observations and conducting interviews with various stakeholders, including NGO figures, POKDARWIS members, and local communities. The results of the research show that there are several obstacles to the CBT project in the Sungai Rawa Mangrove, namely the lack of solidarity between local managers and village communities, village officials and the Tourism Department, lack of active management by POKDARWIS, low perceived economic benefits, cessation of CSR assistance from companies, and lack of support from the government. It is urgent to resolve these problems immediately. One way is to sit together with stakeholders, each putting aside their ego.

LITERATURE REVIEW

Tourism is a complex concept because it requires multisectoral and holistic involvement. Holden (2016) considers tourism as a system that includes not only businesses and tourists, but also society and the environment, a system that operates within a broader political economic context. Leiper (1979) understands tourism as a related system consisting of four main components in which there are several interrelated elements, namely the human component, industrial component, spatial or geographic component and environmental component. Tourism has contributed greatly to the economy and increased state income, created jobs which can reduce unemployment levels and become a source of income for the community to improve social welfare. However, tourism also has a negative impact on the environment. Tourism and environmental issues have an inseparable closeness that directly touches and involves the community, thus having an impact on local communities. Therefore, sustainable tourism practices that consider social, economic and environmental impacts are the focus of current tourism development. Sustainable tourism development must go through processes of stakeholder involvement in its achievement (Manzoor et al., 2019). This involvement must be ongoing and require continuous

monitoring and implementing the necessary preventive and corrective efforts.

The definition of ecotourism is travel aimed at natural areas to study the culture and history of natural and environmental formation/phenomena, preserving without changing the integrity of the ecosystem, while generating economic opportunities that make conservation of natural resources useful for local communities (McCormick, 1994). Ecotourism is defined as traveling to pristine natural areas with the specific aim of studying, admiring and enjoying the scenery and wild animals and plants and their existence (Joshi, 2011). Ecotourism is nature-based tourism that involves education and interpretation of the environment/nature and is managed in an ecologically sustainable manner. This definition recognizes that the natural environment includes a cultural component and is ecologically sustainable involving appropriate returns to local communities and long-term conservation of resources.

Community-Based Tourism (CBT)

Ecotourism development is an effort to optimally utilize local resources. In this context, tourism is an inseparable part of conservation efforts, empowering the local economy and encouraging higher respect for cultural differences. Ecotourism connects natural tourism trips that have a vision and mission of conservation and love for the environment. This can happen because the financial profits obtained from tourist travel costs are also used for nature conservation needs and improving the welfare of local residents.

The difference between tourism and CBT is that there is another aim of tourism, which is not merely as a business and getting maximum profits from investors or visitors, but to strengthen a social organization in managing tourism resources with the direct participation of local residents (Suansri, 2003; Asker et al., 2010; Dangi et al., 2016). Meanwhile, according to Dodds (2016), the implementation of CBT is characterized by the following six elements:

1. Participatory planning and development of supporting capacity to strengthen community tourism management skills. Includes training such as tour guides, language, communication, handicraft production, hygiene and safety. The community's readiness to face an open and competitive market, the transformation from beneficiaries to business managers identifies cohesiveness (or togetherness), because tourism so close to home, can create tension and conflict, and the ability of community members to work together and evaluation of planning.
2. There is collaboration and partnership that connects to the target market to ensure financial sustainability. Covers a variety of collaboration models ranging from public partnerships to the private sector and joint ventures. For example, partnering with a domestic or international tour company that purchases tourism products or services, or affiliation with a market creates market linkages at the planning stage that can help develop a market-ready product. Much of CBT's successful form of marketing is partnerships or networking with outside tour operators, emphasizing the importance of collaboration. While it may be more beneficial to adopt an autonomous approach, the reality is that these communities do not have the skills or resources to be able to market their

goods and services to attract tourists (Mtapuri & Giampiccoli, 2013, in R. Dodds, A. Ali, K. Galaski, 2016).

3. Empowerment of local communities. This effort is carried out by involving local management elements because CBT empowerment cannot be separated from elements of capacity development and a participatory approach from the CBT development process. Local management, although said to be an important factor of CBT, is often let down by the participants' real ability to manage a tourism business.
4. Provide income for local communities in the long term. The presence of tourism managed by local residents in a particular area is expected to support their income. The arrival of tourists can become a potential market for products or services provided by residents living around tourist areas. So, this income is not just once or twice but is a promising income for them.

RESEARCH METHOD

This research includes qualitative research where data collection is carried out by:

- a) Interviews with village heads, village officials and local communities;
- b) Direct observation to find out and directly identify the condition and situation of existing Mangroves.

Observations focused on aspects of facilities, tourist attractions and management. After the data is collected, qualitative analysis is then carried out using three processes (Miles & Huberman, 2007), namely 1) data reduction, 2) data presentation, and 3) drawing conclusions

RESULTS

Factors Inhibiting the Success of Rawa Mekar Jaya Mangrove Ecotourism

From the results of interviews in the field with various stakeholders, several factors or reasons have been identified that hinder the success or sustainability of the Rawa Mekar Jaya Mangrove Ecotourism (Fig 1. Condition of Rawa Mekar Jaya Mangrove Ecotourism)

1. **Lack of unity between members of the tourism awareness group (POKDARWIS) with the community and village officials.**
2. This incompatibility occurred due to several factors, such as public jealousy due to the dominance of members of tourism awareness groups (POKDARWIS) in economic activities. The community is only involved when there is community service. Finally, the community is now starting to not want to cooperate and as a result, the main facility, namely the trekking bridge, has finally been abandoned.
3. **Cessation of supply of CSR assistance from companies**

4. Increasing CSR funding assistance from several companies and NGOs. Since the flow of CSR funds from the company stopped, the community is almost at a loss in finding operational funds. As is known, currently tourism income only comes from ecotourism activities because there are no fees. Therefore, financial assistance from companies plays an important role in the continuity of tourism in the Rawa Mekar Jaya Mangrove.
5. **The COVID-19 pandemic has had a profound impact on mangrove ecotourism, affecting both the economic viability of tourism operations and the environmental management of these critical ecosystems.**
6. The Covid-19 pandemic several years ago caused a significant decrease in tourist visits, ecotourism activities experienced a decrease in the number of visitors by up to 99.92%. This sharp decline in the tourism sector has had a devastating impact on local economies that depend on ecotourism for income and employment opportunities. The community said that before Covid-19 visitors to Mangrove ecotourism could reach 1,000 visitors in a few months, but after Covid-19 no one came anymore and some of the facilities in the tourist area were no longer suitable for use because they were no longer maintained.
7. **Lack of public interest in managing mangroves**
8. Currently, most people rely more on income through palm oil farming or other jobs. The lack of community involvement and participation in managing mangroves currently means that ecotourism areas are neglected, and several points are used by the community as places for dumping waste. As is known, plastic waste in the sea can kill almost 100 million marine life every year. Discarded plastic can break down into microplastics, which are then eaten by plankton and enter the food chain, affecting the health of water and ultimately humans.

Figure 1: Condition some spot of Rawa Mekar Jaya Mangrove.



Key inhibiting factors of the success of CBT in Rawa Mekar Jaya Mangrove Ecotourism

1. **Lack of Cohesion Among Stakeholders:** There is often a disconnect between local managers, villagers, and government officials, which can lead to ineffective management and poor

communication. This lack of cohesion can result in poorly maintained tourist facilities and attractions, ultimately discouraging visitors (Musdad et al., 2018).

2. **Inactive Local Management:** When local management is not actively engaged, it can lead to a decline in the quality of services and experiences offered to tourists. This inactivity can stem from a lack of training or resources, resulting in diminished visitor interest (Musdad et al., 2018).
3. **Low Perceived Economic Benefits:** If local communities do not perceive significant economic benefits from CBT initiatives, their motivation to participate and support these projects diminishes. This perception can be influenced by unequal distribution of profits or inadequate reinvestment into community services (Musdad et al., 2018).
4. **Cessation of Corporate Social Responsibility (CSR) Assistance:** Many CBT projects rely on support from external organizations or companies. When this support ceases, it can lead to a lack of resources for maintaining and promoting ecotourism activities.
5. **Government Support:** Insufficient governmental support in terms of policy, funding, and infrastructure can hinder the development of sustainable CBT practices. Effective government involvement is crucial for providing the necessary framework and resources for successful ecotourism (Musdad et al., 2018).

REFERENCES

- Asker, S., Boronyak, L., Carrard, N. & Paddon M. (2010). Effective community-based tourism: A best practice manual. Asia pacific economic cooperation (APEC) tourism working group. Australia: Sustainable tourism cooperative research centre.
- Dangi, T.B. & Jamal, T. (2016). An Integrated Approach to “Sustainable Community-Based Tourism Sustainability, *MDPI, Open Access Journal*, 8(5): 1-32
- Dodds, R., Ali, A., Galaski, K. (2016). Mobilizing knowledge: Determining key elements for success and pitfalls in developing community-based tourism. *Current Issues in Tourism*, 1–22
- Holden, A. (2016). *Environment and Tourism* (3rd ed.). Routledge. doi: 10.4324/9781315767659
- Leiper, M. (1979) The Framework of Tourism: Towards a Definition of Tourism, Tourist and the Tourist Industry. *Annual of Tourism Research*, 6, 390-407. 10.1016/0160-7383(79)90003-3.
- Manzoor, F., Wei, L., Asif, M., Haq, M.Z.U., Rehman, H.u. (2019). The Contribution of Sustainable Tourism to Economic Growth and Employment in Pakistan. *Int. J. Environ. Res. Public Health*, 16, 3785. doi: 10.3390/ijerph16193785
- McCormick, K. (1994). Can ecotourism save the rainforests. *Rainforest Action Network*, 63.
- Suansri, P. (2003). *Community Based Tourism Handbook*. Responsible Ecological Social Tour - REST.
- Musadad., Ibrahim, A., Nurlela. (2018). Faktor-Faktor Penghambat Keberhasil CBT: Studi Kasus

Ekowisata Mangrove Mengkapan di Provinsi Riau. National Conference of Creative Industry: Sustainable Tourism Industry for Economic Development Bunda Mulia University, Jakarta, 5-6 September.

63. Lived Experiences of Visually Impaired Local Filipino Visitors in the City of Manila Towards Inclusivity in Accessible Urban Destinations

Lourd Aaron S. Daylag*¹, Alistair N. Gardon², Francine Angel Nichole P. Osias³, John Ericson A. Policarpio⁴ and April Kim T. Lalisán⁵

¹ Lourd Aaron S. Daylag, University of Perpetual Help System Dalta Las Piñas, Philippines ² Alistair N. Gardon, University of Perpetual Help System Dalta Las Piñas, Philippines ³ Francine Angel Nichole P. Osias, University of Perpetual Help System Dalta Las Piñas, Philippines ⁴ John Ericson A. Policarpio, University of Perpetual Help System Dalta Las Piñas, Philippines ⁵ April Kim T. Lalisán, University of Perpetual Help System Dalta Las Piñas, Philippines

*Correspondence E-mail: manilaserrano@gmail.com

Keywords: Visually Impaired, Urban Accessibility, Inclusive Tourism, Technological Innovations, Social Inclusion.

EXTENDED ABSTRACT

The lived experiences of visually impaired local Filipino visitors in the City of Manila provide significant insights into the inclusivity and accessibility of urban destinations. This study aims to explore these experiences in the City of Manila, focusing on the challenges and opportunities encountered by visually impaired individuals in urban environments. The research employed a qualitative approach to gather empirical insights into the lived experiences of visually impaired visitors navigating the dynamic urban environment of Manila. By examining factors such as customer service, sensory interpretation provision, and navigational technologies' transformative potential, the study identifies opportunities for enhancing urban accessibility and fostering inclusive urban destinations. This study delved into the encounters of visually impaired visitors in Manila's vibrant urban spaces, exploring their perspectives on inclusive and accessible destinations, particularly emphasizing the pivotal role of information accessibility in shaping the landscape of inclusive tourism for individuals with disabilities. The findings aim to inform policy-making and urban planning initiatives to create more inclusive and accessible urban environments. By amplifying the voices of visually impaired visitors, the research endeavours to promote equity, dignity, and social participation for all individuals, irrespective of their abilities, in the urban fabric of Manila and beyond.

LITERATURE REVIEW

Visually Impaired

The World Health Organization (WHO) estimates that approximately 2.2 billion people worldwide are affected by vision impairment or blindness, with conditions ranging from uncorrected refractive errors to severe issues like cataracts, glaucoma, and diabetic retinopathy (WHO, 2019). Studies indicate that visually impaired tourists face significant challenges due to the lack of accessible information and infrastructure, which can impede their travel experiences and satisfaction (World Health Organization, 2019).

Accessible Tourism

Accessible tourism refers to the ongoing endeavour to ensure tourist destinations, products, and services are accessible to all people, regardless of physical limitations, disabilities, or age. This includes providing information in accessible formats, ensuring physical infrastructure accessibility, and fostering inclusive attitudes among service providers. The goal is to enable everyone to enjoy tourism experiences equally, promoting the social inclusion and economic participation of people with disabilities (Buhalis & Darcy, 2011; UNWTO, 2013).

Accessible Tourism & the Visually Impaired

Visually impaired individuals face challenges in education, navigation, tourism, and public space accessibility. Guerreiro et al. (2019) and Çetin (2022) highlight the importance of assistive technologies and accessible tourism. Pineda (2022) call for inclusive education and public facilities. Cushley et al. (2022) and De Laaf (2022) emphasize collaborative urban design and technology for better navigation. Zhang et al. (2023) and Antonova et al. (2020) stress the need for accessible urban planning. Qiu (2019) discusses social signal perception. Anwar et al. (2022) and Khowaja & Fatima (2023) focus on minimizing stereotyped behaviour and information access for visually impaired students.

Assumption of the Study

The researchers made this research assumption:

A1: The narratives of visually impaired visitors in the City of Manila reveal their attitudes, dispositions, challenges, and opportunities toward creating an inclusive and accessible urban destination.

RESEARCH METHOD

The study employed a descriptive qualitative research design using a phenomenological approach. This methodology, rooted in social science, aimed to explore and understand lived experiences and phenomena from the perspective of the individuals involved. The research focused on visually impaired Filipino visitors in the City of Manila, utilizing purposive sampling to select thirteen (13) informants. Semi-structured interviews with open-ended questions were used to gather data, allowing participants to freely express their experiences and perceptions. Thematic analysis, facilitated by Atlas.ti software, was employed to identify and analyze patterns within the data.

Data Analysis

The researchers utilized thematic analysis facilitated by Atlas.ti software, a qualitative method involving several key stages. Firstly, they imported raw data such as transcriptions and survey responses into Atlas.ti for initial preparation. Next, they coded by systematically reviewing the data to identify meaningful information units. They created a coding framework aligned with their research objectives and applied in vivo codes to capture participants' language directly. Subsequently, they explored the data by organizing coded segments and systematically examining relationships between emerging themes. Through iterative processes, they refined and developed these themes based on observed patterns, culminating in interpreting

coded data within the research context. Finally, they identified overarching themes and generated reports and visualizations to communicate their findings effectively.

RESULTS

The study explored the lived experiences of visually impaired Filipino individuals navigating the urban environment of Manila. Thematic analysis revealed several key themes: accessibility challenges, social interactions, and the effectiveness of available services. Participants highlighted the physical and informational barriers they encountered, such as inadequate signage and lack of braille materials. Social interactions often involved positive and negative experiences, with some individuals noting helpful staff and others pointing out insensitivity or lack of awareness. The study underscored the need for improved infrastructure and services to support visually impaired individuals in urban settings.

DISCUSSIONS

The findings reveal significant challenges visually impaired individuals face in the City of Manila. Accessibility remains a critical issue, with physical barriers and lack of appropriate signage and information being prevalent. Despite these challenges, some positive experiences were noted, particularly in areas where staff were trained and aware of the needs of visually impaired visitors. The discussion emphasizes addressing these barriers through policy changes, improved urban planning, and increased public awareness. By enhancing accessibility, visually impaired individuals can enjoy greater independence and inclusion in urban environments.

MANAGERIAL IMPLICATIONS

For tourism industry professionals, the insights from this study highlight the importance of implementing inclusive practices and investing in accessibility improvements. Enhancing the accessibility of urban destinations benefits visually impaired travellers, broadens the customer base, and enhances businesses' competitive advantage. Tourism professionals should foster a culture of empathy and respect for diverse abilities, ensuring memorable and meaningful experiences for all visitors. This study also calls for collaboration between policymakers, businesses, and community organizations to create more inclusive and accessible tourism environments.

FUTURE RESEARCH DIRECTIONS

Future research should explore comparative studies in other urban contexts to understand the broader applicability of these findings. Investigating the role of technology in enhancing accessibility, such as mobile apps and assistive devices, can provide new insights into improving the experiences of visually impaired individuals. Additionally, examining the impact of awareness and sensitivity training programs for tourism professionals can help develop best practices for inclusive tourism. Longitudinal studies to track changes over time and the effectiveness of implemented measures would also be valuable.

REFERENCES

- Anwar, M., Prakosha, D., & Martika, T. (2022, July 29). A Study on the Experience of the Visually Impaired In an Effort to Minimize Stereotypic Behaviour through Self-Management: Barriers and Support. *Journal of ICSAR*, 6(2), 175. <https://doi.org/10.17977/um005v6i22022p175>
- Buhalis, D., & Darcy, S. (2011). Accessible tourism: concepts and issues. In Channel View Publications eBooks. <http://ci.nii.ac.jp/ncid/BB08242729>
- Çetin, K. (2022). Visually disabled individuals and accessible tourism. *International Journal of Contemporary Tourism Research*. <https://doi.org/10.30625/ijctr.1087206>
- Cushley, L. N., Galway, N., Curran, K., & Peto, T. (2022). Navigating the Unseen City: Town Planners, Architects, Ophthalmic Professionals, and Charity Opinions on Navigating of the Built Environment with a Visual Impairment. *International Journal of Environmental Research and Public Health*, 19(12), 7299. <https://doi.org/10.3390/ijerph19127299>
- De Laaf, C. (2022). On the Road Together. *The Journal of Public Space*, 7(2), 235–242. <https://doi.org/10.32891/jps.v7i2.1492>
- Guerreiro, J., Ahmetovic, D., Sato, D., Kitani, K. M., & Asakawa, C. (2019). Airport accessibility and navigation assistance for people with visual impairments. *International Conference on Human Factors in Computing Systems*. <https://doi.org/10.1145/3290605.3300246>
- Khowaja, S., & Fatima, N. (2023, July 6). Information Seeking Behaviour of Visually Impaired University Students in India. *DESIDOC Journal of Library & Information Technology*, 43(03), 164–168. <https://doi.org/10.14429/djlit.43.03.18773>
- Pineda, V. S. (2022). What is Inclusive and Accessible Public Space? *The Journal of Public Space*, 7(2), 5–8. <https://doi.org/10.32891/jps.v7i2.1607>
- Qiu, S., An, P., Hu, J., Han, T., & Rauterberg, M. (2019b). Understanding visually impaired people's experiences of social signal perception in face-to-face communication. *Universal Access in the Information Society*, 19(4), 873–890. <https://doi.org/10.1007/s10209-019-00698-3>
- World Health Organization. (2019). World report on vision. World Health Organization. <https://www.who.int/publications/i/item/world-report-on-vision>
- World Tourism Organization. (2013). Accessible tourism for all: An opportunity within our reach. World Tourism Organization. <https://www.e-unwto.org/doi/book/10.18111/9789284416159>
- Zhang, R., Huang, L., & Wang, H. (2023, September 4). Accessibility Improvement and Renewal of Urban Park Green Space for the Elderly and the Disabled. *Forests*, 14(9), 1801. <https://doi.org/10.3390/f14091801>

64. Inclusive Tourism in Mauban, Quezon Province, the Philippines

Reil G. Cruz¹

¹ University of the Philippines Asian Institute of Tourism, Philippines

*Correspondence E-mail: rgcruz@up.edu.ph

Keywords: Inclusive Tourism, Marginalized, Stakeholder, Mauban, COVID-19.

EXTENDED ABSTRACT

There have been at least three strands of research on inclusive tourism that could be identified. The first strand was pro-poor tourism which was popular in the early 2000s as an offshoot of the Declaration on the Millennium Development Goals. Examples of pro-poor tourism research were those conducted by Ashley et al. (2000), Ashley and Roe (2001), and Chok et al. (2007). Later, the subject of investigation expanded to a broader base: to be known as “tourism for inclusive growth”. Many studies of this kind focused on the economic dimensions of inclusive growth (Habito; 2019; Pradhananga et al., 2021; Hampton et al., 2018). Another strand was that of the roles of specific stakeholders in tourism governance (Kim, 2020; Department of Tourism, 2018). One of the most studied stakeholder groups in tourism has been persons with disability (e.g., Ferreira & Villares, 2024; Hayden et al. 2023; Liasidou et al., 2019; Makuyana & Dube, 2023; Mensah et al., 2015; Page & Connell, 2024; Stankov et al. 2024). The last strand was about the conceptualization of inclusive tourism or inclusive growth. This includes Bakker’s (2019) framework of tourism-led inclusive growth and Cheng et al.’s (2023) tri-dimensional assessment model of inclusive growth. One of most recent and perhaps the most well-known conceptual model of inclusive tourism is that of Scheyvens and Biddulph’s (2017). This model was used by Gillovic and McIntosh (2020) in their study of the inclusiveness of accessible tourism.

My research contributes to the discourse on inclusive tourism by (1) applying Scheyvens and Biddulph’s framework not just on one but twelve marginalized groups; (2) providing empirical data from the marginalized groups in the Philippine town of Mauban in Quezon Province; and (3) investigating the impact of COVID-19 pandemic on inclusive tourism. Guided by that framework, my research questions are the following:

1. How are the marginalized sectors able to participate in tourism production and consumption?
2. How ethical is their involvement as a and b?
3. Are the marginalized sectors able to make dignified self-representations in tourism?
4. Has there been a broadened participation in tourism by the marginalized sectors?
5. How has the COVID-19 pandemic affected the marginalized sectors participation in tourism?

LITERATURE REVIEW

Inclusive Tourism

Scheyvens and Biddulph (2017) define inclusive tourism as “transformative tourism in which marginalized groups are engaged in the ethical production or consumption of tourism and the sharing of its benefits.” The authors also emphasize that inclusive tourism requires that marginalized sectors be able to share in tourism’s benefits. Going back to Scheyvens and Biddulph’s concept, they enumerate the six components of inclusive tourism, namely, (1) access of disadvantaged groups to tourism as producers and consumers; (2) their ability to make dignified self-representations of their culture; (3) the transformation of dominant power relations; (4) broadened participation in decision-making by more stakeholders; (5) the inclusion of new places in the tourism map; and (6) the promotion of mutual understanding and respect between ‘hosts’ and ‘guests’.

Transformation Through Tourism

In Scheyvens and Biddulph (2017) conceptualization transformation through tourism involves the broadened participation of marginalized groups in the ethical production or consumption of tourism and the sharing of tourism benefits. These benefits could be economic, cultural and environmental (Hamid, 2022; Thapa et al. 2022; Trolan, 2017; Witchayakawin et al., 2020). The marginalized groups should also experience greater empowerment in decision making in tourism. Thus, the idea of transformation in inclusive tourism takes on a meaning broader than the change in behaviour and attitudes experienced by individual voluntourists (Coghlan & Weiler, 2018), or educational travel (Wee, 2019). Personal transformation could manifest in terms of becoming more responsible travelers (UNWTO, 2016).

Marginalized Sectors

According to the Philippines’ Republic Act 8425 or the Social reform and Poverty Alleviation Act, marginalized sectors include farmers and fisherfolks; minimum wage earners in the formal sector; migrant workers, poor people, women, people with special needs or persons with disability, senior citizens, the youth, children, urban poor and certain members of cooperative, and those in civil society organizations (Maranan, 2024). Other groups of the marginalized sectors are pedicab drivers (Irene et al., n.d.); minority belonging to certain religions or castes like in India (Augusty & Dizon, 2020), populations in geographically isolated and disadvantaged areas (GIDAs) (Sy, n.d.), indigenous people (Jamal & Camargo, 2014), and even obese people (Bidder et al., 2023).

Thakur et al. (2023) breaks down the term “marginalized” into marginalized hosts, and marginalized guests. Marginalized hosts include aborigines, the youth, children, and women, while marginalized guests include PWDs, transgender men, senior citizens, terminally ill patients, and Muslim women (Thakur et al., 2023). Gender perspective was also used in the investigation of informal workers in Boracay by Carlos et al. (2023). Another study focused on the inclusion of black people in South Africa in tourism development (Butler & Rogerson (2016).

Ethical Tourism Production and Consumption

Ethical tourism is equated with being responsible and caring, traveling for the purpose of making a “positive difference” in the destinations (Butcher, 2015). Ethical production and consumption connote

responsible decision-making and actions in relating with other people and the environment (Scheyvens & Biddulph, 2017). They are directly linked to the concept of sustainable consumption and production, emphasizing efficiency, pollution control, waste reduction, recycling and reuse (UN, n.d.). Being ethical also means respecting the rights of vulnerable populations and protecting tourists and visitors and their belongings (UNWTO, Global Code of Ethics). To Fennell (2005), ethical tourism is also moral tourism.

Ethical tourism production is characterized by “ethical sourcing,” meaning that products and services in the entire supply chain are obtained from organizations that uphold labor rights, safe working conditions, and business ethics (What does "Ethically Sourced" Mean?). Fair labor practices include the non-employment of children and slaves; non-discrimination; and no excessive hours of work (Earth Positive, n.d.). To Bidder et al. (2023) ethical tourism production also means the provision of products and services without discrimination – in terms of physical, emotional, and verbal biases and prejudices, given that tourism is supposed to be a fundamental social right for all according to the United Nations. The Fair Trade Standards epitomize what ethical production of farm produce entails, such as with coffee, tea, nuts, grapes and chocolates (<https://www.fairtrade.net/act/fairtrade-for-producers>).

Ethical tourism consumption is defined by Nassani et al. (2023) as accessing [tourism] services with zero or negative environmental impacts. It also means assessing the [tourism products] in terms of social and environmental criteria before buying them, and using purchase to make a positive change in the world by pressuring firms to become more environment-friendly (Carrier, 2010). Some of the ways by which tourists could practice ethical consumption are changing food consumption pattern, (turning vegan), avoiding food wastes, avoiding travel to reduce greenhouse gas emissions thereby address the problem of climate change (Taheri et al., 2024). According to Nassani et al. (2023) ethical consumption behaviour is mediated by Corporate Social Responsibility directed at the tourists. Along this line, Shangri-La Hotel’s CSR includes sourcing bananas grown by indigenous farmers, cultivating vegetables through hydroponic farming, use of cage-free eggs, and use of biodegradable materials in housekeeping (<https://www.shangri-la.com/manila/edsashangrila/about/corporate-social-responsibility/our-nature-to-care-for-the-planet/>).

Basically, ethical tourism consumption is the purchase of tourism goods and services that have been ethically produced.

Participation by the Marginalized in Tourism

Scheyvens and Biddulph (2017) list broadening of participation by the marginalized as one of the hallmarks of inclusive tourism. I have not found articles where all the words “[specific marginalized/disadvantaged group] + inclusive + tourism” appear in the title. However, studies that cover the participation of specific marginalized group in tourism are far too many to be cited individually. Here are representative examples of such researches:

- Women participation in tourism by Akande et al., 2021; and Remulla and Lara, 2021;
- Immigrants’ engagement in tourism by Khazaei et al., 2015;
- PWDs participation in tourism by Moura et al., 2022;
- Indigenous people and tourism by Latip et al., 2018, and by Giacomasso and Zulaica, 2021;

- Youth participation in tourism by Winduwati, 2020;
- Senior citizens participation in tourism by Junfeng and Chunjiang, 2018;
- Isolated areas and tourism by Salvatore et al., 2018; Lundmark et al., 2017.

RESEARCH METHOD

This research follows a qualitative design, using the case study method. Primary data were collected through focus group discussion, which was conducted on March 3, 2021 from two to five o'clock in the afternoon via Zoom. Travel restrictions during the COVID-19 pandemic necessitated conducting the FGD remotely. The participants and research assistant gathered at the Mauban Arts, Culture and Tourism Office (MACTO) in Mauban while I was at my residence in Quezon City, Philippines. The proceeding was recorded on Zoom, and later transcribed. The transcribed proceedings were analyzed for themes that mirror the Inclusive Tourism Framework as described by Scheyvens and Biddulph (2017).

The 12 FGD participants selected for this study were representatives of (1) small resorts, (2) Dumagat Indigenous People, (3) porters, (4) weavers, (5) boatmen, (6) souvenir makers and vendors, (7) tour guides, (8) tricycle drivers, (9) LGBTQ, (10) the youth, (11) persons with disability, and (12) senior citizens. Seven out of the 12 participants were male. The average age was 44, with the youngest at 23 and the oldest at 76. The 12 participants represented a fraction of the 37 sectoral associations in Mauban. The oldest of these associations is the Mauban Weavers Association, which was established in 2006. The youngest organization is the Mauban Fiberglass Boat Association which was organized only in 2021. Fourteen of the associations have been organized only from 2016. Five of the associations lack information on date of establishments and number of members. For the 29 associations with membership information, there were a total of 9,442 members. The biggest groups were the senior citizens (5,165), youth (1,700), PWDs (982), and the Dumagat community (580). Together they make up more than 89% of memberships in organizations. Male members outnumber female by 7:5. Male representation is heaviest in sectors that require brawn like portage, driving tricycles, making boats, and operating boats. Female representatives came from organizations in handicraft making, production of boat tarts, weaving, and wellness.

The case study involves Mauban, Quezon Province in the Philippines. It is located 157 kilometers southeast of [Manila](#) and 52 kilometers from [Lucena City](#), Quezon provincial capital. It faces Lamon Bay on the eastern side of Luzon Island. It has an area of nearly 416 square kilometers and a population of 71,081 in 2020 (Philippine Statistics Authority). The town consists of 40 barangays. There had been an upward trend in tourist arrivals in Mauban before the pandemic. Guest nights increased by 63% annually, from 38,928 in 2014 to 158,553 in 2018 and day tourists by an average of 9% per year in the same period. The pandemic caused arrivals to contract by 90% in 2020 compared to 158,660 recorded in 2019. Thus, overall average annual growth from 2014 to 2020 was pulled down to 27% for guest nights, and to -14% for day tourists.

As a destination, Mauban's main draw is Cagbalete Island whose white sand beaches are said to be comparable to that of world-famous Boracay Island. The town is also known for the Maubanog Festival,

that is based on the coconut, and for nipa lambanog, a spirit made from the sap of nipa plant. Besides these, the town boasts of several heritage structures, such as the 1725 public bath, an Important Cultural Property (ICP), Spanish-era seawall, the Spanish colonial cemetery, San Buenaventura Church, and ancestral house of illustrious families. Its Rizal Monument, built in 1925, and located on Calvario Hill was used as a guard post by the Spanish and American colonial forces, and later by the Philippine Constabulary and the Civilian Emergency Administration until 1945. It was declared a historic site by the National Historical Commission of the Philippines in 2011.

RESULTS

Broad Participation in Tourism Production and Sharing of Economic Benefits

The marginalized were involved in tourism production as suppliers of services, souvenirs, and food items. In particular, tricycle drivers provided transport services within Mainland Mauban, while small boatmen conducted island-hopping tours around Cagbalete Island. The participants informed me that there were also habal-habal drivers on Cagbalete Island. In contrast to tricycles, which have a sidecar, habal-habal riders use just the motorcycle unit itself to carry passengers behind them. Small boatmen have exclusive right to conduct island hopping tours around Cagbalete by virtue of a local ordinance. The ordinance was enacted to protect them from the big boat operators. There were also tour guides who provided guiding services either within the town proper or Cagbalete Island. Women weavers produce nilala bags, which are woven from the buri palm. “For us weavers, tourism has been of big help since we do not run out of orders for bags.” Other women crafted miniature houses and flowers from seashells for sale as souvenirs. Senior citizens (meaning those aged 60 and above) used to produce native rice cakes, which they sold at the Cagbalete Tourist Port before COVID-19. PWDs used to sell T-shirts to tourists before the pandemic. Other direct beneficiaries of tourism employment and income were the porters and small resorts. The LGBTQ and the youth sectors were actively involved in organizing the town fiesta, and local beauty pageants, but there was no information whether they made money out of these activities. Tourism also employed women in accommodation, restaurants, and resorts. According to one participant, “As soon as the ‘ber’ months (September to December) start, our womenfolk used to go to Manila to work as housemaids. But when Mauban opened for tourism, our women could be employed without having to leave.” Unfortunately, when tourism was banned during the pandemic, the women resumed working as maids elsewhere, they said. What is glaring is the exclusion in tourism production of the Dumagat Indigenous People.

Tourism augmented the earnings of tricycle drivers, tour guides and small boatmen. Tricycle drivers made money from fares and gratuities from tourists. Tour guides could make 400 pesos for a short tour of the town proper and up to 1,000 pesos for a whole day tour in Cagbalete.

Weavers of nilala (woven) bags typically made 500 pesos (roughly 10 US dollars) daily, which was considered high in Mauban.

Non-Consumption of Tourism by the Marginalized

For the most part, the marginalized sectors have not experienced being tourists in their own town. An exception to this is the familiarization tour of Cagbalete Island that was conducted by the MACTO for the youth and tricycle drivers prior to the pandemic, according to the head of the MACTO.

Unethical Tourism Production

Tourism production and consumption of tourism by the marginalized sectors presented a few ethical issues. For example, some tricycle drivers used to take advantage of tourists by charging as much as 200 to 300 pesos per ride, which was about 10 to 15 times the normal fare per passenger. On the part of the souvenir makers, the use of seashells could be regarded as environmentally damaging as the shells cannot be readily replaced.

Dignified Self-Representation and Physical Exclusion

Through trainings conducted by the MACTO, the stakeholders learned about appropriate decorum and professional appearance. Tricycle drivers were taught to charge standard fees and to wear clean attire. According to the study participant, it was embarrassing for them to be wearing boxers and rubber sandals when they are serving tourists. They were also taught to be honest in their dealings with passengers. If a tourist leaves something, it should be returned to them, according to the representative.

Another aspect of dignified self-representation was the decision by the Dumagat community to opt out of tourism business. The Dumagat territory in Barangay (Village) Cagsiay III has been isolated by their own choice. Cagsiay III is one of 40 barangays of Mauban. Their tribal members are apprehensive of culture shock and feel uncomfortable in the presence of outsiders, according to the Dumagat representative.

Transformed Host-Guest Relationship

When it came to power relations, it was clear that it was the MACTO that had control over tourism matters in the town. This means that based on Arnstein's ladder of citizen participation (1969), the marginalized sector's participation was still at the level of tokenism, specifically in the form of consultations by the MACTO with the marginalized. The MACTO plays a central role in tourism operations through capacity building, event organizing and business regulations. The Office conducted seminars on COVID-19 health protocol, livelihood (salt-making, gardening), professional grooming and etiquette, and tour guiding techniques. Through trainings conducted by the MACTO, the Office somehow contributes to transform host-guest relationship. Because of these trainings, encounters between tricycles and tourists had evolved from being purely transactional into ones which reflected genuine concern for tourists. Honesty in dealing with the tourists manifests in terms of charging fair fares and returning lost items to the tourists. Tips are not expected but are gratefully received as tokens of appreciation. "We have a protocol that if they give it us from the heart, we should not refuse it. The tip is like their compliment," said a Tour Guides Mauban representative. In organizing the local festival, the MACTO solicits suggestions from the LGBTQ association on the creative aspects of the Maubanog Festival.

MACTO also regulates the island-hopping tours around Cagbalete Island by making the enterprise exclusive to the small boatmen to the disadvantage of big boat operators. MACTO also dispatched tour guides to tour groups before the pandemic. Power dynamics between weavers and souvenir makers on one hand, and MACTO on the other has reached more equal terms. These groups entered into a business partnership agreement with MACTO with the former providing the products and the latter an outlet MACTO pasalubong shop.

Although the Dumagat community has not been actively involved in tourism, MACTO indirectly empowers the community by helping a member of the IP community secure a college scholarship. The IP member said that when she becomes a teacher, she intends to act as a bridge between the Dumagat tribe and the LGU.

For their part, the PWD and souvenir maker representatives said that attending meetings helps raise their awareness of issues affecting each other and makes them think of how they can solve the problems collectively. Interactions at meetings also help foster camaraderie among the stakeholders (tour guide). In addition, being invited to consultative meetings creates a sense of recognition by the LGU (small boatmen and senior citizens). Finally, trainings provided by the MACTO on livelihood like salt making, product promotion, tour guiding, and customer relations are expected to empower the stakeholders to improve their economic situation.

Impact of COVID-19 on the Marginalized

With all but local “bubble” travel prohibited during the COVID-19 pandemic (roughly from 2020 to 2021), income and livelihoods from tourism vanished. The pandemic also enabled certain groups to assume more autonomy in their lives. Senior citizens shifted to selling ornamental plants to local residents and learned to make coco bonsai through MACTO. Selling plants provided opportunities for socialization which was good for their mental health. Since PWDs could not sell souvenir T-shirts anymore, their association started beekeeping, whose products they planned to sell to tourists in the post-pandemic scenario. Small boat owners resumed their traditional livelihood, fishing. Reconfiguring their boats for fishing was quite simple. “We just remove the seats and canvass when fishing and install them again when the tourists return.” Fortunately, even during the pandemic the weavers could still make bags for consignment to MACTO-operated souvenir shop.

One of the positive impacts of the pandemic was the internalization of public service mentality. “Even when there is no money involved, it is from the heart that we were happy to provide information about the tourist destinations in Mauban. It is like public service,” according to representative of Tour Guides in Mauban Town Proper. Another positive change was the heightened sense of community and concern for the welfare of other marginalized groups. Representatives from the boatmen and small resorts associations said they hope that the ports were PWD-friendly. “If one is on a wheelchair, you will still have to go over sand. The wheelchair sinks in the sand.”

Narrow participation

There is indication of a very slight broadening of participation by the marginalized sectors. According to four study participants (Dumagat, PWD, souvenir makers and the youth), they have never attended any meetings called for by the MACTO. The LGBTQ and tricycle driver's representative attended a previous meeting with the MACTO only once. Only five participants said they have always or frequently attended meetings with the MACTO. These were the porters, senior citizens, small resorts, tour guides, and weavers. Most meetings have been for the purpose of trainings and sharing of information, and very rarely for decision making. One such case is the solicitation for suggestions by the MACTO from the LGBTQ Association for creative presentations during the Maubanog Festival. The rather shallow participation by the stakeholders may be attributed to the fact that the sectoral associations were quite young, with an average age of less than four years, at least for the seven organizations with available data. Another factor was the pandemic which prevented people from going out of their homes for the greater part of the period between 2020 and 2022.

In summary, ten out of the 12 study participants indicated that they were able to participate in tourism production but only two participants were able to access tourism as consumers. However, since their participation were work-related, it could be said that not one among the participants had experienced tourism as a leisure product. Only the representatives of the Dumagat tribe and tricycle drivers provided instances of dignified self-representation – avoiding tourism exposure to protect their way of life and becoming more professional in decorum and honest in dealing with tourists. There had been some level of parity in power relations between the weavers and souvenir makers and the MACTO as business partners.

DISCUSSIONS

In conclusion, there were manifestations of inclusive tourism in Mauban. However, inclusiveness was uneven across the criteria for inclusive tourism, and across stakeholder groups. In relative terms, inclusiveness was strong in terms of tourism production, but weak in terms of tourism consumption. There were mixed results from the perspective of power relations and dignified self-representation with most groups having been under the dominant control of the MACTO. When compared with the stakeholder groups, small boatmen, senior citizens, and tricycle drivers showed the greatest engagement in tourism, while the PWD, IP community, and the youth were the most marginalized. The Dumagat tribe for the most part had been excluded from tourism participation due to structural problems, such as lack of education, and their area cut off from the rest of Mauban for lack of infrastructure. Until today, going to their place necessitates the use of banca (motorized boats) for transportation. Furthermore, tourism's transformative power was not permanent as in the case of women employment in tourism in light of shocks such as the COVID-19 pandemic. The pandemic exposed the vulnerability of the tourism sector as a whole and therefore its ability to provide stable income to the marginalized groups. On the aspect of tourism consumption, it should be noted that the familiarization tour experienced by the tricycle drivers and youth was part of their training on product knowledge about Mauban's primary attraction and therefore could not be considered genuine tourism consumption.

My experience in applying the Inclusive Tourism framework made me aware of some of its limitations. One, it was not clear how many of the criteria need to be met to consider tourism as being inclusive, should it be all or just one would suffice? Two, the framework does not specify the degree of participation that must be performed by the stakeholders, is tokenism already sufficient? Three, should all the marginalized groups be able to experience the hallmarks of Inclusive Tourism, and by what level?

MANAGERIAL IMPLICATIONS

Local tourism offices, such as the MACTO, perform a critical role in facilitating greater inclusion of the marginalized sectors in tourism. They should identify more avenues for the participation of marginalized sectors in tourism production and pay more attention to providing more opportunities for tourism consumption of these groups, a weakness in the inclusiveness of tourism in Mauban. They should also strictly monitor and enforce environmental rules in the production of tourism souvenirs, fair services and other criteria for ethical tourism, such as decent work standards. Finally, local government units should learn from the COVID-19 experience in crafting resiliency measures for the continued viability of tourism, which is a major generator of livelihood and employment in tourism-oriented municipalities like Mauban.

FUTURE RESEARCH DIRECTIONS

I could suggest a few topics for future research on this topic of Inclusive Tourism:

1. The ethics of tourism production involving the marginalized groups
2. The ethics of tourism consumption involving the marginalized groups
3. Nature of participation in tourism by marginalized groups
4. Rubrics for evaluating the inclusiveness of tourism
5. Impact of shocks on tourism inclusiveness

REFERENCES

- Akande, O. A., Abiodun, T. F., & John, K. O. (2021). Women participation in tourism development in Nigeria: An x-ray of the place of women in an emerging industry. Journal DOI: [www. doi. org](http://www.doi.org), 1(3).
- Arnstein, S. R. (1969). A ladder of citizen participation. Journal of the American Institute of planners, 35(4), 216-224.
- Ashley, C., Boyd, C., & Goodwin, H. (2000). Pro-poor tourism: Putting poverty at the heart of the tourism agenda.
- Ashley, C., & Roe, D. (2001). Pro-poor tourism strategies: Making tourism work for the poor: A review of experience.
- Augusty, M. K., & Dizon, J. T. (2020). The Role of Community-based Organizations in Addressing Social Equity among Deprived Sections in the Conflict Vulnerable Areas in Karnataka, India. Asian Research Journal of Arts & Social Sciences, 11(1): 24, 41.
- Bakker, M. (2019). A conceptual framework for identifying the binding constraints to tourism-driven inclusive growth. Tourism Planning & Development, 16(5), 575-590, DOI: 10.1080/21568316.2018.1541817

- Bidder, C., Sun Fatt, B., & Hedley Mogindol, S. (2023). Inclusive tourism: a qualitative analysis of obese people's travel experiences. *Malaysian Journal of Sustainable Environment (MySE)*, 10(2), 205-230.
- Butcher, J. (2015). Ethical tourism and development: the personal and the political. *Tourism Recreation Research*, 40(1), 71-80.
- Carrier, J. G. (2010). Protecting the environment the natural way: Ethical consumption and commodity fetishism. *Antipode*, 42(3), 672-689.
- Cheng, Z., Wang, R., Li, Y., & Dai, J. (2023). Paving the way for a sustainable society: Assessing the inclusive tourism development in Transition China. *The Journal of Environment & Development*, 32(4), 323-342.
- Chok, S., Macbeth, J., & Warren, C. (2007). Tourism as a tool for poverty alleviation: A critical analysis of 'pro-poor tourism' and implications for sustainability. *Current issues in Tourism*, 10(2-3), 144-165.
- Earth Positive. Ethical Production. Retrieved from <http://www.earthpositive.se/ethical.html>.
- Ferreira, A., & Villares, M. (2024, March). Accessible and Inclusive Tourism: The Hotel Industry in Porto—The InterContinental Porto, Palácio das Cardosas. In *International Conference on Tourism Research* 7(1), 92-99.
- Giacomasso, M. V., & Zulaica, L. (2021). Sustainability, cultural heritage, tourism and participation. Guidelines for the management of an indigenous people in Argentina.
- Gillovic, B., & McIntosh, A. (2020). Accessibility and inclusive tourism development: Current state and future agenda. *Sustainability*, 12(22), 9722.
- Habito, C. (2010). An agenda for high and inclusive growth in the Philippines. Asian Development Bank. <https://www.adb.org/sites/default/files/publication/27470/agenda-high-inclusive-growth.pdf>.
- Hamid, N. A. (2022). Economic and social benefits of wildlife tourism in Malaysia; A review. *Journal of Contemporary Social Science and Education Studies (JOCSSSES)* E-ISSN-2785-8774, 2(1), 165-176.
- Hampton, M. P., Jeyacheya, J., & Long, P. H. (2018). Can tourism promote inclusive growth? Supply chains, ownership and employment in Ha Long Bay, Vietnam. *The Journal of Development Studies*, 54(2), 359-376.
- Hayden, S., McIntosh, A., & Gillovic, B. (2023). Accessible and inclusive tourism experiences through strategic destination planning and management. *7 Experiences Summit 2023*, 1(1).
- Irene, E. A., Laurilla, F. T., & Bajado, J. C. (n.d.) The role of non-motorized public transport in the poverty alleviation among marginalized sectors.
- Jamal, T., & Camargo, B. A. (2014). Sustainable tourism, justice and an ethic of care: Toward the just destination. *Journal of sustainable tourism*, 22(1), 11-30.
- Junfeng, S., & Chunjiang, S. U. (2018). Status of and Suggestions for Senior Citizens' Participation in Ethnic Tourism: A Case Study of Wolong National Nature Reserve in Sichuan. *Journal of Landscape Research*, 10(1), 57-60.
- Khazaei, A., Elliot, S., & Joppe, M. (2015). An application of stakeholder theory to advance community participation in tourism planning: The case for engaging immigrants as fringe stakeholders. *Journal of sustainable tourism*, 23(7), 1049-1062.
- Kim, S. (2020). Towards inclusive tourism development policy and governance in South Korea: Guiding principles for a just tourism destination. Doctoral dissertation. Texas A&M University. <https://oaktrust.library.tamu.edu/bitstream/handle/1969.1/192530/KIM-DISSERTATION-2020.pdf?sequence=1&isAllowed=y>

- Latip, N. A., Rasoolimanesh, S. M., Jaafar, M., Marzuki, A., & Umar, M. U. (2018). Indigenous participation in conservation and tourism development: A case of native people of Sabah, Malaysia. *International Journal of Tourism Research*, 20(3), 400-409.
- Liasidou, S., Umbelino, J., & Amorim, É. (2019). Revisiting tourism studies curriculum to highlight accessible and inclusive tourism. *Journal of Teaching in Travel & Tourism*, 19(2), 112-125.
- Lundmark, L., Ednarsson, M., & Karlsson, S. (2017). International migration, self-employment and restructuring through tourism in sparsely populated areas. In *Tourism, Mobilities, and Development in Sparsely Populated Areas* (pp. 70-88). Routledge.
- Makuyana, T., & Dube, K. (2023). Perceptions of Disabled People on Public Transport as an Enabler of Inclusive Domestic Tourism in South Africa.
- Maranan, J. M. (2024). Mixed methods research on implementation of livelihood programs and quality of life among marginalized sectors in Calamba City. *Ignatian International Journal for Multidisciplinary Research*, 2(4), 531-569.
- Mensah, S. A., Badu, E., & Opoku, M. P. (2015). Towards an inclusive society in Ghana: An analysis of challenges persons with disabilities face in participating in tourism in the Ashanti region.
- Moura, A., Eusébio, C., & Devile, E. (2023). The 'why' and 'what for' of participation in tourism activities: travel motivations of people with disabilities. *Current Issues in Tourism*, 26(6), 941-957.
- Nassani, A. A., Yousaf, Z., Grigorescu, A., & Popa, A. (2023). Green and Environmental Marketing Strategies and Ethical Consumption: Evidence from the Tourism Sector. *Sustainability*, 15(16), 12199.
- Nassani, A. A., Badawi, M., Confetto, M. G., Palazzo, M., Ferri, M. A., & Haffar, M. (2023). Towards Ethical Consumption Activities among Tourism Firms: Nexus of Environmental Knowledge, CSR Participation and Psychological Social Support. *Sustainability*, 15(5), 4675.
- Page, S. J., & Connell, J. (2024). Progress in Tourism Management: Dementia as a global challenge:: Progress and prospects for creating more dementia-inclusive tourism industries. *Tourism Management*.
- Remulla, S. G., & Lara, S. L. (2023). Empowering women participation in the tourism industry in city of Imus: A phenomenological study. *Quantum Journal of Social Sciences and Humanities*, 4(4), 119-130.
- Salvatore, R., Chiodo, E., & Fantini, A. (2018). Tourism transition in peripheral rural areas: Theories, issues and strategies. *Annals of tourism Research*, 68, 41-51.
- Stankov, U., Vujičić, M. D., Orero, P., & Gretzel, U. (2024). Accessibility of tourism 4.0—designing more meaningful and inclusive tourist experiences. *Universal Access in the Information Society*, 1-4.
- Sy, P. A. (n.d.). Open educational resources for geographically isolated and disadvantaged areas. *Higher Education Interventions During and Beyond the COVID-19 Pandemic*, 1.
- Taheri, B., Olya, H., & Batat, W. (2024). Ethical consumption and climate change in hospitality and tourism: challenges, solutions, and prospects: Guest editorial. *International Journal of Contemporary Hospitality Management*, 36(5), 1457-1466.
- Thakur, P., Mura, P., Je, J. S., Khoo, C., & Yang, M. J. H. (2023). Empowering marginalized groups for inclusive tourism: a call for critical studies. *Tourism Recreation Research*, 48(6), 813-819.
- Thapa, K., King, D., Banhalimi-Zakar, Z., & Diedrich, A. (2022). Nature-based tourism in protected areas: a systematic review of socio-economic benefits and costs to local people. *International Journal of Sustainable Development & World Ecology*, 29(7), 625-640. <https://doi.org/10.1080/13504509.2022.2073616>
- Trolan, J. (2017). A look into Korean popular culture and its tourism benefits. *International Journal of Educational Policy Research and Review*, 4(9), 203-209.

- What does "Ethically Sourced" Mean?. Retrieved from <https://www.sedex.com/blog/what-does-ethically-sourced-mean/#:~:text=For%20a%20product%20or%20service,decent%20work%20and%20fair%20wages>
- Winduwati, S. (2020, December). The Role of Social Media and Youth Participation in Developing Local Tourism. In The 2nd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2020) (pp. 905-909). Atlantis Press.
- Witchayakawin, P., Chantanupan, R., & Tabash, M. I. (2020). Impacts and benefits from tourism an example from Thailand.

65. Tourists' Revisit Intention and Evaluation of Attractions, Accessibility, Accommodations, and Ancillary Services in Corregidor Island

Ryanne Nicole L. Nacionales,¹ Jan Maureen B. Almenar,^{*2} Aliah Kirsten Libunao³, and Ralf Matthew A. Villados^{4*}

¹ Ryanne Nicole L. Nacionales, University of Perpetual Help System DALTA Molino, Philippines

² Jan Maureen B. Almenar*, University of Perpetual Help System DALTA Molino, Philippines

³ Aliah Kirsten Libunao, University of Perpetual Help System DALTA Molino, Philippines

⁴ Ralf Matthew A. Villados⁵ Author's, University of Perpetual Help System DALTA Molino, Philippines

*Correspondence E-mail: cithm.molino@perpetualdelta.edu.ph

Keywords: Components of Travel, Corregidor, Historical Tourism, Revisit Intention, Philippines.

EXTENDED ABSTRACT

Cavite is known as the “Historical Capital of the Philippines” being the site of many historical events such as the proclamation of Philippine Independence from the Spaniards. The Corregidor Islands, also referred to as “The Rock,” are located in Cavite. These islands are home to the Pacific War Memorial Museum, Battery Hearn, Malinta Tunnel, Filipino Heroes Memorial, Corregidor Island Lighthouse, and Mile-long Barracks, which witnessed Filipino heroism in the battle against Japanese forces during World War II. The present study examines tourists' evaluation of the attractions, accommodations, accessibility, and ancillary services that they experienced in Corregidor. It offers recommendations for reviving Corregidor as a tourist destination.

LITERATURE REVIEW

Accessibility as a Factor Influencing Tourist Decision Making

Lower travel costs (i.e., because of the availability of transportation services) tend to drive repeat visits and affords a smooth travel experience (Ceccato et al., 2020; Alkahtani et al., 2015). One of the main problems of rural tourism is the lack of development as seen in poor road networks, railways, and airways (Andrianto & Sugioama, 2016; Hannson et al. 2019; Zeng & He, 2018).

Accommodations

The desire for escape, rest, and relaxation is an example of an internal or “push” factor influencing decision making (Nicjoo & Ketabi, 2015). Travelers look for a place near a tourist site (Managali, Ortaleza, 2021). Ahiya (2010) emphasized the role of lodging establishments in encouraging tourist visits. Similarly, the availability of dining establishments encourages tourist arrivals (Kijima, et al., 2020).

Attractions

Destinations with varied attractions (nature and mountain treks, visits to historical sites, festivals) are more likely to receive repeat visitors (Balsco, et al., 2014). Attractions that destinations offer should be carefully planned to meet the needs of the target travelers (Adomaitiene & Seyidov, 2016).

Ancillary Services

Muhunthan (2017) found that travelers have a difficult time adjusting to the place they visit. They are often overwhelmed with information and options the moment they arrive at a new destination. Tourist information centers are of big help when it comes to assisting tourists by providing information about the destination (Gretzel, et al. 2016).

Theoretical Framework: Theory of Planned Behaviour (TPB), Push and Pull Theories of Motivation

The theory of planned behaviour (Fishbein and Ajzen 1975; Ajzen and Fishbein, 1980) suggests that tourists decide depending on these three factors: (a) attitudes towards the behaviour, (b) subjective norms, and (c) perceived behavioural control. An individual who has a positive attitude towards a behaviour, agreeability with subjective norms, and high perceived behavioural control is more likely to revisit a destination. Tourist reviews and opinions are also likely to influence travel decision-making: negative reviews may deter one from visiting.

The researchers also applied the theory of push and pull factors (Crompton, 1977; Dann, 1977). Push factors are those emanating from the individual, such as the need for rest and relaxation whereas pull factors refer to the characteristics of the place. In the case of Corregidor Island, the need for adventure is an example of a push factor; transport services, accommodations, and attractions are pull factors.

RESEARCH METHOD

Respondents were selected using purposive sampling, to find respondents who have visited Corregidor Island. A self-made questionnaire was distributed online (reliability: $\alpha = 0.745$). Descriptive statistics were used in summarizing the responses, and thematic coding for answers to the open-ended question on suggested improvements.

RESULTS

Majority of the respondents have been to Corregidor only once (67%), stayed only overnight (63%), last visited in 2019 (61%), for leisure (73%). Around 67% are likely to revisit Corregidor within the year. Table 1 shows the respondents' evaluation of the accessibility, accommodations, attractions, and ancillary services of Corregidor.

Table 1: Respondents' evaluation of the 4As of travel in Corregidor

	Mean	SD	Interpretation*
Accessibility	3.23	0.63	Likely
• There are daily scheduled trips to Corregidor	3.02	0.88	Agree
• Visitors can reach Corregidor through either land (e.g., bus) or sea transportation (e.g., ferry, boat)	3.20	0.72	Agree
• Transportation (including tram tours), is available to take the visitors around the island	3.47	0.61	Agree
Accommodations	2.93	0.78	Likely
• There are enough lodging establishments for tourists	2.75	0.96	Agree

• Many food options are available to the tourists	2.88	0.84	Agree
• Accommodations meet Department of Tourism accreditation standards, in terms of safety, cleanliness, adequacy of facilities	3.16	0.76	Agree
Attractions	3.32	0.66	Likely
• Corregidor offers historical and dark tourism attractions such as the Lighthouse, Cine Corregidor, Battery Way, mile-long barracks, and Malinta Tunnel	3.55	0.61	Strongly Agree
• As a nature tourism destination, Corregidor offers birdwatching, swimming, and biking	3.41	0.73	Agree
• Visitors can join activities such as kayaking, rock balancing, and hiking	3.00	0.98	Agree
Ancillary Services	3.35	0.60	Likely
• Visitors can ask for help from tourist information and assistance centers	3.27	0.78	Agree
• Tour operators offer all-inclusive packages in going to Corregidor	3.33	0.74	Agree
• Visitors are assisted by local guides	3.45	0.67	Agree
Overall	3.21	0.55	Likely

Among the improvements that the respondents hope to see in their next visit were better accommodations, specifically, additional hotels, restaurants, and event venues (16%); outdoor activities suited for family and leisure travellers (10%); tourist centers (10%); scheduled transportation services (8%); and packaged tours (8%).

DISCUSSION

Accessibility and accommodations were rated relatively lower than attractions and ancillary services. Options for lodging, dining, and meeting facilities are few. The activities and ancillary services offered by Corregidor Island are what the tourists enjoy the most and look forward to experiencing in their next visit. The respondents expected improvements in destination accessibility and accommodation.

MANAGERIAL IMPLICATIONS

The study offers implications for the Corregidor Foundation Inc. (CFI) to revitalize Corregidor by improving accommodation facilities and offering a wider array of outdoor activities that cater to leisure and family travellers. Scheduled trips and packaged tours would also increase Corregidor's accessibility as a tourist destination.

FUTURE RESEARCH DIRECTIONS

Future researchers may explore other factors that affect tourists' revisit intention. These factors include destination image, tourist experience, perceived value, and satisfaction

REFERENCES

- Adomaitiene, R., Seyidov, J., (2017). Factors influencing local tourists' decision-making in choosing a destination: A case of Azerbaijan. *Ekonomika*. <http://dx.doi.org/10.15388/Ekon.2016.3.10332>
- Andrianto, T. & Sugiyama, A.G. (2016). The Analysis of Potential 4A's Tourism Component in the Selasari

- Rural Tourism, Pangandaran, Asia Tourism Forum 2016. <https://doi.org/10.2991/atf-16.2016.21>
- Alkahtani, S., Xia, J., Veenendaal, B., & Caulfield, C. (2015). Building a conceptual framework for determining individual differences of accessibility to tourist attractions, *Tourism Management Perspectives*, 16(1), 28-42.
- Blasco, D., Guia, J. and Prats, L. (2014). Tourism destination zoning in mountain regions: a consumer-based approach". *Tourism Geographies*, 16(3), 512-528, <https://doi.org/10.1080/14616688.2013.851267>
- Carcellar, M.R.I., Yandug, J.S., Aliado, J.B., Ochoa, M.J., & Pacana, M.J. (2020). Service model augmentations for improving company management systems of Corregidor Inn. *Proceedings of the International Conference on Industrial Engineering and Operations Management* <http://www.ieomsociety.org/ieom2020/papers/678.pdf>
- Ceccato R., Deflorio F., Diana M., Pirra M. (2020). Measure of urban accessibility provided by transport services in Turin: A traveller perspective through a mobility survey. *Transportation Research Procedia*, 45, 301–308.
- Doumi, M., Kyriakaki, A., Stavrinoudis, T., (2017). Factors influencing destination recommendation and tourists' revisit intention. https://www.researchgate.net/publication/338913495_Factors_influencing_destination_recommendation_and_tourists'_revisit_intentions
- Fishbein, M., & Ajzen, I. (1975). Belief, Attitude, Intention, and Behaviour: An Introduction to Theory and Research. <https://people.umass.edu/ajzen/f&a1975.html>
- Huang-Ping Yen, Po-Chi Chen, and Kung-Cheng Ho (2021). Analyzing destination accessibility from the perspective of efficiency among tourism origin countries, *SAGE Journals*, <https://doi.org/10.1177/21582440211005752>
- Kijima, K., Novani, S., Widiana, R., Palumian, Y., & Cintuawati, C. (2020). What influences tourists' visit decision to coastal area? A lesson learned from southern beaches of West Java. *The Asian Journal of Technology Management*, 13(1), 63-81.
- Libre, A., Manalo, A., & Laksito, G.S. (2022). Factors Influencing Philippines Tourist' Revisit Intention: The Role and Effect of Destination Image, Tourist Experience, Perceived Value, and Tourist Satisfaction. *International Journal of Quantitative Research and Modeling*. <https://doi.org/10.46336/ijqrm.v3i1.260>
- Luisa, W., Mulyani, & Alamsyah, D.P. (2021). The impact of destination attributes to traveling decision in the new normal, *Proceedings of the International Conference on Industrial Engineering and Operations Management Monterrey*. <https://doi.org/10.46336/ijqrm.v3i1.260>
- Le Anh Tuan (2019). Study the factors affecting the choice of accommodation for new students: case in Da Nang City, Vietnam. <http://dx.doi.org/10.5281/zenodo.2539169>
- Mangali, G. & Ortaleza, M. (2021). Attributes of travel destinations that influence tourists' decisions: A systematic review, <http://dx.doi.org/10.37227/ITHJ-2021-03-247>
- Murugaiah Mhunthan (2017). Overview of The Tourist Information Center Operation, https://www.researchgate.net/publication/323265082_Overview_of_The_Tourist_Information_Center_Operation
- Nickjoo, A. & Ketabi, M. (2015, May 18). The role of push and pull factors in the way tourists choose their destination. *An International Journal of Tourism and Hospitality Research*, 26(4). <https://doi.org/10.1080/13032917.2015.1041145>
- Woojin Lee, Kyung Hyan Yoo, Ulrike Gretzel (2016). Effectiveness of community-based visitor information centers. *Travel and Tourism Research Association*. <https://hdl.handle.net/20.500.14394/48129>

Zeng Bindan, Yinchun He (2018). Factors influencing Chinese tourist flow in Japan – a grounded theory approach, Asia Pacific Journal of Tourism Research. <https://doi.org/10.1080/10941665.2018.1541185>

66. Dumagat People as Environmental Protectors and their Role in Sustainable Development using Traditional Ecological Knowledge

Carl Castro¹, and Reyman Gapas

¹ Carl Castro, Lyceum of the Philippines University Manila, Philippines

² Reyman Gapas, Lyceum of the Philippines University Manila, Philippines

*Correspondence E-mail: reyman.gapas@lpu.edu.ph

Keywords: Dumagat, Indigenous, Traditional Ecological Knowledge, Sustainable Development.

EXTENDED ABSTRACT

Indigenous communities play a critical role in global conservation efforts. Studies like Global Environment Facility (2007) estimate that indigenous territories hold a significant portion of the world's healthy ecosystems and biodiversity. The Dumagat people of the Philippines exemplify this. They possess a rich tradition of sustainable resource management, reflected in their practices like slash-and-burn agriculture and weather prediction based on nature (De Vera, 2007). However, their ability to maintain these practices is threatened by factors like land degradation and lack of legal recognition of their territories (De Vera, 2007).

This highlights the need to integrate indigenous knowledge into sustainable development strategies. Recognizing the rights and knowledge systems of indigenous communities, like the Dumagat, is crucial for achieving a future where human well-being and environmental health coexist.

LITERATURE REVIEW

The Dumagat people, residing along the Pacific coast and in the Sierra Madre mountains of Luzon, Philippines, are an indigenous group with a rich cultural heritage and deep connection to the environment. Divided into three subgroups – Tagibulos, Kabulowans, and Idimala – they rely on the land and sea for survival, practicing fishing, hunting, rattan gathering, and some settled agriculture (David, 2007). Their spiritual beliefs emphasize stewardship, viewing the mountains and resources as gifts from their god, Makedepat, entrusted to them for protection (David, 2007).

This deep respect for nature aligns perfectly with the concept of sustainable development. However, modern threats like climate change and resource exploitation endanger the very ecosystems the Dumagat depend on and protect (Rebecca, 2007). Recognizing their crucial role as environmental stewards is vital.

The Dumagat possess a wealth of Traditional Ecological Knowledge (TEK) – a set of practices and beliefs accumulated over generations – that promotes sustainable resource management. This knowledge includes sustainable fishing practices, responsible hunting techniques, and a deep understanding of local weather patterns. Integrating this TEK into broader conservation efforts offers valuable insights for protecting

biodiversity and ensuring environmental well-being.

Unfortunately, the Dumagat face challenges in maintaining their traditional practices. Lack of legal recognition of their ancestral lands and increasing pressure from development projects threaten their way of life.

Therefore, supporting the Dumagat requires a multi-pronged approach. Recognizing their land rights, fostering collaboration in conservation efforts, and promoting the transmission of TEK to younger generations are crucial steps. By acknowledging the Dumagat as environmental stewards and learning from their wisdom, we can work towards a future where indigenous knowledge and sustainable development go hand-in-hand.

RESEARCH METHOD

To gain a comprehensive understanding of the community's relationship with the environment, the researchers used a variety of ethnographic methods. They lived alongside the community members (participant observation) to witness their daily routines and environmental discussions. Semi-structured interviews were conducted following protocols outlined in the Indigenous Peoples' Rights Act (IPRA), particularly with elders and the chieftain. Focus group discussions were held with cultural advisors, including the Council of Elders, to delve deeper into traditional practices. With permission, some community members even reenacted these practices for better understanding. Throughout the study, photographs, videos, and recordings were obtained with consent to support data analysis. Finally, to ensure accuracy, the researchers verified the collected information by reading the written report back to the participants for their feedback.

RESULTS

The study revealed the following key findings:

- **Roles and Responsibilities as Dumagat:** The Dumagat view themselves as stewards of the land, responsible for protecting the environment that sustains them. They believe their god, Makedepat, entrusts them with this responsibility.
- **High Regard for the Environment:** The Dumagat hold a deep respect for nature, influenced by their spiritual beliefs and reliance on natural resources for food, medicine, and shelter.
- **Examples of TEK Practices:** The study identified various TEK practices:
- **Traditional Farming:** The Dumagat practice a sustainable slash-and-burn method (kaingin) for rootcrop cultivation.
- **Weather Knowledge:** They possess traditional methods of predicting weather patterns based on animal behaviour and cloud formations.
- **Traditional Medicine:** The Dumagat utilize various plants for medicinal purposes, relying on subkal or bonogon (healers) for treatment.

- Spiritual Beliefs: Their belief in guardian spirits fosters respect for nature, with sacred ceremonial sites acting as de facto protected areas.
- Transmission of TEK: While elders express willingness to share knowledge, younger generations show decreasing interest due to external influences and environmental degradation.

DISCUSSIONS

The Dumagat people possess a rich tradition of TEK that promotes sustainable development. Their practices demonstrate a deep understanding of the environment and its delicate balance. Recognizing and integrating this knowledge into broader environmental management strategies can benefit conservation efforts. However, the declining interest among younger generations necessitates interventions to ensure the transmission of TEK.

This study emphasizes the need to:

- Recognize the value of TEK for environmental protection.
- Develop mechanisms for integrating TEK into sustainable development frameworks.
- Promote the transmission of TEK to younger generations through culturally appropriate education programs.
- Respect the rights and knowledge systems of indigenous communities.
- By acknowledging the wisdom of the Dumagat people and other indigenous groups, we can move towards a more sustainable future for our planet.

FUTURE RESEARCH DIRECTIONS

Future research on other indigenous people of the Philippines should be conducted

REFERENCES

- Global Environment Facility (2007). Traditional indigenous knowledge and biodiversity protection. Retrieved from [link to Global Environment Facility website](#)
- De Vera, S. S. (2007a). The situation of indigenous peoples in the Philippines. Retrieved from [source about the situation of indigenous people in the Philippines]
- De Vera, David (2007b). Indigenous Peoples in the Philippines: A Country Case Study.
- Adamson, Rebecca (2007). Indigenous Stewardship Preserves Biodiversity at Less Cost. First Peoples Worldwide. University of the South Pacific.

67. Exploring the Potential of the Polytechnic University of the Philippines as Campus Tourism Destination: A Mixed Method Study of Students' Perspectives

Luzviminda O. Tugade*¹ Lizbette R. Vergara²

*¹Luzviminda O. Tugade, Polytechnic University of the Philippines

²Lizbette R. Vergara, Polytechnic University of the Philippines, Philippines

*Correspondence E-mail: lo.tugade@pup.edu.ph

Keywords: Campus tourism, Manila, State University, Students.

EXTENDED ABSTRACT

This study examines campus tourism at the Polytechnic University of the Philippines involving 1,013 college students. It uses a mixed methods approach to identify factors influencing tourism, including benefits, challenges, and niche markets, and conducts a SWOT analysis. The findings reveal that a university's reputation and amenities attract tourists, while economic, environmental, and socio-cultural concerns present challenges. Students believe that the benefits outweigh the challenges, and potential markets include partner institutions, travel professionals, researchers, and graduates. The university's attractiveness is attributed to academic excellence, cultural appeal, and collaboration. However, limitations in infrastructure, financial constraints, and insufficient support services exist. Opportunities for improvement lie in event hosting, income generation, and urban tourism positioning. Safety concerns, competition, and external factors pose threats. To enhance campus tourism, the university must improve its amenities, address weaknesses, capitalize on strengths, implement sustainable practices, foster collaboration with local businesses, and perform a SWOT analysis for effective strategies and economic growth. The study has implications for including the campus in urban destination development. Emerging campus tourism development can provide income-generating opportunities for state universities.

LITERATURE REVIEW

Campus Tourism

The university is a vital academic institution for promoting local tourism (Mangi et al., 2019). Theories on the competitiveness of tourist destinations suggest that destinations can become more competitive by offering value-added products and services that utilize the essential resources and attractions of the destination (Sirkis et al., 2022; Gu et al., 2022). Urban tourist attractions are significant for the competitiveness of these destinations (Mikulić et al., 2016; Sirkis et al., 2022). Cheng et al. (2020) highlight the role of university campus tourism as an essential component and extension of urban tourism. They emphasize that the landscapes of university campuses reflect the interaction between regional natural and humanistic environments and contribute to a solid visual perception or sensory experience of the campus. This, in turn, plays a positive guiding role in developing campus tourism resources. Campus tourism refers to visiting the higher learning institutions' unique architecture, aesthetic scenery, rich cultural heritage, and academic atmosphere that bring socio-economic benefits (Pan et al., 2011). Rinaldi

et al. (2020) confirm the growing discussion about Higher Education Institutions' evolving responsibilities and purposes (HEIs) concerning their responsibility toward the sustainability of communities in terms of social, environmental, and economic aspects, which can also be described as destinations in the tourism context.

RESEARCH METHOD

The study aims to investigate the Polytechnic University of the Philippines' potential as a campus tourism destination using a descriptive-mixed survey method and purposive sampling from 1,013 college students using Google Forms and an interview guide. The questionnaire items underwent a rigorous review by a panel of esteemed tourism academicians. Their feedback, which was found to have minimal suggestions for refinement, highlights the credibility of the research. The survey, which included close-ended questions and a five-point Likert scale, was devised to assess campus attractiveness and tourism benefits and costs. The interview guide featured open-ended questions about the strengths, weaknesses, opportunities, and threats of campus tourism development.

Descriptive statistics were used to analyze the data, including frequency, percentage, and weighted arithmetic mean. Thematic analysis was utilized to explore the qualitative responses linked to the perceived strengths, weaknesses, opportunities, and threats of developing the university into a campus tourism destination.

RESULTS AND DISCUSSIONS

Important Attributes of Campus Tourism

The university's reputation and prestige, safety and security, accessibility, amenities, and visitor experience quality emerge as highly important attributes of campus tourism. While historical importance, cultural attractions, and community engagement also matter, they are less significant.

These significant attributes can deliver a welcoming atmosphere to visitors who have high regard for worthy experiences.

Perceived Benefits and Costs of Campus Tourism

Survey participants generally concurred on the advantages of campus tourism, such as its positive influence on the economy, its role in promoting the institution's image, its educational value, and its impact on community development. Nevertheless, there were apprehensions about financial limitations, social and cultural effects, and disruptions to academic activities. Even in a compact campus environment, tourism involves trade-offs that must be addressed. The arrival of non-local individuals at the educational establishment could disrupt the learning environment for students and faculty.

Campus Tourism Market Segments

After prioritization, students' perspectives suggest that the most advantageous market segments consist of partner institutions, as they have established relationships for academic exchanges involving faculty and students in research, curriculum, and internships. Nevertheless, the university's strong emotional

connection with students, their families, and alumni consistently brings them back to visit the campus. This bond is a compelling force that continuously attracts them to our institution. Moreover, local and international tourists may be enticed due to their interest in cultural and educational tourism. The least interested parties are the nearby residents and researchers, who are already familiar with the campus under consideration.

SWOT Analysis of Campus Tourism

Four identified themes make the university an attractive campus tourism destination: academic excellence, historical and cultural appeal, accessibility and amenities, and collaboration and networking. Leveraging these strengths can significantly enhance the university's attractiveness for campus tourism.

However, specific weaknesses must be addressed to improve the visitor experience and promote successful tourism initiatives on campus. These include challenges related to infrastructure, a lack of recreation spaces, financial constraints, and the absence of necessary facilities and support services for campus tourism development.

The specified strategic initiatives are opportunities for campus tourism, including event hosting, income generation, utilization of institutional expertise, and promoting the university as a critical component in urban tourism. Implementing these themes can contribute to campus tourism initiatives' overall development and success. Performing a SWOT analysis can help universities develop effective strategies to boost campus tourism, promote sustainable practices, and drive local economic growth by identifying their strengths, weaknesses, opportunities, and threats.

MANAGERIAL IMPLICATIONS

The research highlights the significance of empowering residents, maintaining transparency, and upholding ethical standards in managing slum tourism. To establish lasting and mutually advantageous experiences, tour operators should prefer community-based approaches, partner with NGOs, and redirect their attention from poverty to cultural interaction and community assets.

FUTURE RESEARCH DIRECTIONS

Further studies may examine the extended effects of slum tourism on the inhabitants and tourists, assessing the efficiency of tourism models based on community involvement and quantifying the socio-economic advantages for residents of BASECO. The potential impact of social media on influencing perceptions and experiences of slum tourism is a crucial aspect to consider, as it could significantly shape the future of responsible tourism.

The study results have significant marketing implications for campus tourism, suggesting that focused marketing efforts should emphasize the university's academic exchange opportunities, historical significance, and cultural experiences. Local tour operators can develop tailored tours to target specific market segments. The city's tourism office can create urban tourism promotions that highlight campus

visits. Universities can work to maximize the benefits of attracting visitors while minimizing potential drawbacks. This approach can lead to a more sustainable and successful campus tourism program that benefits the university, students, and the surrounding community.

REFERENCES

- Cheng, Deqiang; Gao, Chunliu; Shao, Tiantian; Iqbal, Javed (2020). A Landscape Study of Sichuan University (Wangjiang Campus) from the Perspective of Campus Tourism. *Land*, 9(12), 499–. doi:10.3390/land9120499
- Gu, X.; Sheng, L.; Lei, C. (2022). Specialization or diversification: A theoretical analysis for tourist cities. *Cities* p., 122, 103517.
- Mangi, Muhammad Yousif; Yue, Zhang; Kalwar, Saima; Chen, Ganghua (2019). Universities emerging as tourism sites in China: A case study of Tsinghua university Beijing. *Cogent Social Sciences*, 5(1), –. doi:10.1080/23311886.2019.1588200
- Mikulić, J.; Krešić, D.; Prebežac, D.; Milićević, K.; Šerić, M. (2016). Identifying drivers of destination attractiveness in a competitive environment: A comparison of approaches. *J. Destin. Mark. Management*. pp.154–163.
- Pan, Z., Jiayu, W., & Qianru, L. (2011). Analysis of highlighting unique features of college tourism by means of planning measures: A case study of tourism planning of Huazhong Agricultural University. *Journal of Green Science and Technology*, 8, 231–234.
- Rinaldi, C., Cavicchi, A., & Robinson, R. N. S. (2020). University contributions to co-creating sustainable tourism destinations. *Journal of Sustainable Tourism*, 30(9), 2144–2166. <https://doi.org/10.1080/09669582.2020.1797056>
- Sirkis, G.; Regalado-Pezúa, O.; Carvache-Franco, O.; Carvache-Franco, W. (2022). The Determining Factors of Attractiveness in Urban Tourism: A Study in Mexico City, Buenos Aires, Bogota, and Lima. *Sustainability* p., 14, 6900. <https://doi.org/10.3390/su14116900>

68. Explicating the Lived Experiences of PWDs in Southeast Asia When Traveling: A Phenomenological Study

Victor Reyes*¹, April Kim Lalisan², Rashid Ating³, Karisma Sri Rahayu⁴, Arif Widyatama⁵, Pichsinee Soonsap⁶, Joao Gregorio Goncalves Guterres⁷

¹ University of Santo Tomas, General Santos, Philippines

² University of Perpetual Help System DALTA Las Piñas, Philippines

³ Department of Primary Care Medicine, Faculty of Medicine (FOM), Universiti Malaya (UM), Malaysia

^{4,5} Department Business and Hospitality, Faculty of Vocational Universitas Brawijaya Indonesia

⁶ Humanities & Social Sciences Department, Innovation in Tourism and Hospitality Program, School of Liberal Arts, King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand

⁷ National University of Timor Leste (UNTL), Timor Leste.

*Correspondence E-mail: vtreyes.gensan@ust.edu.ph

Keywords: Accessible Tourism, PWDs, Southeast Asia, Travel Aspirations, Travel Motivations.

EXTENDED ABSTRACT

Tourism is a fundamental right that should be accessible to every individual. As delineated in the Global Code of Ethics for Tourism, promoting and supporting the universal entitlement to tourism, particularly for individuals with disabilities, are imperative and should be actively promoted and facilitated (UN Tourism, n.d.). Moreover, ensuring access to tourism is vital for accomplishing the 2030 Sustainable Development Goals (SDGs). To serve the needs of Persons with Disabilities (PWDs), providing accessible facilities, products, and services in tourism to all individuals should be a fundamental element of any responsible and sustainable tourism policy (UN Tourism, n.d.).

Accessible tourism has garnered global attention due to its potential impact on achieving the SDGs and its economic significance. However, the majority of scholarly pursuits have been conducted within a Western framework, focusing on countries such as Germany, Spain, Australia, and Great Britain as the primary research sites on disability and accessible tourism (Darcy et al., 2020). Studies on accessible tourism in developing countries largely focus on physical infrastructure for individuals with disabilities (Noviyanti et al., 2021). Moreover, the analysis of travel experiences among individuals with disabilities has been limited in scope (Richards et al., 2010). To tackle the societal obstacles encountered by Persons with Disabilities (PWDs), the researchers of this study will examine the underlying travel motivations and travel aspirations of PWDs to participate in tourism. Furthermore, the originality of this study lies in its examination of Persons with Disabilities (PWDs) in the Southeast Asian (SEA) region, focusing on their motivations and aspirations during travel.

LITERATURE REVIEW

Disability

A disability refers to any physical or mental condition (impairment) that hinders an individual from participating in certain activities (activity limitation) and taking part in their surrounding environment

(participation restrictions) (University College London, 2021). Furthermore, the term disability denotes the functioning of an individual, encompassing physical impairment, sensory impairment, cognitive impairment, intellectual impairment, mental illness, and different forms of chronic disease (Disabled World, 2023).

According to the National Disability Services of Australia, there are several disability types such as Neurodevelopmental Disorders, Physical Disability, Acquired brain injury, Neurological Disability, Vision Impairment, Hearing Impairment, Deafblind (dual sensory), Speech Language Impairment, Psychosocial Disability, and Developmental delay (National Disability Services, n.d.). Aside from the physical limitations, PWDs also face social limitations. According to Darcy et al. (2022), disability arises as a consequence of the restriction of social interaction encountered by an individual with a physical or mental impairment as a result of societal norms and physical circumstances.

The data presented by the World Health Organization (WHO, 2023) reveals that around 1.3 billion people encounter substantial disability, which accounts for roughly 16% of the worldwide populace. To serve the needs of Persons with Disabilities (PWDs), providing accessible facilities, products, and services in tourism to all individuals should be a fundamental element of any responsible and sustainable tourism policy (UN Tourism, n.d.).

Accessible Tourism

Accessibility in tourism involves a continuous effort to guarantee that tourist destinations, products, and services are reachable by individuals of all abilities, irrespective of their physical constraints, disabilities, or age (Centre for the Promotion of Imports from Developing Countries, 2022). Accessibility is not solely concerned with the human rights principles. It represents a promising prospect for businesses and destinations to attract tourists and enhance their revenues (UN Tourism, n.d.).

Accessible tourism (AT) is a relatively recent and developing study area (Rubio-Escuderos et al., 2021). Because it is relatively recent, it is argued that there exists no singular, universally acknowledged definition of the concept of “accessible tourism.” The initial interpretation of AT denoted eliminating obstacles that hinder individuals with disabilities from completely partaking in a travel-related encounter (Buhalis & Darcy, 2011; UNWTO, 2016; as referenced in Rubio-Escuderos et al., 2021).

UN Tourism, formerly United Nations World Tourism Organization, defines accessible tourism for all as a tourism form involving a shared approach along with multiple stakeholders towards empowerment of individuals with diverse access conditions, such as mobility, vision, hearing, and cognitive challenges, to engage independently and equitably with respect. AT is achieved through the provision of tourism offerings, services, and surroundings that are universally designed (UNWTO, 2013).

Statement of the Problem:

The study aims to explicate the lived experiences of Persons with Disabilities (PWDs) in relation to their travel motivations and travel aspirations in their tourism participation. Specifically, the study aims to answer the following questions:

1. What are the motivations of the PWDs in traveling?
2. What are the travel aspirations of the PWDs in traveling?
3. What are challenges that PWDs anticipate in traveling?

Assumption of the Study

The researcher made this research assumption:

A1: The key informants of the study have frustrations and disappointments towards traveling but still posit travel motivations and travel aspirations.

RESEARCH METHOD

The study will use qualitative research, an inquiry process emphasizing understanding phenomena through words, descriptions, and key informants' understanding (Cresswell 2018). Particularly, the study aims will use phenomenology as a research design wherein it will deal with the structures of experience, or consciousness, as directly apprehended from the first-person point of view with the aim of unraveling the essential themes of those experiences (Donelan 2003).

The study will utilize purposive sampling, including ten (10) key informants who had been institutionalized as Persons with Disability (PWD) and had experienced local/international travel in select Southeast Asia region. Lastly, a researcher-made open-ended questionnaire will be validated by experts in both the service industry and research and an accomplished assent form was secured before conducting the face-to-face interview. Meanwhile, using Braun and Clarke (2021) paradigm on Reflexive Thematic Analysis, the qualitative data that will be gathered from the interview will undergo data analysis, which will be processed through the NVivo 12 software.

Data Gathering Procedures

To obtain the qualitative data pertinent to the objective of the study, the researchers will conduct the following procedures: (1) write a letter of invitation to participate in the study to the key informants; (2) once the approval is secured, the researcher will secure an accomplished assent form from the participants; (3) the researcher will then conduct the face-to-face interview; and the data that will be obtained shall be transcribed from the recording, then will be translated in English Language and the data set will be finalized; (4) the data set will then be subjected reflexive thematic analysis; (5) the themes will be generated using the NVivo 12 software; and (6) the researcher will analyze and will interpret the data.

REFERENCES

- Braun, V., & Clarke, V. (2021). *Thematic Analysis: A Practical Guide*. London: Sage.
- Centre for the Promotion of Imports from Developing Countries. (2022, December 29). *The European market potential for accessible tourism* | CBI. <https://www.cbi.eu/market-information/tourism/accessible-tourism/market-potential>
- Creswell, J. W. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Los Angeles, SAGE.
- Darcy, S., McKercher, B., & Schweinsberg, S. (2020). From tourism and disability to accessible tourism: a perspective article. *Tourism Review*, 75(1), 140–144. <https://doi.org/10.1108/tr-07-2019-0323>
- Darcy, S., McIntosh, A. J., & Cockburn-Wooten, C. (2022). Disability. In *Edward Elgar Publishing eBooks* (pp. 965–968). <https://doi.org/10.4337/9781800377486.disability>
- Donelan, S. (2003, November 16). Phenomenology. In E. N. Zalta (Ed.), *Stanford Encyclopedia of Philosophy*. [<https://plato.stanford.edu/entries/phenomenology/>]
- Disabled World. (2023, July 9). *Disabilities: Definition, types and Models of disability*. <https://www.disabled-world.com/disability/types/>
- National Disability Services. (n.d.). *Disability types and descriptions*. National Disability Services 2024. <https://www.nds.org.au/disability-types-and-descriptions>
- Noviyanti, U. D. E., Rinekso, E. Y., & Hadi, I. (2021). Fulfillment of Facilities for Persons with Disabilities in Taman Bungkul Surabaya. *IOP Conference Series. Earth and Environmental Science*, 738(1), 012048. <https://doi.org/10.1088/1755-1315/738/1/012048>
- Richards, V., Pritchard, A., & Morgan, N. (2010). (Re)Envisioning tourism and visual impairment. *Annals of Tourism Research*, 37(4), 1097–1116. <https://doi.org/10.1016/j.annals.2010.04.011>
- UN Tourism. (n.d.-a). *Accessible Tourism*. <https://www.unwto.org/accessibility>
- UN Tourism. (n.d.). *Global Code of Ethics for Tourism*. <https://www.unwto.org/global-code-of-ethics-for-tourism>
- UN Tourism. (n.d.-b). *TOURISM 4 SDGs*. <https://www.unwto.org/tourism4sdgs>
- University College London. (2021, October 29). *Definitions of disability*. UCL Great Ormond Street Institute of Child Health. <https://www.ucl.ac.uk/child-health/about-us/equality-diversity-and-inclusion/focus-groups/disability-visibility-group/definitions>
- World Health Organization: WHO. (2023, March 7). *Disability*. <https://www.who.int/news-room/fact-sheets/detail/disability-and-health>

69. How Financial Literacy Could Contribute Towards Sustainable Tourism?: A Systematic Literature Review

Rachma Bhakti Utami^{1*}, Rashid Ating²

¹Department of Business Administration, Politeknik Negeri Malang, Indonesia

²Department of Primary Care Medicine, Faculty of Medicine (FOM), Universiti Malaya (UM), Malaysia

*Correspondence E-mail: rachma.utami@polinema.ac.id

Keywords: Financial Literacy, Sustainable Tourism, SLR.

EXTENDED ABSTRACT

Amidst worldwide endeavours to conserve the environment and support local communities, financial literacy has become a vital component that can enhance the sustainability of the tourist business. Financial literacy is a crucial skill in the tourism business and is highly regarded when making decisions about hiring and promotions (Arquero et al. et al., 2024).

Tourism stakeholders can enhance the integration of sustainable methods into their operations by comprehending the principles and practical implementations of financial literacy. A comprehensive comprehension of money empowers intelligent and sustainable decision-making, encompassing budget management and investment in environmentally friendly technology. Research has established a correlation between financial literacy and sustainable management skills. Specifically, studies by Marketa and Lucie (2022) and Munisamy, Sahid, and Hussin (2022) have confirmed that an individual's level of financial literacy directly affects their ability to practice sustainable management.

Based on the background, literature review, and theoretical basis, the research question in this study is: How can financial literacy influence sustainable tourism?

LITERATURE REVIEW

Financial Literacy

Financial literacy refers to the knowledge and comprehension of money's worth, the efficient utilization of financial resources, and the capacity to analyze and apply financial information to make informed decisions (Hoseini, 2020; Akgün H., 2019). Financial literacy has progressed from an emerging field to a crucial educational and research instrument in attaining financial stability and personal welfare, economic expansion, and sustainable development (Ansari, 2022; Zaimovic, 2023).

Sustainable Tourism

Sustainable tourism is a purposeful approach that considers its economic, social, and environmental effects while satisfying the requirements of visitors, industry experts, the environment, and local communities (Day, 2023; Revila, 2020). The study conducted by Viola (2018) asserts that Sustainable tourism encompasses the comprehensive management of all resources to meet economic, social, and aesthetic

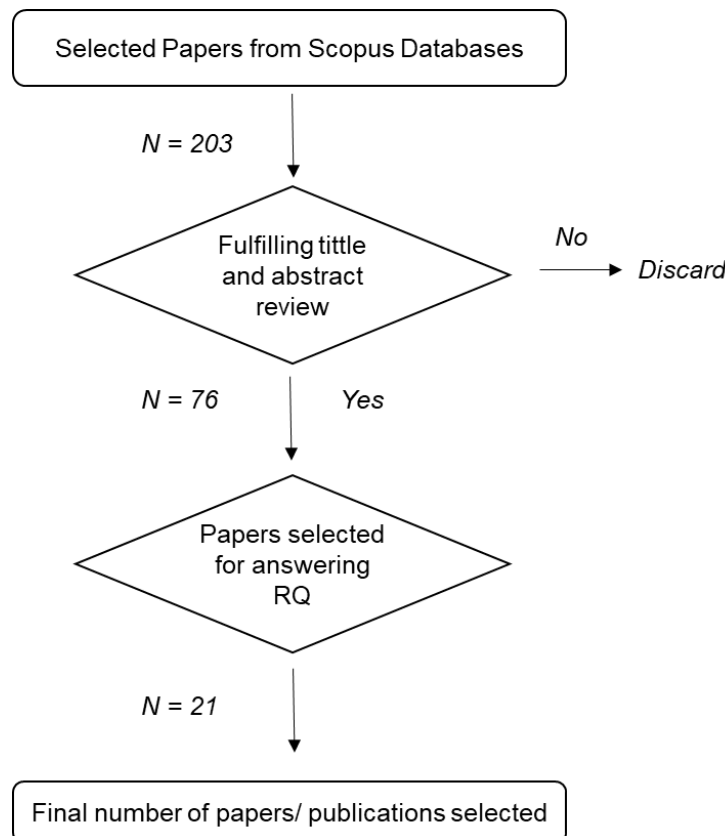
requirements while simultaneously preserving cultural authenticity, ecological processes, biodiversity, and living systems.

RESEARCH METHOD

This research uses the Systematic Literature Review (SLR) method. An SLR technique was selected based on its evidence-based, reproducible, scientific, and transparent approach to minimize bias in the comprehensive study and summarization of the existing literature. The process involves identifying and examining previous research, assessing its significance, analyzing and combining data, and presenting concise and coherent findings (Denyer & Tranfield, 2009).

Instead, the studies were filtered using inclusion and exclusion criteria and quality assessment. An essential need for this stage was the utilization of explicit criteria to assess the pertinence of each paper regarding the review questions. A bipartite inclusion and exclusion procedure was employed to cull the papers. Figure 1 illustrates the complete process of paper selection for comprehensive analysis.

Figure 1: Procedure for choosing publications



RESULTS

• The Contribution of Financial Literacy through Financial Capability on Sustainable Tourism

The results from the previous study indicate that financial literacy and competence play a vital role in fostering sustainability, which is crucial for promoting sustainable tourism. Financial literacy is essential for making informed financial choices, enhancing the overall economic welfare of a nation, and promoting beneficial effects on environmental and social progress. This underscores its significance in the context of sustainable tourism (Fry, 2018; Gedvilaitė D, 2022).

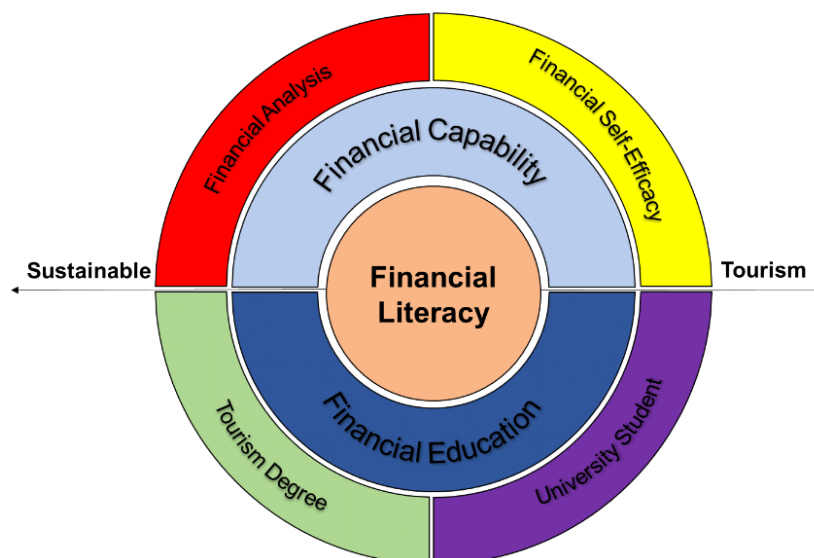
• The Contribution of Financial Literacy through Financial Education on Sustainable Tourism

Financial literacy aids tourism stakeholders, including firms, governments, and local communities, comprehend the monetary consequences of sustainability endeavors. They acquire the ability to evaluate the expenses and advantages linked to implementing environmentally friendly methods, such as energy conservation, trash disposal, and sustainable procurement. This comprehension enables stakeholders to make well-informed decisions that harmonize environmental objectives with budgetary constraints.

Financial literacy, namely through financial education, is essential for tourism degree students and university students. It significantly impacts the development of sustainable tourism practices and outcomes.

This research aims to develop a conceptual model, as depicted in Figure 2, to explore the potential contribution of financial literacy to sustainable tourism, building upon prior studies.

Figure 2: Conceptual Model of How Financial Literacy Can Contribute to Sustainable Tourism



DISCUSSIONS

The impact of financial literacy on sustainable tourism highlights the significance of a profound comprehension of financial principles within the sustainability framework. Financial literacy empowers individuals involved in tourism to make informed and sustainable choices, considering the economic, environmental, and social factors in a well-balanced manner.

Financial literacy is crucial in effectively handling financial risks associated with regulatory changes, market volatility, or environmental repercussions. Stakeholders with a profound comprehension of financial risks can formulate efficient solutions to reduce uncertainty and enhance resilience to environmental and societal changes.

In essence, financial literacy encompasses more than just prudent money management. It plays a crucial role in establishing a sustainable future for the tourism industry, characterized by consistent economic gains, environmental preservation, and social advantages for both local populations and tourists.

MANAGERIAL IMPLICATIONS

Financial literacy plays a crucial role in influencing sustainable tourism practices within the framework of managerial implications. Tourism managers with a strong grasp of finance may significantly contribute to the promotion and execution of sustainable projects within their enterprises.

Integrating financial literacy into tourist management promotes environmental sustainability and enhances corporate financial performance and the capacity to navigate intricate future difficulties in the global tourism sector.

FUTURE RESEARCH DIRECTIONS

Potential areas for further research on the influence of financial literacy on sustainable tourism could encompass examining crucial factors, such as the role of financial literacy in addressing environmental crises. This project aims to investigate the impact of financial literacy on the resilience of tourism destinations in the face of environmental crises, such as natural disasters or climate change.

REFERENCES

- Akgun, H. Reproduction Of Financial Literacy On Twitter As A Digital Cultural Means. *New Approaches in Media and Communication*, 239.
- Ansari, Y., Albarrak, M. S., Sherfudeen, N., & Aman, A. (2022). A study of financial literacy of investors—A bibliometric analysis. *International Journal of Financial Studies*, 10(2), 36.
- Arquero, J. L., Fernández-Polvillo, C., & Jiménez-Cardoso, S. M. (2024). Financial literacy in tourism and management & business administration entry-level students: A comparative view. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 34, 100474.

- Day, J. (2023). Emerging themes in sustainable tourism. In *Routledge Handbook of Trends and Issues in Tourism Sustainability, Planning and Development, Management, and Technology* (pp. 19-32). Routledge.
- Denyer, D., & Tranfield, D. (2009). I am producing a systematic review.
- Marketa, B., & Lucie, S. (2022). Economic aspects of financial literacy in the context of sustainable management. *Terra Economicus*, 20(2), 147-159.
- Munisamy, A., Sahid, S., & Hussin, M. (2022). Socioeconomic sustainability for low-income households: The mediating role of financial well-being. *Sustainability*, 14(15), 9752.
- Fry, A., Wilson, J., Soberanes, P. W., Overby, C., & Flores, F. (2018). Designing Materials for Changing Financial Behaviour. *The International Journal of Design in Society*, 12(2), 23.
- Gedvilaitė, D., Gudaitis, T., Lapinskienė, G., Brazaitis, J., Žižys, J., & Podvieszko, A. (2022). Sustainability literacy and financial literacy of young people in the Baltic states. *Sustainability*, 14(21), 14013.
- Hoseiny, S., & Niknafs, A. (2020, December). Study of the Serious Games Capacity in Promoting Financial Literacy. In *2020 International Serious Games Symposium (ISGS)* (pp. 81-87). IEEE.
- Lakshmi, R. M., & Bharathi, A. M. (2023). Enhanced Human Growth Through Technical Financial Literacy. *Resource Management in Advanced Wireless Networks*, pp. 291, 291.
- Viola, I., Simonetti, B., & Öztürk, L. (2019). Sustainable jobs and tourism. *Rivista di Studi Sulla Sostenibilita*, (2018/2).
- Zaimovic, A., Torlakovic, A., Arnaut-Berilo, A., Zaimovic, T., Dedovic, L., & Nuhic Meskovic, M. (2023). Mapping financial literacy: A systematic literature review of determinants and recent trends. *Sustainability*, 15(12), 9358.

70. The Impact of Educational Tourism on Eco Tourism Park, SK Kundasang: Insights from Its Status as a UNESCO Geopark Gazette

Adeline Leong Suk Yee¹, Rashid Ating^{*2}, Hamidah binti Samsudin³, Johana Esan Kong⁴, Naiwah @ Herdawati binti Arifin⁵ and Caroline Leonardus G. Toyu⁶

^{1,3} Institute of Teacher Education (IPG) Kent Campus, Tuaran, Sabah, Malaysia

²Department of Primary Care Medicine, Faculty of Medicine (FOM), Kuala Lumpur, Universiti Malaya (UM), Malaysia

^{4,5,6} SK. Kundasang, Ranau, Sabah, Malaysia

*Correspondence e-mail: rashid_ating@um.edu.my

Keywords: Education tourism, Sabah, Kundasang, Malaysia, NVivo Analysis.

EXTENDED ABSTRACT

This Science Park is indeed part of the Kinabalu UNESCO Global Geopark. SK Kundasang (a primary school), located in the Ranau district of Sabah, was established as the first Kinabalu Geopark adopted school. The SK. Kundasang Eco Science Park was developed in 2018 to promote Science, Technology, Engineering and Mathematics (STEM) education among school students and the local community, with an initial funding of approximately RM400,000 by the Ministry of Science, Technology, and Innovation (MOSTI). The park includes various educational features such as a geopark corner and herb garden, is developed in collaboration with Sabah Parks and other strategic partners.

The designation as an adopted school and the establishment of the Eco Science Park has played a significant role in the assessment of Kinabalu Geopark for its UNESCO Global Geopark status, highlighting the integration of educational initiatives within the geopark's framework (The Star, 2022; Utusan Borneo, 2022).

LITERATURE REVIEW

Educational tourism is an emerging segment of the tourism industry that combines travel with educational activities. This form of tourism involves individuals traveling to locations with the primary purpose of learning and acquiring new skills or knowledge, which can include cultural heritage tourism, language learning, and educational excursions.

Definition and Criteria of UNESCO Global Geoparks

UNESCO Global Geoparks are designated areas recognized for their geological significance and natural beauty. These geoparks are not just sites of scientific importance but they also foster sustainable economic development within local communities. To be recognized as a geopark, an area must demonstrate considerable geological heritage, sound management strategies, established educational programs, active community involvement, and a commitment to international cooperation. These criteria ensure that geoparks function effectively as centers of conservation, education, and tourism (UNESCO, 2020).

Kinabalu UNESCO Global Geopark

Kinabalu UNESCO Global Geopark, located in the state of Sabah on the island of Borneo, Malaysia, was designated as a UNESCO Global Geopark in 2023. This geopark covers an extensive area of 4,750 square kilometers, spanning the districts of Kota Belud, Kota Marudu and part of Ranau. It is renowned for its significant geological features, biodiversity and cultural heritage.

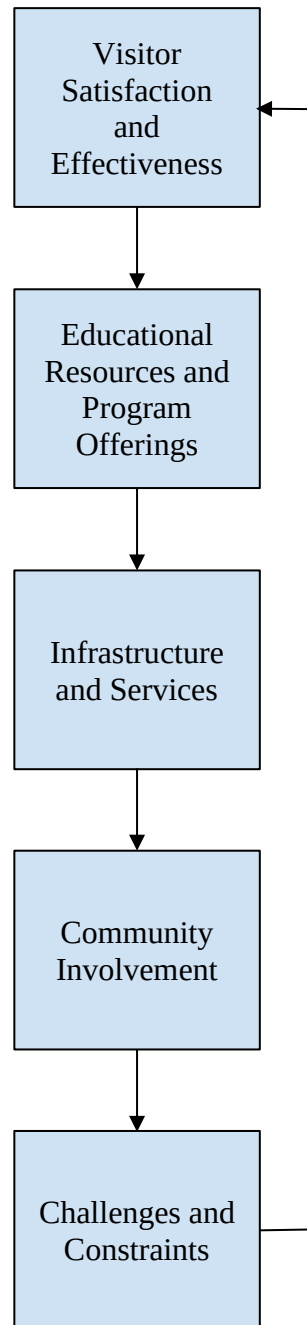
Conceptual Framework

The conceptual framework for this study is designed to illustrate the key components and relationships involved in assessing and enhancing educational tourism development at SK. Kundasang Eco Science Park, Sabah. This framework encompasses various dimensions including visitor satisfaction, educational resources, infrastructure, community involvement and the broader impacts of educational tourism.

Conceptual Framework Elements

1. Visitor Experience: Measures of visitor satisfaction with the educational resources, programs, and overall experience at the park.
2. Program Quality: Analysis of the content, delivery, and effectiveness of educational programs offered.
3. Current Infrastructure: Assessment of the adequacy and condition of facilities and infrastructure supporting educational tourism.
Service Quality: Evaluation of the quality of services provided to visitors, including customer service, accessibility, and maintenance.
4. Community Participation: Investigation of the level and nature of community involvement in tourism development and operations.
Support Capacity: Assessment of the community's capacity to support and sustain educational tourism initiatives.
5. Environmental Conservation: Analysis of the impact of educational tourism on environmental conservation efforts at the park.
Socio-Cultural Impacts: Examination of the socio-cultural effects of educational tourism on the local community.

Figure 1: Conceptual Framework for Enhancing Educational Tourism at SK. Kundasang Eco Science Park, Sabah

**Statement of Problem**

While the park has received international acclaim for its unique features, including its diverse flora and fauna, geological formations and cultural heritage, there is a distinct lack of comprehensive promotional efforts targeting both local and international visitors. This gap in promotion hinders the realization of the park's full potential as an educational and recreational destination, limiting opportunities for visitors to

engage with and learn about its rich natural and cultural heritage.

Purposes of the Study

The study aims to identify strategies to enhance service quality and educational program offerings, as well as to pinpoint specific educational opportunities that can be integrated into tourism activities to improve visitor learning and engagement. Additionally, the study seeks to investigate the level of community involvement and participation in tourism development and assess their capacity to support educational tourism initiatives.

Objectives of the Study

- 1.To assess the level of satisfaction and effectiveness of the current status of educational tourism development at SK. Kundasang Eco Science Park, Sabah, including the availability of educational resources, expansion of the current infrastructure and service provided to visitors.
- 2.To identify strategies for enhancing the service quality of the SK Kundasang Eco Science Park, Sabah.

Research Questions

- 1.What is the current level of visitor satisfaction with the educational resources available at SK. Kundasang Eco Science Park? To what extent is the current level of visitor satisfaction with the educational resources available?
- 2.How effective are the existing educational programs in meeting the needs of visitors?

Significance of the Study

The significance of promoting education tourism in SK. Kundasang, Sabah and establishing the Eco Science Park as a UNESCO Geopark Gazette extends far beyond mere recognition. By fostering a deeper understanding and appreciation of the region's geological, ecological and cultural heritage, this study has the potential to positively impact various stakeholders.

METHODOLOGY

A qualitative approach is employed for this study. Data gathering is from the feedback form completed by the visitors. The feedback consists of thirteen questions, with four questions on demographic information of the respondents (date and time of their visit, which part of the park that they visited, and their profession). Meanwhile the remaining questions focus on their experience visiting the Eco Science Park. Visitors rate their experience using a Likert Scale from one to five (1-5), scale one (1) for not satisfying while scale five (5) for excellent experience. Visitors from the years of 2021 until 2024 (irrespective of nationalities, either local or international visitors, gender, race, religion, profession, age group and others) are the sample of the study.

RESULTS

There will be two parts of analyses, descriptive and qualitative. For descriptive, all the information will

be on details of the respondents. While for the open-ended part, NVivo Version 12 is used for data analysis. Visitors may provide suggestion, recommendation, or other factors that need to be improved for Science Eco Park in the future. We gather the comments and recommendations and perform thematic analysis.

DISCUSSIONS

From June 8, 2022 to February 8, 2024 (in the time span of one year, seven months and 25 days, excluding the end date) 2,405 local visitors were recorded visiting SK Kundasang Eco Park. Visitors from Peninsular Malaysia are of various states and department and which indicates that this geopark is well-known locally. Therefore, more effort is needed in making SK Kundasang Eco Park globally noticeable.

MANAGERIAL IMPLICATIONS

The study seeks to investigate the level of community involvement and participation in tourism development and assess their capacity to support educational tourism initiatives. Finally, the study will analyse the challenges and constraints faced in promoting educational tourism, including issues related to environmental conservation, socio-cultural impacts and infrastructure limitations.

FUTURE RESEARCH DIRECTIONS

A comparative study with other geoparks can be taken into consideration in the future. At the same time, society awareness is another interesting factor awaiting to be explored in the future. Besides questionnaire survey, observations and in-depth interview are options researcher can administer to obtain wider findings.

REFERENCE

- The Star (2022). Sk Kundasang chosen for Unesco assessment. *The Star*. Retrieved from <https://www.thestar.com.my/news/nation/2022/07/22/sk-kundasang-chosen-for-unesco-assessment>
- Utusan Borneo (2022). Sk Kundasang sekolah angkat pertama dipilih dalam penilaian UNESCO Global. *Utusan Borneo*. Retrieved from <https://www.utusanborneo.com.my/2022/07/21/sk-kundasang-sekolah-angkat-pertama-dipilih-dalam-penilaian-unesco-global-geopark>
- UNESCO Malaysia, (2020). Kinabalu UNESCO Global Geopark. <https://www.unesco.org/en/iggp/geoparks/kinabalu?fbclid=IwAR1VA08TMFW2BM13UBROCHhdkUBLWorsaCoZat9D4pk1Pc60-wb60Tmoxel>

71. Residents' Sentiments Towards Collaborative Destination Governance: The Case of Lakshadweep Islands

¹Prof. Manoj Kumar Singh, Higher Education Department, Government of Madhya Pradesh, India

²Dr. Aditi Choudhary, Indian Institute of Tourism and Travel Management, NOIDA, India

³Dr. Sushma Maligi, Karnataka University, Dharwad, Karnataka

⁴Mr. Asharali TP, Department of Tourism (HOD), Govt. College of Arts and Science, Kadmat Island, U.T of Lakshadweep

*Correspondence E-mail: aditi.choudhary@iittmnoida.ac.in

Keywords: Community Empowerment, Lakshadweep, Resident Perception, Sustainable Tourism, Tourism Planning.

EXTENDED ABSTRACT

Residents are widely recognised as pivotal stakeholders in developing and managing tourism destinations (Garrod et al., 2012). Their sense of responsibility towards their locality drives their commitment, providing valuable insights for destination development (Bichler, 2021). In an increasingly tech-driven world, where the entire tour experience can unfold within virtual landscapes and service-scapes, the warmth and hospitality extended by residents remain paramount in shaping the visitor experience (Moghavvemi et al., 2017). Furthermore, residents bear the invisible burden of tourism development, impacting their quality of life and the destination's overall appeal (Kim and Kang, 2020). Hence, including residents in all tourism destination development discussions is imperative. Analysing resident sentiments (Alaei et al., 2017; Chauma and Ngwira, 2021) has become a crucial tool for fostering resilience in tourism and devising sustainable growth strategies for destinations (Cheung and Li, 2019), particularly for those in the developmental stage and heavily dependent on tourism. This study examines residents' sentiments of the Lakshadweep Islands, the smallest Union Territory of India. The islands have recently garnered global attention due to proposed mega tourism projects aimed at harnessing the potential of this unique destination, which is rich in diverse marine resources, corals, and distinctive cultural offerings. Grounded in empowerment theory, the research analyses how residents perceive current tourism planning initiatives, their priorities for future tourism development, and the extent to which they align with the government's destination development approach.

LITERATURE REVIEW

Residents suffering from unplanned tourism face significant challenges, making it a global concern (Dodds & Butler, 2019). Unplanned tourism negatively impacts tourists' experiences and lowers residents' quality of life (Song et al., 2021). Decision-makers, driven by the economic benefits of tourism, often overlook the concerns of locals who bear the hidden burdens of tourism, leading to anti-tourism sentiments due to feelings of exclusion, unfair distribution of benefits, and a lack of respect for diversity in tourism development (Kim et al., 2020). Residents in heavily tourist areas express lower satisfaction with local tourism management, indicating the marginalisation of their opinions in tourism-related policies (Badurina & Frleta, 2021). Despite residents' vital role in shaping a destination's identity through their hospitality,

policymakers frequently ignore tourism's social, economic, and environmental impacts on residents' lives and the importance of collaborating with them. This oversight necessitates prioritising residents in all tourism planning and development efforts, especially in destinations with fragile natural and cultural environments (Rasoolimanesh & Jaafar, 2016). The current visitor-centric and short-sighted approach to destination development is inadequate. There is a pressing need for more comprehensive policy frameworks that integrate residents' perspectives and sustainable practices (Lin et al., 2017). Ayazlar & Ayazlar (2016) supports this by finding that positive sentiments towards sustainable tourism significantly affect residents' support for tourism, with perceived social costs being a critical factor. Similarly, Garau-Vadell et al. (2013) emphasises minimising social costs to gain residents' approval for tourism expansion. Moreover, Wang and Xu (2015) highlight the significant impact of residents' place-based social identity on their acceptance of tourism, suggesting its consideration in destination planning and management. Long-term development is secured by empowering residents through inclusive tourism development and collaborative decision-making. Dredge (2019) noted that incorporating a more participatory approach to tourism planning can lead to more resilient and adaptive tourism destinations, ensuring residents' and visitors' long-term sustainability and well-being. These studies underscore the need to deeply understand residents' sentiments to foster sustainable and inclusive tourism governance and address the concealed challenges linked to tourism development.

RESEARCH METHOD

A structured questionnaire was employed to collect data from a representative sample of 221 residents of the Lakshadweep Islands, utilising convenience sampling. The survey encompassed demographic information, occupation, and residents' perceptions of tourism's economic and cultural impacts. Key assessment areas included residents' support for tourism, its effects on local culture and the environment, and their comfort with various tourist categories. The survey also sought insights into expectations for government support, infrastructure priorities, and skills necessary for sustainable tourism. Opinions on recent tourism developments, challenges, and preferred areas for promotion or restriction were gathered. This study employs Structural Equation Modeling (SEM) to analyse survey data collected from residents, measuring perceptions across dimensions such as tourism sentiment, support for development, tourism scepticism, and resident involvement. The data is analysed to establish a destination governance model that highlights the importance of integrating resident sentiments into tourism policy and decision-making processes.

RESULTS

The survey, with a total sample size of 221, revealed mixed sentiments among residents of Lakshadweep regarding tourism development. While there was a consensus that tourism fosters economic growth, significant concerns about environmental degradation and rising living costs were noted. The perception of community involvement in tourism decision-making was limited. However, there was optimism about future eco-friendly projects and infrastructure improvements, indicating cautious support for sustainable tourism. In the analysis, SEM was employed to evaluate the relationships between residents' perceptions of tourism sentiment, support for development, tourism scepticism, and resident involvement. The model

demonstrated that increased resident involvement significantly enhances positive tourism sentiment and reduces tourism scepticism. Additionally, positive tourism sentiment was found to be a strong predictor of support for development. These findings underscore the necessity for policymakers to prioritise resident engagement in tourism planning to foster supportive sentiments and mitigate scepticism

DISCUSSIONS

The findings of this study highlight the necessity of a holistic and inclusive approach to sustainable tourism development in Lakshadweep. Harmonising economic advancement with community involvement and environmental conservation is essential. The residents' sentiments, emphasising the need for positive host-guest interactions, are critical in shaping the destination's experience. The study reveals that residents expect substantial involvement in tourism developmental planning, necessitating a comprehensive destination development model. This model should position the government as a steward, fostering collaboration and trust among diverse stakeholders. It must also safeguard the islands' cultural, environmental, economic, and aesthetic values while empowering the local community. Understanding resident sentiments enables policymakers and tourism planners to design more effective and community-friendly tourism strategies. The model developed in this study underscores the mediating role of perceived tourism benefits, potential social costs, and community involvement in shaping sentiments towards sustainable tourism. This integrated approach is crucial for achieving sustainable and inclusive growth in Lakshadweep, ensuring that tourism development aligns with the residents' aspirations and environmental preservation.

MANAGERIAL IMPLICATIONS

The study's insights offer crucial managerial implications for sustainable tourism in Lakshadweep. Integrating community involvement in decision-making processes is paramount for fostering local support and ensuring development aligns with residents' aspirations. Establishing resident advisory councils and implementing regular community meetings can effectively gather resident feedback and enhance engagement. Transparent communication channels should be developed to keep residents informed about tourism plans and policies, building trust and collaboration among stakeholders. Policymakers should leverage resident cooperation to identify and mitigate potential social costs, thereby enhancing positive resident sentiments. By adopting these strategies, tourism managers can create a collaborative, resident-focused framework that balances economic growth with community welfare and environmental preservation.

FUTURE RESEARCH DIRECTIONS

Future research should prioritise longitudinal studies to monitor the evolution of residents' perceptions as tourism progresses in Lakshadweep. Investigations should encompass various developmental stages to understand shifts over time. Additionally, examining the influence of community leaders in managing expectations and fostering collaboration is crucial. Research should also explore how tourism can catalyse broader economic diversification, identifying potential synergies and challenges. Emphasising these areas will provide comprehensive insights into sustainable tourism development and its socio-economic impacts

on local communities.

REFERENCES

- Alaei, A. R., S. Becken, and B. Stantic. (2017). Sentiments analysis in tourism: capitalizing on big data. *Journal of Travel Research* 58 (2): 175–91. <https://doi.org/10.1177/0047287517747753>
- Ayazlar, R. A., & Ayazlar, G. (2016). Residents' Tourism Support Behaviour: The Role Of Sustainable Tourism Attitude. *Enlightening Tourism- A Pathmaking Journal*, 6(2), 124-149. 6(2), 124–149. <https://doi.org/10.33776/et.v6i2.2819>
- Bichler, B. F. (2021). Designing tourism governance: The role of local residents. *Journal of Destination Marketing & Management*, 19, 100389. <https://doi.org/10.1016/j.jdmm.2019.100389>
- Chauma, E. C., & Ngwira, C. (2021). Managing a World Heritage Site in Malawi: do residents' sentiments matter? *Journal of Heritage Tourism*, 17(2), 142–157. <https://doi.org/10.1080/1743873X.2021.1889571>
- Cheung, K. S., & Li, L. H. (2019). Understanding visitor–resident relations in overtourism: developing resilience for sustainable tourism. *Journal of Sustainable Tourism*, 27(8), 1197–1216. <https://doi.org/10.1080/09669582.2019.1606815>
- Dodds, R., & Butler, R. (Eds.). (2019). *Overtourism: Issues, realities and solutions* (Vol. 1). Walter de Gruyter GmbH & Co KG. <https://doi.org/10.1515/9783110607369>
- Dredge, D. (2019). A policy research agenda for tourism and development. In *Edward Elgar Publishing eBooks*. <https://doi.org/10.4337/9781788112413.00008>
- Durkin Badurina, J., & Soldić Frleta, D. (2021). Tourism Dependency and Perceived Local Tourism Governance: Perspective of Residents of Highly-Visited and Less-Visited Tourist Destinations. *Societies*, 11(3), 79. <https://doi.org/10.3390/soc11030079>
- Garau-Vadell, J. B., Díaz-Armas, R., & Gutierrez-Taño, D. (2013). Residents' perceptions of tourism impacts on island destinations: A comparative analysis. *International Journal of Tourism Research*, 16(6), 578-585. <https://doi.org/10.1002/jtr.1951>
- Garrod, B., Fyall, A., Leask, A., & Reid, E. (2012). Engaging residents as stakeholders of the visitor attraction. *Tourism Management*, 33(5), 1159-1173. <https://doi.org/10.1016/j.tourman.2011.11.014>
- Kim, G., Duffy, L. N., & Moore, D. (2020). Tourist attractiveness: measuring residents' perception of tourists. *Journal of Sustainable Tourism*, 28(6), 898–916. <https://doi.org/10.1080/09669582.2019.1708919>
- Kim, S., & Kang, Y. (2020). Why do residents in an overtourism destination develop anti-tourist attitudes? An exploration of residents' experience through the lens of the community-based tourism. *Asia Pacific Journal of Tourism Research*, 25(8), 858–876. <https://doi.org/10.1080/10941665.2020.1768129>
- Lin, Z., Chen, Y., & Filieri, R. (2017). Resident-tourist value co-creation: The role of residents' perceived tourism impacts and life satisfaction. *Tourism Management*, 61, 436–442. <https://doi.org/10.1016/j.tourman.2017.02.013>

- Moghavvemi, S., Woosnam, K. M., Paramanathan, T., Musa, G., & Hamzah, A. (2017). The effect of residents' personality, emotional solidarity, and community commitment on support for tourism development. *Tourism Management*, 63, 242-254. <https://doi.org/10.1016/j.tourman.2017.06.021>
- Rasoolimanesh, S. M., & Jaafar, M. (2016). Sustainable tourism development and residents' perceptions in World Heritage Site destinations. *Asia Pacific Journal of Tourism Research*, 22(1), 34–48. <https://doi.org/10.1080/10941665.2016.1175491>
- Song, H., Zhu, C., & Fong, L. H. (2020). Exploring Residents' Perceptions and Attitudes towards Sustainable Tourism Development in Traditional Villages: The Lens of Stakeholder Theory. *Sustainability*, 13(23), 13032. <https://doi.org/10.3390/su132313032>
- Wang, S., & Xu, H. (2015). Influence of place-based senses of distinctiveness, continuity, self-esteem and self-efficacy on residents' attitudes toward tourism. *Tourism Management*, 47, 241–250. <https://doi.org/10.1016/j.tourman.2014.10.007>

72. Traditional and Complementary Medicine as a Potential Niche for Health Tourism in Malaysia and Its Challenges and Barriers in Achieving Sustainable Development

Delarina Frimawati binti Othman Andu*¹, Samshul Amry bin Abdul Latif²

¹ Delarina Frimawati binti Othman Andu, Clinical Research Centre Hospital Melaka, Malaysia ² Samshul Amry bin Abdul Latif, IIUM, Malaysia

*Correspondence E-mail: delarina@crc.moh.gov.my

Keywords: Traditional and Complementary Medicine, Health Tourism, Sustainable Development.

EXTENDED ABSTRACT

Traditional and complementary medicine (T&CM) has deep roots in Malaysia, reflecting the country's diverse cultural heritage and rich biodiversity. In recent years, Malaysia has positioned itself as a significant player in the health tourism sector, with T&CM as a unique niche offering. This emerging sector that integrates healthcare services with tourism, leveraging traditional medical practices. This sector not only promotes cultural heritage but might contribute significantly to the economy, particularly in Malaysia. Sustainable development initiatives in T&CM health tourism aim to ensure the longevity and ethical practice of traditional medicine while fostering economic growth and environmental conservation. This extended abstract explores the potential of T&CM in health tourism, the current policies supporting its development, current scenario in Malaysia, and the challenges and barriers in achieving sustainable development. The methodology for this exploration includes a scoping review of existing literature, published reports, policy documents and media literature.

LITERATURE REVIEW

Traditional and Complementary Medicine in Malaysia

Malaysia's T&CM sector encompasses mainly traditional Malay medicine, Islamic medical practices, traditional Chinese medicine (TCM), Ayurveda, and homeopathy (Marican et al., 2021). These practices are deeply rooted in the country's cultural fabric and are increasingly recognized for their potential to complement conventional medicine. The Malaysian Ministry of Health established the Traditional and Complementary Medicine Division to regulate and integrate these practices into the national healthcare system (MIDA, 2023; T&CM Division, 2024).

Health Tourism in Malaysia

Health tourism, particularly medical tourism, is a major economic driver for Malaysia. The country attracts tourists seeking high-quality, affordable healthcare services, including T&CM treatments. Malaysia's blend of modern medical facilities and traditional healing practices presents a compelling proposition for health tourists. The Malaysia Healthcare Travel Council (MHTC) actively promotes Malaysia as a premier healthcare destination, emphasizing the availability and benefits of T&CM services (MIDA, 2020).

Policies Supporting T&CM Health Tourism

Several policies and strategic initiatives support and promote T&CM health tourism in Malaysia:

1. **National Policy on Traditional and Complementary Medicine:** This policy framework guides the development and integration of T&CM into the national healthcare system, ensuring safety, efficacy, and quality standards, thereby promoting confidence among local and international patients (T&CM Division MOH, 2007).
2. **Malaysia Healthcare Travel Blueprint 2021-2025:** This strategic plan by the MHTC aims to position Malaysia as a leading global healthcare destination, with initiatives to enhance the quality and accessibility of T&CM services and integrate them with conventional medical tourism offerings (MHTC, 2021; MIDA, 2023).
3. **Economic Transformation Programme (ETP):** The ETP includes health tourism as a key area for economic growth, identifying TCM as a unique value proposition. It focuses on infrastructure development, capacity building, and international marketing efforts to attract health tourists (MIDA, 2023; PEMANDU, 2010).

T&CM services in Malaysia

The utilization of T&CM in Malaysia is influenced by cultural factors and the accessibility of these services. At present, limited T&CM services are offered through private sectors, which include establishments by private practitioners or through value-added services by private hospitals and T&CM services offered through government facilities. Both services are heavily regulated and oversee by the Malaysian Government which involves several key ministries (MHTC, 2021; MIDA, 2023).

RESEARCH METHOD

A scoping review was conducted based on Arksey and O'Malley framework (2005) to systematically gather and analyze literature on T&CM health tourism in Malaysia. This methodology is effective for mapping key concepts, identifying types of evidence, and highlighting research gaps. Out of 44 identified sources that were reviewed, 14 met the inclusion criteria for the review.

1. **Identify research questions:** What is known from the existing literatures and policy documents on T&CM as potential niche for health tourism in Malaysia? What are the challenges and barriers in achieving sustainable development?
2. **Literature Search:** Relevant databases such as PubMed, Scopus, and Google Scholar were searched, along with government and institutional websites like the Ministry of Health Malaysia, the Malaysia Healthcare Travel Council (MHTC), and the World Health Organization (WHO). Keywords included "T&CM health tourism Malaysia," "sustainable development of T&CM," and "T&CM policies Malaysia."
3. **Inclusion and Exclusion Criteria:** Articles published between 2010 and 2023, focusing on T&CM in Malaysia and discussing aspects of health tourism or sustainability, were included. Articles not addressing the Malaysian context or not available in English were excluded.

4. **Data Extraction and Analysis:** Data were extracted on T&CM practices, health tourism trends, policies, case studies, and sustainability initiatives. Thematic analysis identified common themes and research gaps.

RESULTS & DISCUSSION

Preservation of Traditional Knowledge

One of the core initiatives is the preservation of traditional medical knowledge. Efforts are being made to document and standardize traditional practices, ensuring they are not lost with the passing of older generations. The Malaysia Traditional Knowledge Digital Library (MyTKDL) is a notable example, providing a comprehensive database of traditional knowledge and genetic resources (MyIPO, 2024). GlobinMed.com is a noteworthy MOH initiative in spearheading various field in T&CM and Integrated Medicine which also include the local research in traditional knowledge (IMR MOH, 2024).

Eco-Friendly Tourism Infrastructure

Sustainable T&CM health tourism also emphasizes eco-friendly infrastructure. Many Local resorts and wellness centers are being designed with minimal environmental impact, using renewable energy sources and sustainable building materials. This approach not only preserves the natural environment but also enhances the appeal of these destinations to eco-conscious tourists (MOTAC 2017; MOTAC 2020).

Health and Safety Standards

Implementing stringent health and safety standards is essential for the credibility and sustainability of T&CM health tourism. Governments and health organizations are working to regulate and certify traditional medicine practitioners and facilities. This ensures that tourists receive safe and effective treatments (T&CM Division MOH, 2007). The World Health Organization (WHO) has been instrumental in developing guidelines and frameworks for integrating traditional medicine into national healthcare systems, promoting safety and efficacy.

Challenges and Barriers to Sustainable Development

Despite the growth and potential of T&CM health tourism in Malaysia, several challenges and barriers need to be addressed to achieve sustainable development:

1. **Regulatory Harmonization:** There is a need for harmonized regulations to ensure the safety and efficacy of T&CM practices across different regions. Establishing a robust regulatory framework can enhance the credibility and acceptance of T&CM globally (Von Schoen-Angerer, T. et al, 2023).
2. **Research and Evidence:** Continuous scientific research is necessary to validate the efficacy of T&CM treatments. Collaboration with international research institutions can help build a strong evidence base for T&CM, enhancing its acceptance and integration into mainstream healthcare (WHO, 2024).
3. **Marketing and Promotion:** Effective marketing strategies are essential to position Malaysia as a top destination for T&CM health tourism. This includes promoting success stories, patient

testimonials, and the unique benefits of T&CM treatments (MIDA,2020; PEMANDU, 2020).

4. **Capacity Building:** Training and capacity building for T&CM practitioners are crucial to maintain high standards of care. Continuous professional development and education can ensure that practitioners are well-versed in the latest advancements and best practices in T&CM (T&CM Division, 2024).
5. **Cultural Sensitivity:** Ensuring that T&CM practices are culturally sensitive and appropriately tailored to international tourists is important for building trust and acceptance (MOTAC, 2020).
6. **Integration with Conventional Medicine:** Effective integration of T&CM with conventional medical services can enhance patient outcomes and satisfaction. This requires collaborative efforts between T&CM practitioners and conventional medical professionals to provide holistic healthcare options (T&CM Division, 2024; IMR MOH, 2024).
7. **Community involvement & Economic benefits:** Engaging local communities is crucial for the success and sustainability of T&CM health tourism. By involving indigenous practitioners and local businesses, the economic benefits are distributed more equitably. This not only improves the livelihood of local populations but also ensures the authenticity of the traditional practices (MOTAC, 2020; MIDA 2024).
8. **Accessibility and Affordability:** Ensuring that T&CM services are accessible and affordable to a broad range of patients, including those from lower-income backgrounds, is essential for equitable health tourism development (MIDA,2020; PEMANDU, 2020).
9. **Infrastructure Development:** Investment in infrastructure, including state-of-the-art T&CM clinics and wellness centers, is necessary to accommodate the growing number of health tourists and provide high-quality services (MOTAC 2017; MOTAC 2020).

REFERENCES

- IMR MOH. (2024). Global Information Hub on Integrated Medicine: GlobinMed. <https://globinmed.com/>
- Marican, N. D., Hashim, N. A. A. N., Halim, M. H. A., Ali, A. F. M., & Radzi, N. A. M. (2021). Traditional and complementary medicine practice in Malaysia: A comprehensive review of scientific evidences. *Journal of Applied Pharmaceutical Science*, 11(4), 001–005. <https://doi.org/10.7324/JAPS.2021.110401>
- MHTC. (2021). Malaysia Healthcare Travel Industry Blueprint 2021 – 2025. [chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://mhtc.org.my/wp-content/uploads/pdf/malaysia-healthcare-travel-industry-blueprint-2021-2025.pdf](https://mhtc.org.my/wp-content/uploads/pdf/malaysia-healthcare-travel-industry-blueprint-2021-2025.pdf)
- MIDA. (2020). Malaysian Investment Development Authority E-Newsletter. Malaysian Investment Development Authority E-Newsletter, September, 3–5.
- MIDA. (2023, July 25). Prospects in Traditional & Complementary Medicine (T&CM): A Choice for a Healthy Life. <https://www.mida.gov.my/prospects-in-traditional-complementary-medicine-tcm-a-choice-for-a-healthy-life/>
- MOTAC. (2017). National Ecotourism Plan 2016-2025 Executive Summary. <https://motac.gov.my/en/download/category/86-pelan-eko-pelancongan-kebangsaan-2016-2025>

- MOTAC. (2020). National Tourism Policy 2020-2030. <https://www.pmo.gov.my/2020/12/national-tourism-policy-2020-2030/>
- MyIPO. (2024). Malaysia Traditional Knowledge Digital Library (MyTKDL). <https://www.myipo.gov.my/en/malaysia-traditional-knowledge-digital-library-mytkdl/#definition-of-utility-innovation>
- PEMANDU. (2010). Economic Transformation Programme Roadmap Executive Summary Booklet. <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://pemandu.org/wp-content/uploads/2023/05/Economic-Transformation-Programme-Roadmap-Executive-Summary-Booklet.pdf>
- T&CM Division, M. (2024, June 11). Background of the Traditional and Complementary Medicine Division, Ministry of Health Malaysia. <https://hq.moh.gov.my/tcm/en/index.php/profil/background>
- T&CM Division MOH. (2007). National Policy of Traditional and Complementary Medicine, 2nd Ed. <https://hq.moh.gov.my/tcm/en/index.php/policy/national>
- Von Schoen-Angerer, T., Manchanda, R. K., Lloyd, I., Wardle, J., Szöke, J., Benevides, I., Martinez, N. S. A., Tolo, F., Nicolai, T., Skaling-Klopstock, C., Parker, T., Suswardany, D. L., van Haselen, R., & Liu, J. (2023). Traditional, complementary and integrative healthcare: global stakeholder perspective on WHO's current and future strategy. *BMJ global health*, 8(12), e013150. <https://doi.org/10.1136/bmjgh-2023-013150>
- WHO (2024). Charting an evidence-based roadmap for WHO Global Traditional Medicine Centre collaborations. <https://www.who.int/news/item/21-03-2024-charting-an-evidence-based-roadmap-for-who-global-traditional-medicine-centre-collaborations>

73. Navigating the Challenges of Rising Airfare Costs: Sector Responses and Competitive Strategies in Vietnamese Tourism

Tuyen D.Q.*¹, Hong T.A.P.², San G.T.³, Nam N.T.⁴, Hieu N.P.⁵

¹ Tuyen Dai Quang, Nguyen Tat Thanh University, Vietnam

² Hong Thi Anh Phan, Vietnam's Women Academic Ho Chi Minh Campus, Vietnam

³ San Giang Tran, Deks Air, Vietnam

⁴ Nam Trung Nguyen, Van Hien University, Vietnam

⁵ Hieu Ngoc Pham, Lac Hong University, Vietnam

*Correspondence E-mail: qdtuyen@ntt.edu.vn

Keywords: Vietnamese Tourism, Airfare Increases, Competitive Strategies, Industry Response, Qualitative Research.

EXTENDED ABSTRACT

This study examines how the Vietnamese tourism sector has responded to higher airfare ceilings. It explores the strategic adaptations and competitive dynamics that have emerged as a result. Through qualitative research methods, including semi-structured interviews with 37 tourism managers and experts, the study provides a thorough understanding of how the industry has reacted. The findings reveal that although rising airfares introduce significant challenges, the sector responds by developing alternative tourism products and adjusting pricing strategies. This highlights the importance of strong collaborations between aviation and tourism entities. These responses not only help mitigate the economic impact of higher airfares but also enhance the competitiveness of the Vietnamese tourism market. The study contributes to the tourism studies field by shedding light on the complex relationship between airfare dynamics and market responses. It also offers strategic recommendations to strengthen industry resilience and competitiveness.

INTRODUCTION

This research aims to examine how tourism businesses and experts respond to regulatory changes and how revised airfare caps impact market dynamics and competitive strategies within the tourism industry. By integrating insights from pricing dynamics and consumer behaviour, this study seeks to unravel the complex relationship between market forces and regulatory frameworks. The goal is to outline sustainable strategies that strengthen Vietnam's tourism sector amidst global economic shifts and policy adjustments.

LITERATURE REVIEW

Airfare Pricing and Its Impact on Tourism Dynamics

Airline pricing significantly affects tourism patterns and economic outcomes. Individual airlines play a crucial role in setting airfares through tailored pricing strategies that address market conditions, enhancing revenue despite competitive pressures and demand elasticity (Button & Yuan, 2013; Nolan et al., 2005).

Borenstein (1989) describes how airlines with control over dominant routes can shape market pricing structures, allowing segmentation and influencing consumer behaviour. Operational costs and market focus directly impact pricing strategies, linking economic efficiency with strategic market positioning (Bitzan & Chi, 2006; Vowles, 2006).

Economic Contributions of Aviation and the Role of Government Policies

The aviation industry significantly impacts economic growth beyond direct financial contributions, enhancing regional connectivity and accessibility, which not only benefits tourism but also stimulates broader economic activities such as job creation and GDP growth (Button, 2010; Warnock-Smith et al., 2017). This effect is amplified by government policies that shape the economic landscape through regulatory measures like price caps and subsidies, influencing market dynamics and the sustainability of the aviation and tourism sectors (Tchouamou Njoya, 2020; Reynolds-Feighan, 2021). For example, bundled pricing strategies can mitigate the impact of rising airfares by making travel packages more attractive and affordable, thus promoting long-term industry sustainability (Álvarez et al., 2020).

RESEARCH METHOD

Data Collection and Analysis

A total of 37 semi-structured interviews were conducted with key stakeholders in Vietnam's tourism and airline industries. The participants included senior managers from the country's leading travel and tourism companies, specifically selected for their extensive market presence and firsthand experiences with recent regulatory changes (See Table 1).

Table 1: The main themes identified for the research

Target Group	Main Themes
Managers/Directors of Travel Companies	1. Business Impact of Rising Airfares
	2. Customer Behavior and Response
	3. Strategic Innovations and Competitiveness
	4. Future Plans and Market Adaptations
Tourism Experts	1. Economic Impact and Tourism Patterns
	2. Policy and Market Responses to Rising Airfares
	3. Innovation and Strategic Partnerships
	4. Future Trends and Industry Preparedness

The data gathered from the study were thoroughly synthesized and analysed using a grounded theory methodology. The analytical process began with the initial coding of the interview transcripts, where recurrent patterns and important themes were strategically identified. Subsequently, focused coding further refined these initial insights into more specific categories. Ultimately, these detailed data came together to form overarching themes that effectively captured the central phenomena under investigation. By employing this iterative coding process, the analysis was firmly grounded in empirical evidence, enabling a robust and nuanced interpretation of the participants' experiences and their corresponding strategic responses to industry shifts (Kvale, 2007). To enhance clarity and organization, a systematic

coding nomenclature was applied, with experts labelled as 'Expert00' and travel companies and tour operators designated as 'Business00' (See Table 1).

Table 1: Interview profiles and codes

Participant categories	Code	Age	N	Percentage	Field
Business Manager	Business 00	20-30	1	3%	Tourism operator, Travel company
		31-40	8	27%	Tourism operator, Travel company
		41-50	19	63%	Tourism operator, Travel company
		51-60	2	7%	Tourism operator, Travel company
Total			30	100%	
Expert	Expert 00				
		30-40	2	29%	Associations, Authorities
		51-60	5	71%	Tourism, Financial, Hospitality
Total			7	100%	

FINDINGS

Rising airfares significantly impact the Vietnamese tourism industry, especially domestic travel. Increased costs make domestic tours less attractive compared to budget-friendly international options like Thailand and Malaysia. This shift influences tourist decisions, potentially reducing domestic travel and posing challenges for local businesses. Industry experts emphasize the need for innovative solutions, such as diversifying transportation methods and creating new tourism products. Collaboration between airlines and tourism operators is crucial for optimizing flight schedules, reducing costs, and improving service quality. Additionally, flexible pricing and promotional strategies are vital to remain competitive. By focusing on alternative transportation options like road and rail, the industry aims to make domestic tourism more appealing and resilient to airfare fluctuations. This comprehensive approach is necessary to maintain the long-term appeal and sustainability of Vietnam's tourism sector amidst economic challenges.

DISCUSSIONS

A crucial approach to address the rising airfares is to strategically promote domestic tourism destinations. The objective of this approach is to disperse tourist flow across the country, thereby reducing strain on popular international destinations and bolstering local economies in less-frequented regions. Although this approach promotes sustainable tourism and safeguards the environment and culture, it also raises apprehensions about Vietnam's future competitiveness in the worldwide tourism sector. The research of Álvarez-Díaz et al. (2019) and Pulina and Cortés-Jiménez (2010) corroborate this change and emphasize the significance of affordable air travel in fostering domestic tourism. Therefore, substantial enhancements to the infrastructure will be required to accommodate the projected expansion in this industry (McCarville et al., 1996; Prideaux, 2004; Hong Tsui, 2017).

The study also emphasizes aviation-tourism cooperation. Aligning flight schedules with high tourist demand, maximizing cost-effectiveness, and improving service requires efficient collaboration. Studies from Álvarez et al. (2020) and McWilliams (2006) suggest that using shared data and market analysis can enhance operational efficiency. They also support service packages that combine multiple services for cost savings and a community-focused brand image. The study also shows a lack of research on rising airfares.

Comparative analysis with Divisekera (2003), Chi and Koo (2009), and Álvarez-Díaz et al. (2019) highlights subtle changes in consumer behaviour and product preferences. Tourism offerings must adapt to these changing dynamics, especially in the post-pandemic recovery, where sustainable and inclusive growth is more important than ever. This study supports and expands on previous findings by showing how rising airfares require rethinking market strategies and tourism product structures. To sustain the tourism industry, strategies must be both reactive and proactive to economic conditions. This requires policies that help tourism recover from price increases and promote sustainable, culturally enriching, and economically beneficial tourism practices.

MANAGERIAL IMPLICATIONS

This research offers industry stakeholders practical strategies to address the challenges posed by increasing airfares. It highlights the importance for tourism operators to adopt innovative marketing strategies and develop unique selling propositions that focus on the inherent value of Vietnamese destinations, rather than solely competing on price. This approach necessitates comprehensive pricing reforms and strategic marketing efforts to enhance the perceived value of the Vietnamese tourism experience.

FUTURE RESEARCH DIRECTIONS

Future research should encompass a wider range of factors that influence the effects of Airfare increases on various customer segments, examine the relationship between airline services and ticket prices, and explore long-term solutions from regulatory authorities.

REFERENCES

- Álvarez-Albelo, C. D., Hernández-Martín, R., & Padrón-Fumero, N. (2020). The effects on tourism of airfare subsidies for residents: The key role of packaging strategies. *Journal of Air Transport Management*, 84, 101759.
- Álvarez-Díaz, M., González-Gómez, M., & Otero-Giráldez, M. S. (2019). Low-cost airlines and international tourism demand: The case of Porto's airport in the northwest of the Iberian Peninsula. *Journal of Air Transport Management*, 79, 101682.
- Borenstein, S. (1989). Hubs and high fares: Dominance and market power in the US airline industry. *The RAND Journal of Economics*, 20(3), 344–365.
- Chi, J., & Koo, W. W. (2009). Carriers' pricing behaviours in the United States airline industry. *Transportation Research Part E: Logistics and Transportation Review*, 45(5), 710–724.
- Hong Tsui, K. W. (2017). Does a low-cost carrier lead the domestic tourism demand and growth of New Zealand? *Tourism Management*, 60, 390–403.
- McCarville, R. E., Reiling, S. D., & White, C. M. (1996). The role of fairness in users' assessments of first-time fees for a public recreation service. *Leisure Sciences*, 18(1), 61–76.
- McWilliams, A., Siegel, D. S., & Wright, P. M. (2006). Corporate social responsibility: Strategic implications. *Journal of Management Studies*, 43(1), 1–18.
- Pulina, M., & Cortés-Jiménez, I. (2010). Have low-cost carriers influenced tourism demand and supply? The case of Alghero, Italy. *Tourism Analysis*, 15(6), 617–635.

Tchouamou Njoya, E. (2020). An analysis of the tourism and wider economic impacts of price-reducing reforms in air transport services in Egypt. *Research in Transportation Economics*, 79, 100805.

74. The Future of Ho Chi Minh City Cruise Tourism: Competition and Impact of Climate Change

Tran Trong Thanh*¹

¹ Tran Trong Thanh Faculty of Tourism and Hospitality Management, a member of Ho Chi Minh City Tourism Association, Ph.D. Candidate of Nguyen Tat Thanh University

*Correspondence E-mail: thanhht@uef.edu.vn

Keywords: Cruise Tourism, Competition, Climate Change, Ho Chi Minh City.

ABSTRACT

Potential & Advantage: Cruise tourists to Vietnam are growing strongly, especially in Ho Chi Minh City with the number of international visitors arriving by sea increasing rapidly. **Advantage;** Ho Chi Minh City has a favourable location, convenient transportation, a developed tourism infrastructure system, many historical and cultural relics, scenic spots, and river and canal systems connected to the seaport.

Problem: Fierce competition in the tourism industry; Climate change, environmental pollution, and unsustainable resource exploitation seriously affect cruise tourism.

This study provides valuable information and knowledge to stakeholders such as local authorities, tourism businesses, and investors about the competitive challenges of Ho Chi Minh City cruise tourism destinations before Climate Change.

- Signs of climate change affecting cruise tourism in Ho Chi Minh City: Extreme weather: Storms, floods, landslides, heat waves appear more often and stronger; Unusually high temperatures persist, leading to the risk of forest fires in Cu Chi and Can Gio; Rising sea levels, affecting ports and coastal tourist destinations; Prolonged drought, affecting agricultural production and water sources, cruise cannot dock at Saigon port; Floods, inundation, high tides, and saltwater intrusion affect residential, agricultural, and commercial areas; Reduced air quality due to forest fires; Reduce species in biodiversity.
- Direct impact: Reduced destination sustainability; Loss of competitiveness; Tourists do not participate in tours, the tour time is short; Causes difficulty in traveling, affects tourist psychology, and affects tourist health; Incurring costs for shipping lines and travel agents. maritime transport services, tourists. Increased risk of traveling at sea.
- Solution
 1. Preserving and developing ecosystems: Protect coral reefs, wetlands, and mangrove forests; Conservation of marine and river flora and fauna; Protect Can Gio mangrove forests, Cu Chi forests, and the Saigon River system.
 2. Improve the quality of human resources and community awareness; Educate the community,

tourists, and tourism operators about protecting the marine environment; Training tourism staff on climate change prevention and environmental management.

3. Diversify tourism products: Focus on areas less affected by climate change; Invest in environmentally friendly cruise ships
4. Develop eco-tourism, culture, and community-based tourism: Develop sustainable tourist destinations; Create natural reserves, parks, and eco-tourism areas; Design tourism activities that do not negatively affect the local environment and culture.
5. Using green technology and circular economy: Apply green and energy-saving technology; Use ships powered by renewable energy or high-performance locomotives.
6. Domestic and international cooperation: Share experiences and funds to combat climate change and protect the marine environment; Cooperation between shipping agents, shipping lines, travel companies, authorities, and local communities.
7. Promotion and marketing: Promote Ho Chi Minh City as a sustainable and environmentally friendly cruise tourism destination.
8. Reduce greenhouse gases: Create benefits for public health and protect natural ecosystems. Improve national security and reduce dependence on foreign energy.

Climate change is a big challenge for cruise tourism in Ho Chi Minh City. There needs to be appropriate solutions to develop sustainable tourism and improve competitiveness.

REFERENCES

- Asero, V., Skonieczny, S. J. M., Tourism, Behaviour—Contexts, T., Boundaries, & InTechOpen limited: London, U. (2018). Cruise tourism and sustainability in the Mediterranean. *Destination Venice*. 93-106.
- Cartwright, R., & Baird, C. J. (1999). The development and growth of the cruise industry.
- Hiếu, V. M. J. P. t. k. t. V. N. t. b. c. b. đ. t. c. Ảnh hưởng biến đổi khí hậu đến loại hình du lịch sinh thái cộng đồng tại huyện Ngọc Hiển, tỉnh Cà Mau. 84.
- Pemayun, A. G. P., Suryanata, I. G. N. P. J. I. R. J. o. M., IT, & Sciences, S. (2019). Tourism as the leading sector for foreign exchange contributors with government policy efforts through visa-free visits in Bali. 6(1), 63-69.
- Phan, V. T., Ngô, Đ. T. J. V. J. o. S. E., & Sciences, E. (2013). Biến đổi khí hậu ở Việt Nam: Một số kết quả nghiên cứu, thách thức và cơ hội trong hội nhập quốc tế. 29(2).
- Quartermaine, P., & Peter, B. (2006). *Cruise: identity, design, and culture*: Laurence King Publishing.

75. Space Tourism: Within Our Reach or Only for The Rich? A Scoping Review

April Kim Lalisan¹, Rashid Ating*², Karisma Sri Rahayu³ and Muhammad Ashoer⁴

¹ Lyceum Philippines University Manila; University of Perpetual Help System Dalta Las Piñas, Metro Manila, Philippines

² Department of Primary Care Medicine, Faculty of Medicine (FOM), Universiti Malaya (UM), Malaysia

³ Department of Business and Hospitality, Faculty of Vocational Studies, Brawijaya University, Indonesia

⁴ Department of Management, Faculty of Economics and Business, Universitas Muslim Indonesia

*Correspondence e-mail: rashid_ating@um.edu.my

Keywords: Space tourism, scoping review, North American Region, PRISMA, USA.

EXTENDED ABSTRACT

Space exploration began in 1955 in a race to become the first country to reach the moon between the Soviet Union and the United States of America (USA). This exploration started humanity's dream to reach what is beyond Earth. The space industry is growing significantly, with an expected value of \$1.8 trillion, an increase of \$630 billion in 2023, and averaging a growth rate of 9% per annum in 2030 (World Economic Forum, 2024). Although this industry offers a lot of untapped potential and possibilities, it is not free and comes with a hefty price. For instance, SpaceX charged USD62 million to send a commercial satellite weight 50,000 pounds (NBC News, 2018), while the cost for a single commercial flight for a space traveller offered by Virgin Galactic (a company based in the USA) ranges from USD250k to USD450k per seat.

Currently, the National Administration and Space Aeronautics (NASA) is one of the key government agencies in the USA that is actively engaged with space exploration. Their recent program called Artemis aims to land the first women and person of color (African American) on the moon (NASA, 2024b), intending to establish the first long-term presence on the moon. However, this mission was postponed, with the launching expected no earlier than September 2025.

LITERATURE REVIEW

Space Tourism

Space exploration has been possible with the emergence of technology and the ingenuity of the human race. However, to appease mankind's curiosity, space exploration nowadays is conducted for official missions and recreational purposes. Space tourism commenced in 2001 and was initiated by an American investment manager who provided US\$20 million to the Russian space agency. This significant investment facilitated his journey to the International Space Station aboard a Soyuz rocket (Byers & Boley, 2023). In 2019, after an extended period of dormancy, the sub-orbital commercial flights took place again. The restarting of the flights was influenced by the cooperative endeavours of governmental bodies (e.g., NASA) and private corporations (such as Virgin Galactic and Blue Origin) in the top spacefaring countries (Paladini & Saha, 2023).

Space tourism is any commercial endeavour offering clientele opportunities for direct or indirect space travel experiences (Malik & Khan, 2022). Some scientists link space tourism with the tourism industry, while others imply that space tourism is distinct from conventional tourism. One of the primary sources of contention surrounding the notion of “space tourism” stems from the absence of a precise definition for this phenomenon (Kozhanazar et al., 2023). The thought of going beyond Earth brings excitement to a lot of potential tourists. However, the idea of space tourism has also brought forth complex challenges, including considerations concerning the impact on the environment, particularly the atmosphere, as well as examinations into legal issues on an international level (“Space Tourism,” 2023c).

The following was the main objective of this study:

1. Examine the current state of development of space tourism in this space tourism, from the year 1955, August 2, until the year 2024 (when the cut-off date is when the search was performed)

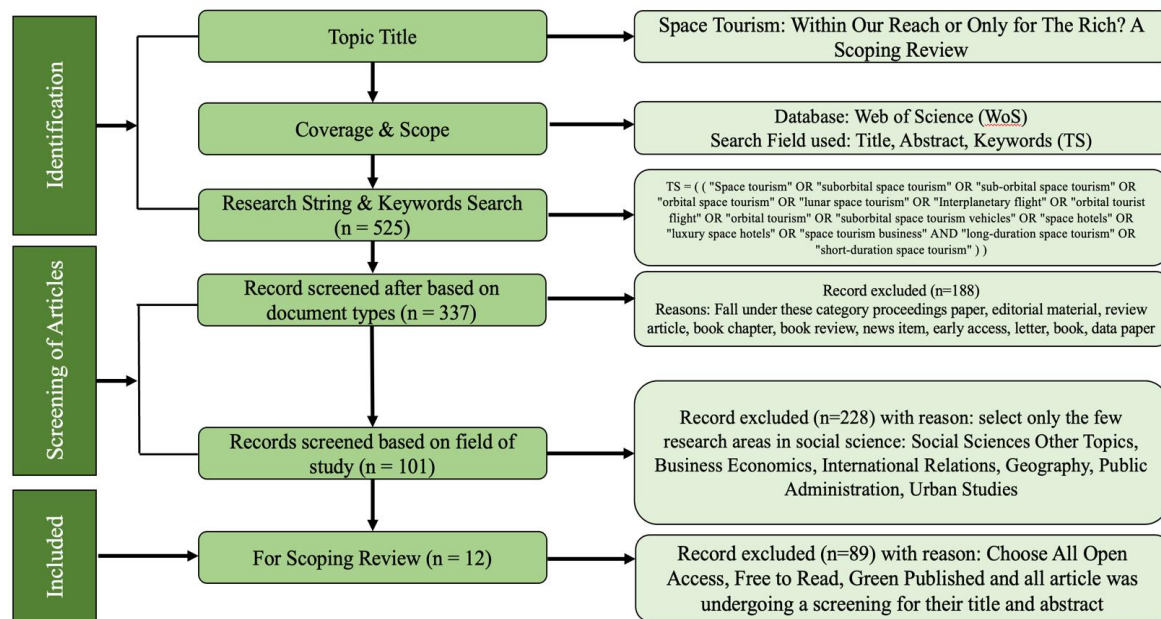
METHODOLOGY

For this study, the researchers employed a Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) Methodology to select the related article used in our scoping review. We employ several rounds of inclusion of inclusion of exclusion criteria to select the related article. For that purpose, we designed our research string to be very narrow and focused on space tourism. The research string that we employ for this scoping review is detailed below.

TS = ((“Space tourism” OR “suborbital space tourism” OR “sub-orbital space tourism” OR “orbital space tourism” OR “lunar space tourism” OR “Interplanetary flight” OR “orbital tourist flight” OR “orbital tourism” OR “suborbital space tourism vehicles” OR “space hotels” OR “luxury space hotels” OR “space tourism business” AND “long-duration space tourism” OR “short-duration space tourism”))

The search was conducted using the Web of Science (WoS) database. The search was undertaken only once to avoid discrepancies in the number of articles acquired for this scoping review, as the WoS database is constantly updated. The researcher opts for the WoS due to the researchers’ ability to access it, even at home. We already know that WoS is more robust than the Scopus database regarding the number of articles indexed. Not only that, WoS, which is under Clarivate Analytics currently (known as Thompson Reuters before), offer a more detailed option for narrowing the topic to the detail slightest detail compared to Scopus, which does not feature several features such as types of SDGs, affiliation by department, WoS index, citation topics micro and meso and WoS categories.

Table 1: Systematic Searching Strategies Used using PRISMA



RESULTS

The search strategies conducted in the Web of Science database on June 16, 2024, show that the initial search using the research string displayed 525 publications in space tourism. This number signals us that this topic is not mature compared to other areas in the tourism discipline/field, despite the search in the most reputable database, which is a gold standard in the medical field.

From the twelve (12) sources used in this scoping review, the composition is as follows: i) seven research articles; ii) one article as a book chapter; iii) one article as a proceedings paper; iv) two book reviews; and lastly, v) one review. This number shows that there are only a few review papers about space tourism, and there is a need to conduct a review paper on this topic.

DISCUSSIONS

Two hundred eighty (280) international visitors from twenty-three (23) countries and five (5) international partners have visited the International Space Station, ISS (NASA, 2024c), most as astronauts representing their countries, doing scientific experiments and staying in ISS for a while. Meanwhile, the first space tourist recorded was Dennis Tito (an American entrepreneur and engineer) from the USA boarding Soyuz TM-31. He paid USD20 million for his eight-day stay at the International Space Station MIR (this space station ended the mission in 2003).

MANAGERIAL IMPLICATIONS

This study intends to provide a glimpse of the current development of space tourism by offering a scoping review for this topic. Researchers agree that until this extended abstract was written, there were no countries in Asia or South East Asia (SEA) that have a solid capacity for the aerospace industry, as most of the countries in Asia and SEA are production countries, with the few exceptions of Japan, China, South Korea, and Taiwan (with their prowess in chip manufacturing, also worth to consider as potential countries to develop space tourism in the future). Nevertheless, this study hopes to draw an overview of this industry.

FUTURE RESEARCH DIRECTIONS

As this topic is still considered fresh, there are a lot of possibilities for future research. Space tourism has the potential to be one of the promising areas of study that researchers around the globe can explore in the future. Another future direction of research is how space tourism will be another branch of tourism as now only a few countries in Asia have robust capabilities in the aerospace industry, for instance, Japan (the first country that break the USA and USSR domination in this industry since the 1950s by landed an orbiter spacecraft named Hiten in the year 1990 (NASA, 2024a). This was also Japan's first successful mission. Meanwhile, other Asia Tigers, such as China and South Korea, have feats in the space industry that can be projected as a leading country in space tourism in the future.

REFERENCES

- Byers, M., & Boley, A. (2023). Space tourism. In *Cambridge University Press eBooks* (pp. 11–45). Cambridge University Press. <https://doi.org/10.1017/9781108597135.002>
- Kozhanazar, A., Baimbetova, A., & Tleubaeva, A. (2023). Definition of the relationship between tourism and the concept of “space tourism.” *L.N. Gumilev Atyndaǵy EǵU Habarǵysynyn Ėkonomika Seriǵsy*, 143(2), 306–315. <https://doi.org/10.32523/2789-4320-2023-2-306-315>
- Malik, M. Y., & Khan, M. A. (2022). TOURISM BEYOND ATMOSPHERE. *Scholarly Research Journal for Interdisciplinary Studies*, 9(70). <https://doi.org/10.21922/srjis.v9i70.10067>
- National Administration and Space Aeronautics, NASA. (2024b). Moon Mission, retrieved from, <https://science.nasa.gov/moon/missions/#hds-sidebar-nav-1>
- National Administration and Space Aeronautics, NASA. (2024a). Meet the Crew, retrieved from <https://www.nasa.gov/feature/our-artemis-crew/>
- National Administration and Space Aeronautics, NASA. (2024c). Station Visitors, retrieved form, <https://www.nasa.gov/international-space-station/space-station-visitors-by-country/>
- NBC News (2018). How much does space travel cost? retrieved from, <https://www.nbcnews.com/mach/science/how-much-does-space-travel-cost-ncna919011>
- Paladini, S., & Saha, K. (2023). The quest for sustainability in lower orbit: Conceptual models for space tourism. *International Journal of Tourism Research/The International Journal of Tourism Research*, 25(3), 333–349. <https://doi.org/10.1002/jtr.2568>
- Space tourism. (2023c). In *Cambridge University Press eBooks* (pp. 11–45). <https://doi.org/10.1017/9781108597135.002>
- The Economics Times (2018). Virgin Galactic offering space-tourism tickets worth over \$450k, long waitlist – all you may want to know, retrieved from, <https://economictimes.indiatimes.com/news/international/us/virgin-galactic-offering-space-tourism->

tickets-worth-over-450k-long-waitlist-all-you-may-want-to-know/articleshow/101403141.cms?from=mdr#

World Economic Forum, (2024). Space is booming. Here's how to embrace the \$1.8 trillion opportunity, retrieved from, <https://www.weforum.org/agenda/2024/04/space-economy-technology-invest-rocket-opportunity/#:~:text=1.,growth%20rate%20of%20global%20GDP>. April 8, 2024.

76. Responsible Leadership and Sustainable Tourism: the case of Homestays

Siew Wei Gan^{*1}, Siew Chen Sim²

¹ Siew Wei, Gan, University of Nottingham Malaysia, Malaysia

² Siew Chen, Sim, University of Nottingham Malaysia, Malaysia

*Correspondence E-mail: Wendy.Gan@nottingham.edu.my

Keywords: Community-Based Tourism, Homestays, Malaysia, Responsible Leadership.

EXTENDED ABSTRACT

Responsible leadership has been advocated as a key element to address issues and challenges of sustainability, and in the context of tourism, transforming tourism communities into sustainable and socially responsible entities, enabling tourism as a form of sustainable economic activity for the community while preserving their natural and cultural heritage, as emphasized by the United Nations Sustainable Development Goals (SDGs). However, economic-driven tourism development often results in undue pressure on the environment and communities, especially for high-traffic destinations. Community-based tourism (CBT) offers a sustainable alternative, but community leaders play a crucial role in influencing the way tourism activities in CBT are managed. In this context, responsible leadership is believed to be pivotal in ensuring tourism is managed responsibly to minimise the negative environmental, social, and cultural impacts while balancing economic development (Mathew & Nimmi, 2022).

However, there is a lack of clarity in the way responsible community leaders demonstrate the qualities of responsible leadership. This involves breaking away from the traditional leader-follower paradigm to embrace a relational approach and becoming mentors or influencers among the diverse stakeholders within tourism enterprises. Against this backdrop, using a sustainable tourism enterprise as a case study, we explore its leadership and sustainability practices and features of a niche travel experience of the Malaysian Homestay tourism towards responsible leadership in tourism.

LITERATURE REVIEW

Community-based Tourism

Although the understanding of what constitutes CBT is diverse (Mayaka et al., 2019), three key elements of community-based tourism are undisputed: located within a community, owned by members of the community and managed by them. Sustainable principles to tourism development (Hall, 2007), defined by UNWTO (2005) as ‘tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities’, is reflected in CBT where a destination is a liveable residential environment and protects its natural resources and local customs and traditions.

The Malaysian Homestay Programme, a bottom-up initiative (Mayaka et al., 2018) is an immersive tourism experience incorporating accommodation, extensive engagement with host communities in their social and economic life, as well as exposure to unique cultural heritage through food, crafts, music, culture and lived experiences (Gan et al., 2016).

While previous research has investigated various dimensions of tourist behaviour from the tourists' perspective, few have investigated the scope of establishment of responsible tourism guidelines and responsible actions and decisions from leaders and stakeholders, which are crucial to enabling sustainable tourism.

Responsible Tourism Leadership

The emerging concept of responsible leadership (RL) is connected to corporate social responsibility and leadership - combining organisational and individual perspectives in dealing with conflicting stakeholder interests beyond the traditional organisational boundaries, requiring the ability to deal with moral dilemmas and the capacity to behave in fair and ethical ways (Maak & Pless, 2006a; Maak & Pless, 2006b; Muff et al., 2020).

Instead of the leader-subordinate hierarchical positioning, RL sees everyone as an equal partner and everyone is responsible for the organisation, society and the environment. Responsible leaders demonstrate competencies in five dimensions: (1) creating, managing and securing good relations with multiple stakeholders, (2) ethically correct and values-based behaviour, (3) a continuously developed self-awareness, (4) good understanding of the interdependencies of a larger system, and (5) the ability to lead change and innovation towards sustainable development (Muff et al., 2020).

RESEARCH METHOD

We use a case study approach to explore the ways in which CBT homestay leaders exhibit the qualities of RL toward sustainability goals, an instructive example (Flick, 2014) of the general practice of management in this type of tourism destination. This method allows knowledge to be constructed through lived experiences of participants, reflecting the meanings assigned within their cultural and social context (Griffin, 2018). Seven in depth interviews are conducted with Homestay managers and entrepreneurs. These were audio-recorded and transcribed; analysed with Nvivo version 1.7.1 through directed content analysis based on the dimensions of the Competency Assessment for Responsible Leadership (CARL) tool (Muff et al., 2020).

RESULTS

From the interviews, Homestay managers demonstrate characteristics of RL in all the dimensions, presented in Table 1 below.

Table 1: CARL Dimensions of RL of Homestays

Dimension of Responsible Leadership	Indicators
Stakeholder Relations	• identified opportunities for tourism • organised programmes and trainings • established networks with government agencies
Ethics and value	• conscious of the delicate balance between the environment, their livelihoods and the social impact of these activities • decisions based on values of preservation of local culture, heritage and the natural environment.
Self-awareness	• recognise limitations as a community: skills, resources, technology • awareness of the need to balance economic benefits and cultural heritage
Systems thinking	• networks of collaborative relationships with government agencies, travel agents, homestay associations and other enterprises providing services to Homestays
Change and innovation	• tourism as alternative livelihood strategy • apprenticeship for sustainability

DISCUSSION

Homestay leaders established and maintained strong relationships with multiple internal and external stakeholders, including accommodation providers, community members providing a range of services for guests, farms and plantation owners, craftsmen and various government agencies to enhance the range of products and services offered by the Homestays, engaging them as partners in the enterprise.

Homestay communities demonstrate ethical and value-based behaviour - acknowledging the delicate balance between the environment, their livelihoods and the social impact of these activities. They source materials and resources locally, limit the number of visitors accessing these locations to avoid overcrowding and maintain traditional designs of structures and preserving their heritage through music, food, crafts, and cultural practices.

Homestay managers demonstrate a high level of self-awareness, recognizing their own strengths and weaknesses and adapting and learning from them (Muff et al., 2020). They acknowledge the limitations

in physical capacity of the Homestays, language skills, experience and technical competency, apart from financial constraints. They implement various strategies to deal with these challenges through training, managing crowd size and engaging with partners.

Homestay managers demonstrate a good understanding of how the enterprise is connected to other parts of the larger system in the long-term by nurturing networks of collaborative relationships established between Homestays and other enterprises as well as relevant government agencies and other travel agencies that collaborate with them.

Leaders of Homestays demonstrate a strong commitment to innovation and change towards sustainable development throughout the process of establishment, development and growth of the Homestays. Many Homestays started as an alternative livelihood strategy in response to economic challenges. After several decades of operations, many now have a second generation of leadership and continue to emphasise apprenticeship to nurture future leaders for business continuity and sustainability.

MANAGERIAL IMPLICATIONS AND FURTHER RESEARCH DIRECTIONS

Homestays as destinations protect natural resources and local customs and traditions. Its small-scale of operations, community-based origins and decision making by its leaders demonstrate a deep commitment to sustainable practices through responsible leadership and competencies. They provide useful reference and insights for other tourism enterprises as they journey towards sustainable and responsible tourism. Further research can explore how these practices can be implemented more widely across the industry in different contexts.

REFERENCES

- Flick, U. (2014) An introduction to qualitative research. (5th ed.). Sage Publications Ltd.
- Gan, S. W., Inversini, A., & Rega, I. (2016). Community Based Tourism and ICT: Insights from Malaysia. ENTER 2016 Conference on Information and Communication Technologies in Tourism, Published in e-Review of Tourism, Vol 7. <http://ertr.tamu.edu/enter-2016-volume-7-research-notes/>
- Griffin, T. (2018). Constructionism: The Making Of Meaning In Tourism And Hospitality Research. In R. Nunkoo (Ed.), Handbook of research methods for tourism and hospitality management (pp. 32–42). Edward Elgar Publishing.
- Hall, C. M. (2007) 'Pro-Poor Tourism : Do 'Tourism Exchanges Benefit Primarily the Countries of the South?', Current Issues in Tourism, 10(2–3), pp. 111–118.
- Maak, T., & Pless, N. (2006a). Introduction: The quest for responsible leadership in business. In T. Maak & N. M. Pless (Eds.), Responsible Leadership (pp. 1–13). Routledge.
- Maak, T., & Pless, N. (2006b). Responsible leadership: A relational approach. In T. Maak & N. Pless (Eds.), Responsible Leadership (pp. 33–53). Routledge.
- Mathew, P.V. and Nimmi, P.V. (2022), “Sustainable tourism development: discerning the impact of responsible tourism on community well-being”, Journal of Hospitality and Tourism, vol. 5(5), pp.

987-1001.

- Mayaka, M., Croy, W. G., & Cox, J. W. (2018). Participation as motif in community-based tourism: a practice perspective. *Journal of Sustainable Tourism*, 26(3), 416–432.
- Mayaka, M.; Croy, W.G.; Wolfram Cox, J. (2019) A dimensional approach to community-based tourism: Recognising and differentiating form and context. *Annals Of Tourism Research*, 74, 177–190.
- Muff, K., Liechti, A., & Dyllick, T. (2020). How to apply responsible leadership theory in practice: A competency tool to collaborate on the sustainable development goals. *Corporate Social Responsibility and Environmental Management*, 27(5), 2254–2274.
- UNWTO (2005) *Making Tourism More Sustainable: A Guide for Policy Makers*. Madrid: UNWTO. Available at: <https://www.unep.org/resources/report/making-tourism-more-sustainable-guide-policy-makers>

77. Snap, Share, Beware: The Risks of Instagram Oversharing Among Malaysian Tourists

Nurul Hasanah Abdul Satar¹, Ahmad Fitri Amir*² and Salamiah A. Jamal³

¹Nurul Hasanah Abdul Satar, Multimedia University (MMU), Malaysia

²Ahmad Fitri Amir, Universiti Teknologi MARA (UiTM), Malaysia

³Salamiah A. Jamal, Universiti Teknologi MARA (UiTM), Malaysia

*Correspondence E-mail: fitriamir@uitm.edu.my

Keywords: Instagram, Oversharing, Risks, Tourism, Travel Content.

EXTENDED ABSTRACT

As social media usage rises, more travelers document their vacations online (Munar & Jacobsen, 2014). Tourists increasingly rely on social media for travel information, trusting that other consumers' experiences will help them make informed choices (Bigné et al., 2019). These shared materials significantly influence travelers' decisions and the effectiveness of tourism vendors (Kang & Schuett, 2013). However, only 10-20% of social media users share their travel experiences (Lee et al., 2014). Understanding what motivates or discourages travelers from sharing on social media is crucial. Booking.com (2019) found that Instagram is the top inspiration for Gen Z's holiday choices, with 60% wanting trips that look good in pictures and 56% constantly posting their travels online. "Overshare" was a notable word in 2014, reflecting the tendency to disclose too much personal information online (du Preez, 2018). In the context of oversharing travel content on Instagram, the following research questions are proposed:

1. What is the relationship between travel motivation and oversharing risk perception among Malaysian tourists?
2. What is the relationship between oversharing risk perception and the intention to share travel content among Malaysian tourists?
3. Does oversharing risk perception mediate the relationship between travel motivation and the intention to share travel content among Malaysian tourists?

LITERATURE REVIEW

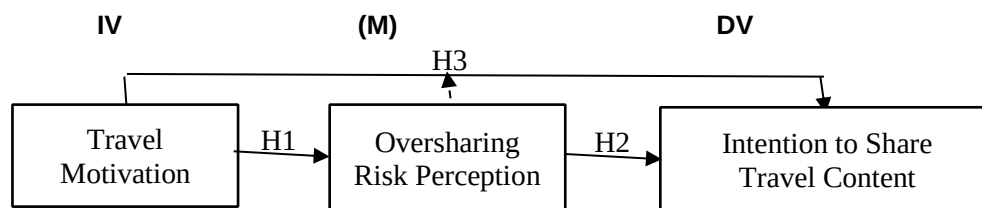
Social media facilitates real-time interaction and information sharing (Seltzer & Mitrook, 2007). Tourists and tourism organizations use social media to gather travel information, share experiences through user-generated content (UGC), promote destinations, and communicate during crises (Zeng & Gerritsen, 2014). Instagram has become a key channel for conveying the travel experience (Martiny, 2023). Tourists choose destinations based on influencer recommendations, cost-effectiveness, hashtags, and "Instagrammable" locations (Cavlak, 2021).

Motivation is a crucial predictor of behaviour. Intrinsic motivation positively impacts knowledge sharing (Sun et al., 2012), while extrinsic incentives, such as monetary benefits, can have mixed effects (Sun et al., 2012). However, few studies have explored the impact of extrinsic incentives on sharing travel experiences.

Risk perception involves subjective estimation of the likelihood of adverse events, focusing on severity and susceptibility (Pask & Rawlins, 2016). Oversharing, defined as posting more than five times daily, is linked to adverse outcomes such as identity theft and cyberbullying (Brammer et al., 2022). However, the psychological factors underlying oversharing remain underexplored.

CONCEPTUAL FRAMEWORK

Figure 1: Conceptual Framework of the study, adapted from Wang et al. (2014)



Three hypotheses were formulated in the study:

H1: Travel Motivation positively correlates with Oversharing Risk Perception among Malaysian tourists.

H2: Oversharing Risk Perception positively correlates to Share Travel Content among Malaysian tourists.

H3: Oversharing Risk Perception mediates the relationship between Travel Motivation and Intention to Share Travel Content among Malaysian tourists.

METHODOLOGY

A quantitative research method was used, and data was collected via an online survey conducted through Google Forms. Participants were recruited through WhatsApp, Facebook, and Instagram. The questionnaire items were based on previously validated multi-item scales, measured using a 5-point Likert scale. The questionnaire had two sections: significant constructs and demographic information (gender, age, marital status, monthly income) and social media use behaviour (frequency of usage, time spent on Instagram, and frequency of posting while travelling).

FINDINGS

The study used an online survey method involving Malaysian tourists who use Instagram. Among the 60 respondents, 35 were male and 25 females. Nineteen respondents spent over 2 to 3 hours daily on social media. On average, respondents posted 23 pieces of social media content weekly.

Correlation between Variables

The results of the correlation analysis are shown in Table 1. There is a statistically significant positive correlation between *Travel Motivation* and *Oversharing Risk Perception*, indicating that respondents motivated by travel are also aware of the risks of oversharing travel content. Thus, Hypothesis 1 is supported. Similarly, a significant correlation exists between *Oversharing Risk Perception* and the *Intention to Share Travel Content*, indicating that the risks of oversharing do not deter respondents from sharing travel content on Instagram. Therefore, Hypothesis 2 is supported.

Table 1: Results of Correlation Analysis

Variables Relationship	Correlation	Interpretation
<i>Travel Motivation</i> □ <i>Oversharing Risk Perception</i>	0.000**	Statistically Significant
<i>Oversharing Risk Perception</i> □ <i>Intention to Share Travel Content</i>	0.000**	Statistically Significant

Mediation Effect of Oversharing Risk Perception

A bootstrapping test was performed to analyse the mediation effect of Oversharing Risk Perception on Travel Motivation and Intention to Share Travel Content. As illustrated in Table 2, the indirect effect of Travel Motivation on the Intention to Share Travel Content was found to be statistically significant [Effect = 1.0925, 95% CI (1.31, 1.15)]. Hayes (2018) states that the general guideline for implementing bootstrapping is that the lower limit (LL) and upper limit (UL) of the confidence interval should both be zero when the interval range is (CI). The 95% confidence interval's lower limit (LL) and upper limit (UL) do not contain zeros (CI). As a result, it may be said that the indirect effect is substantial. Therefore, Hypothesis 3 is supported.

Table 2: PROCESS analysis of the Mediation Effect of Oversharing Risk Perception

Indirect effect(s) of <i>Oversharing Risk Perception</i> on <i>Travel Motivation</i> :				
	Effect	BootSE	BootLLCI	BootULCI
ORP	1.0925	.1157	1.3140	1.1502
Completely standardised indirect effect(s) of <i>Travel Motivation</i> on the <i>Intention to Share Travel Content</i> :				
	Effect	BootSE	BootLLCI	BootULCI
ORP	1.0810	1.1041	1.2935	1.1201

DISCUSSION AND CONCLUSION

The study found that the risk of oversharing travel content does not deter individuals motivated to travel. Travel motivations diversify over time, with those seeking adventure and adrenaline exhibiting a unique enthusiasm for travel (Saribas & Outer, 2013). Despite acknowledging the risks, these individuals continue to post on Instagram, possibly underestimating the risks due to limited exposure to oversharing

victimization. However, the study found that perceived oversharing risk influences the intention to share travel content; those perceiving higher risk post less on Instagram.

Gender affects how risk perception influences sharing intentions among Malaysian tourists. This aligns with previous research, suggesting women tend to share more while travelling (Wang & Lee, 2020; Carbone et al., 2021). Emotional factors cause men and women to share differently. Women's travel-related posts align more with advertisers' intentions (Vujicic, 2008). Social media, particularly Instagram, is a crucial marketing channel, and targeting women in promotional activities can enhance the tourism business by leveraging their propensity to share experiences (Hasim et al., 2020).

In conclusion, despite awareness of oversharing risks such as privacy invasion or identity theft, these concerns do not significantly deter individuals from sharing travel experiences on social media. This persistence is driven by strong travel passion, underestimation of risks, social validation, and evolving travel motivations. The joy of sharing, receiving positive feedback, and connecting with a travel community often outweighs perceived risks. This understanding is crucial for tourism and social media stakeholders to grasp traveller engagement and sharing behaviours.

ACKNOWLEDGEMENT

The researchers extend their appreciation to everyone directly and indirectly involved in this research project.

REFERENCES

- Booking.com. (2019, July 25). Gen Z and social media: It's complicated. <https://news.booking.com/gen-z-and-social-media-its-complicated/>
- Carbone, E., Loewenstein, G., Scopelliti, I. & Vosgerau, J. (2021). He Said, She Said: Gender Differences in Disclosure. *Advances in Consumer Research*, 49, pp. 871-872.
- Cavlak, N. (2021). The importance of social media in destination choice: the power of eWOM. *Impact of New Media in Tourism*, 119-134. <https://doi.org/10.4018/978-1-7998-7095-1.ch008>
- du Preez, A. (2018). Oversharing in the time of selfies: an aesthetics of disappearance? *Connecting Families?*, 81–96. <https://doi.org/10.1332/POLICYPRESS/9781447339946.003.0005>
- Hasim, M. A., Shahrin, M., & Wahid, R., & Shamsudin, M. (2020). A Review On Media Richness Affecting Purchase Intention On Instagram: The Mediating Role Of Brand Loyalty. *International Journal of Psychosocial Rehabilitation*. 24. 3894-3902. 10.37200/IJPR/V24I7/PR270386.
- Idemudia, C. E., Raisinghani, S. M., Adeola, O., & Achebo, N. (2017). The effects of gender on the adoption of social media: An empirical investigation. *Boston: 23rd Americas Conference on Information Systems*.
- Kang, M., & Schuett, M.A. (2013). Determinants of sharing travel experiences in social media. *Journal of Travel & Tourism Marketing*, 30(1/2), 93.
- Karatsoli, M., & Nathanail, E. (2020). Examining gender differences of social media use for activity planning and travel choices. *Eur. Transp. Res. Rev.* 12, 44 (2020). <https://doi.org/10.1186/s12544-020-00436-4>
- Martiny, J. (2023, May 17). How Instagram changed the tourism industry – DW – 05/17/2023. *Dw.com*.

<https://www.dw.com/en/how-instagram-changed-the-tourism-industry/a-65348690>

- Munar, A. M. and Jacobsen, J. K. S. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management*, 43(August), 46–54. <https://doi.org/10.1016/j.tourman.2014.01.012>
- Nyblom, P., Wangen, G. & Gkioulos, V., 2020. Risk Perceptions on Social Media Use in Norway. *Future Internet*, 12(12), p.211.
- Seltzer, T., & Mitrook, M. (2007). The dialogic potential of weblogs in relationship building. *Public Relations Review*, 33(2), 227-229.
- Sun, Y., Fang, Y., & Lim, K. (2012). "Understanding sustained participation in transactional virtual communities," *Decision Support Systems* (53:1), April, pp 12-22.
- Vujicic, S. (2008). Photographic messages in tourism advertising. Ph.D. thesis, University of Gothenburg, Gothen-burg, Sweden.
- Wang, X., Li, X., Li, Q., & Peng, L. (2014). Intention of Sharing Travel Experiences on Social Media: Motivations and the Moderating Effect of Face Orientation. In *openrepository.aut.ac.nz*. ACIS. <https://openrepository.aut.ac.nz/items/595ae1e0-9326-48f6-9fca-1f55528998a2>
- Zeng, B., & Gerritsen, R. (2014). What do we know about social media in tourism? A review. *Tourism Management Perspectives*, 10, 27–36. DOI: 10.1016/j.tmp.2014.01.001.

78. Fostering Actors Engagement to Strengthen Value Co-creation: A Case Study on a Mobile Application of Tour Guide Service

Rizki Adityaji¹, Agoes Tinus Lis Indrianto^{*1}, and Adrie Oktavio¹

¹ Universitas Ciputra, Indonesia

*Correspondence author: agoes.tinus@ciputra.ac.id

Keywords: Actor Engagement, Mobile Application, Tour Guide, Tourism, Value Co-Creation.

EXTENDED ABSTRACT

This study focuses on the actors' engagement in encouraging value co-creation in mobile applications that provide tour guide booking services. In the process of value co-creation, it is expected to provide benefits for the actors involved in it, such as increasing the retention of actors, which leads to forming positive performance of mobile application-based tour guide service providers. This study used a qualitative approach to explore the factors that shape actors' dispositions in the value co-creation process. A series of semi-structured interviews were conducted with different actors. The study found that value drivers serve as motivators for actors' engagement and represent the actors' expected value. Based on these expected values, the actors collaborate with each other for mutual progress by integrating the resources owned by each actor. This collaboration results in value realization from the value co-creation process. Based on the findings, this study contributes to the development of a literature that highlights the role of actor engagement as a pillar of value co-creation in the context of mobile app-based tour guide service provider.

BACKGROUND

In line with global trends, the phenomenon of mobile application usage in Indonesia also shows an increasing trend from year to year, including the tourism industry (Kristiana, 2018). Nowadays, most travel guides can be accessed through smartphones, so information related to travel is in the palm of tourists' hands (Dwidienawati et al., 2020). Tourism entrepreneurs have created mobile apps to expand their reach. It is not surprising that the relationship between tourism and technology is getting closer and is almost inseparable (Chung et al., 2021).

However, the adoption of information and communication technology developed in Indonesia is still low, including in the tourism sector (Nindito et al., 2020). Adopting information and communication technology in Indonesia is still limited compared to other developing countries (Das et al., 2016). Of course, this situation creates a great opportunity for business people in other tourism fields to create technology-based tourism services including mobile applications.

Mobile app-based travel services are still emerging (Lei et al., 2022). The growing trend implies that mobile app-based travel service providers are relying on interactive functions to communicate with and collect information from travellers (Lei et al., 2022). This shows that mobile app-based travel service

providers realise that travellers need to be empowered in the process of interacting with travel service providers in real-time (Neuhofer et al., 2015), co-designing new ideas and solutions with other consumers (Jarvenpaa & Tuunainen, 2013), and personalising aspects of their travel (Lei et al., 2020). Such practices reflect service providers' resourcing efforts (Stocchi et al., 2022). The hope is that service providers can better understand the changing desires of contemporary consumers to provide more relevant service offerings (Lei et al., 2022). The practice of providing consumers with accessible resources to shape their unique experiences through interactions with service providers is called value co-creation (Prahalad & Ramaswamy, 2004). Through effective interaction and communication, service providers can incorporate consumers' unique needs and wants into the design of services that can provide a more personalised consumer experience (Lei et al., 2020).

Value co-creation can be defined as a collaborative and simultaneous process to produce new value both materially and symbolically (Ketonen-Oksi & Valkokari, 2019). Value always refers to the norms and beliefs of individual consumers that are used for the selection of attributes and attribute levels in making judgements on different alternatives to products, services, brands or companies with which consumers are connected (Edvardsson & Enquist, 2012). The results of a meta-analysis study conducted by Lei et al. (2022) showed that co-creation value creation in the context of mobile service applications can generally be divided into three approaches. The first approach is the economic theory approach. This approach uses the classical economic paradigm by assuming that consumers are highly rational individuals in making purchasing decisions and using mobile service applications (Liu et al., 2021). The second approach is the information technology approach. The information technology approach dominates many studies related to technology adoption including mobile service applications. Research with an information technology approach has contributed to understanding how consumers adopt certain technologies (Venkatesh et al., 2012). The last or third approach is the marketing approach. There are similarities between the information technology approach and the marketing approach, namely the attitude factor which can directly or indirectly affect the interest in using technology (Flavian et al., 2020).

However, this study found that there is still research gaps related to the three approaches above. The main problem in the information technology approach is how consumers adopt new technology. The adoption of technology is seen from the technology adoption model that many researchers have begun to emerge. For example, the TAM (Technology Acceptance Model) model, which was later refined with the UTAUT (The Unified Theory of Acceptance and Use of Technology) model. Recently, UTAUT has also been refined with the presence of UTAUT2. These three models try to look at the personal side of consumers, especially at consumer attitudes that can influence interest in using certain technologies. The technology adoption model provides a good understanding when applied to new forms of technology. However, if it is associated with the phenomenon of the growth of mobile service applications that assume consumers are familiar with mobile service application technology, then the adoption model is deemed inappropriate to provide an understanding of the phenomenon. Furthermore, in the economic theory approach, the main problem lies in the rationality of the value perceived by consumers based on the use of technology. The factors of consumer emotional psychology have not been measured in this approach. The latter is a major

problem in the marketing approach that still relies heavily on the company as the sole presenter of value delivered to end users. As a result, value creation still focuses on the initiative of the service provider. Co-creation of value between companies and users or between users has not been widely discussed in previous studies. In fact, when service providers have the intention to create value, it does not necessarily mean that users will provide positive judgements or reaction responses (Lei et al., 2022).

Based on the research gaps above, this study concludes that there is still a need for broad and in-depth scientific studies to understand how the co-creation value creation process is formulated by interested parties. The aim is to identify the key actors who should be involved in the co-creation value creation process, including any factors that hinder or otherwise facilitate co-creation value creation based on the point of view of each actor so that the extent of their attachment between one actor and another is reflected. This means that it is necessary to conduct scientific studies that focus on the micro or basic aspects to better understand the co-creation value creation process (Storbacka, 2019). Storbacka (2019) adds that one of the important micro aspects in the concept of co-creation value creation is the effectiveness of actors' engagement.

This research exists to conduct a micro-level study of the actors' entanglements that support the concept of co-creation value creation as a representation of macro-construction in the perspective of service dominant logic. The theoretical discussion in this study is built on the basis that co-creation value creation occurs due to actors' embeddedness in service-for-service exchanges and in related interactions that lead to resource integration (Felin et al., 2015). Consequently, without the actors' engagement, no resource integration takes place, and no value can be co-created. In other words, co-creation value creation may be difficult to observe empirically, so actors' embeddedness is observable and more likely to be designed and managed. Therefore, actors' embeddedness plays a central role as a micro-foundation in aligning theory with practice and enabling empirical investigation (Storbacka, 2019).

RESEARCH QUESTIONS

This research focuses on understanding creating value co-creation based on attaching actors at mobile application startups in Indonesia as providers in delivering tour guide service. This is because of the lack of research among mobile application tour guide service providers, especially in actors' attachment in the process of value co-creation. In addition, the startup business is going through a difficult period and is considered having passed its heyday (Dewi, 2022). Therefore, applying new technologies, including as mobile-based service applications, has its own challenges. On the other hand, the users of tour guide service in mobile application are not only for inbound tourists but also outbound. Therefore, choosing to focus on mobile applications for tour guide service providers develops the company's existence at a global level (Podsukhina et al., 2022). Based on these arguments, three research questions can be formulated as follows:

- a. What are the actors' perspectives on the expected value of the tour guide service mobile app?
- b. What is the collaboration model and resource integration of the actors that can encourage the creation of co-creation value?

- c. How does the realisation of co-created value with other actors affect the actors' experience of using the tour guide mobile app?

RESEARCH METHOD

This study is a qualitative research with a case study research design. The unit of analysis in this research is the actors associated with mobile application-based tour guide services. Therefore, the sample criteria in this study were differentiated by actor groups. The initial group of actors comprises a company that offers a platform for mobile application-based tour guide services. The second group of actors is tour guides. The final category of actors consists of tourists. Semi-structured interviews were conducted to extract information from the actors.

RESULTS AND DISCUSSION

This research examines the process of value co-creation from the actors' perspectives, especially in the context of a mobile application-based tour guide service. The aim is to improve understanding of the consequences of actors' engagement in the collaborative process of value co-creation on the use of the mobile application. This research proposes an approach to motivate actors to ensure their active engagement in collaboration.

This research certainly contributes to studies on the effectiveness of the value co-creation process as conducted by other researchers. Therefore, the findings of this study in examining actors' perspectives in the value co-creation process are useful for the development of knowledge. Although actors' engagement plays a very important role in the value co-creation process, most of the existing research only focuses on consumer engagement as the main criterion.

This research provides insights into the motives of actors to engage in the collaborative process of value co-creation depending on the expected value as a value driver from each actor. The complexity increases as the form of the expected value can come in many forms. One actor's expected value may conflict with another actor's expectations in a multi-actor perspective. While it is a difficult challenge for mobile application developers to validate the expectations of all actors, determining the common goal of the value co-creation process is of utmost importance for its success. In response to this challenge, the findings of this paper propose a value co-creation theoretical framework to understand the expectations of actors in a collaborative process.

After conducting interviews with all actors, the research was able to identify the expected value drivers that act as motives for effective collaboration. Depending on the context of the collaboration, the dominant value may vary. After determining the shared value expectations, the actors involved initiate collaboration based on the collaborative options available to them. Collaboration occurs through negotiation, compromise and continuous feedback between users and the company.

Based on the resources identified from the findings of this research, the actors' collaboration is realised

through the exchange or integration of resources owned by each actor for mutual progress. Ultimately, departing from the expected value of the value co-creation process, the results of the actors' collaboration can produce values that may be realised for the common good as a result of the value that may be achieved.

MANAGERIAL IMPLICATIONS

The framework proposed in this study can be considered as a managerial tool for the management of actors' interests in the process of joint value co-creation on the use of tour guide service mobile applications. The framework offers a holistic view in understanding the impact of actors' involvement in achieving company goals. From the side of the application manager, they get the opportunity to understand the value expectations of the other actors involved, namely tour guides and consumers as application users. The value expected by tour guides and consumers can help application managers manage conflicting value expectations and the results of the process. The findings will also support app managers in motivating tour guides and consumers to continue to be willing to engage in the value co-creation process to the fullest and most sustainably.

FUTURE RESEARCH DIRECTIONS

An important direction for future research is to analyse the impact and dominance of the factors that shape actors' engagement. While this study identified factors that shape engagement dispositions through actors' expected values, we did not test the importance of each factor in relation to the others. As such, future research could identify whether a particular factor is a stronger predictor than others in influencing actors' engagement.

REFERENCES

- Chung, N., Lee, H., Ham, J., & Koo, C. (2021). Smart tourism cities' competitiveness index: A conceptual model. In *Information and Communication Technologies in Tourism 2021* (pp. 433–438). https://doi.org/10.1007/978-3-030-65785-7_42
- Das, K., Gryseels, M., Sudhir, P., & Tan, K. T. (2016). Unlocking Indonesia's digital opportunity. In *McKinsey Indonesia Office* (Issue October). https://www.mckinsey.com/~media/McKinsey/Locations/Asia/Indonesia/Our_Insights/Unlocking_Indonesias_digital_opportunity/Unlocking_Indonesias_digital_opportunity.ashx
- Dewi, I. R. (2022). Masa indah startup sudah usai, masa sulit di depan mata. *CNBC Indonesia*.
- Dwidienawati, D., Abdinagoro, S. B., & Gandasari, D. (2020). Online activities in indonesia young generation: The raise of mobile phone usage. In *Journal of Critical Reviews* (Vol. 7, Issue 16, pp. 296–303). <https://doi.org/10.31838/jcr.07.16.36>
- Edvardsson, B., & Enquist, B. (2012). Values resonance drives sustainable customer value: Lessons from IKEA. In *Service Management: The New Paradigm in Retailing* (Vol. 9781461415, pp. 249–269). https://doi.org/10.1007/978-1-4614-1554-1_14
- Felin, T., Foss, N. J., & Ployhart, R. E. (2015). The microfoundations movement in strategy and organization theory. *Academy of Management Annals*, 9(1), 575–632. <https://doi.org/10.1080/19416520.2015.1007651>

- Flavian, C., Guinaliu, M., & Lu, Y. (2020). Mobile payments adoption - Introducing mindfulness to better understand consumer behaviour. *International Journal of Bank Marketing*, 38(7), 1575–1599. <https://doi.org/10.1108/IJBM-01-2020-0039>
- Jarvenpaa, S. L., & Tuunainen, V. K. (2013). How finnair socialized customers for service co-creation with social media. *MIS Quarterly Executive*, 12(3), 125–136.
- Ketonen-Oksi, S., & Valkokari, K. (2019). Innovation ecosystems as structures for value co-creation. *Technology Innovation Management Review*, 9(2), 25–35. <https://doi.org/10.22215/TIMREVIEW/1216>
- Kristiana, Y. (2018). Aplikasi perjalanan dan perilaku wisatawan. *Jurnal Pariwisata Pesona*, 3(1). <https://doi.org/10.26905/jpp.v3i1.2022>
- Lei, S. I., Wang, D., & Law, R. (2022). Mobile-based value co-creation: Contextual factors towards customer experiences. *Tourism Review*, 77(4), 1153–1165. <https://doi.org/10.1108/TR-10-2020-0504>
- Lei, S. I., Ye, S., Wang, D., & Law, R. (2020). Engaging customers in value co-creation through mobile instant messaging in the tourism and hospitality industry. *Journal of Hospitality and Tourism Research*, 44(2), 229–251. <https://doi.org/10.1177/1096348019893066>
- Liu, Y., Luo, J., & Zhang, L. (2021). The effects of mobile payment on consumer behaviour. *Journal of Consumer Behaviour*, 20(3), 512–520. <https://doi.org/10.1002/cb.1880>
- Neuhofer, B., Buhalis, D., & Ladkin, A. (2015). Technology as a catalyst of change: Enablers and barriers of the tourist experience and their consequences. In *Information and Communication Technologies in Tourism 2015* (pp. 789–802). https://doi.org/10.1007/978-3-319-14343-9_57
- Nindito, H., Soeparno, H., Budi Santoso, C., & Alam Napitupulu, T. (2020). Technology adoption of smart tourism in Indonesia: Systematic literature review. *Proceedings - 2nd International Conference on Informatics, Multimedia, Cyber, and Information System, ICIMCIS 2020*, 13–17. <https://doi.org/10.1109/ICIMCIS51567.2020.9354280>
- Podsukhina, E., Smith, M. K., & Pinke-Sziva, I. (2022). A critical evaluation of mobile guided tour apps: Motivators and inhibitors for tour guides and customers. *Tourism and Hospitality Research*. <https://doi.org/10.1177/14673584211055819>
- Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5–14. <https://doi.org/10.1002/dir.20015>
- Stocchi, L., Pourazad, N., Michaelidou, N., Tanusondjaja, A., & Harrigan, P. (2022). Marketing research on Mobile apps: past, present and future. *Journal of the Academy of Marketing Science*, 50(2), 195–225. <https://doi.org/10.1007/s11747-021-00815-w>
- Storbacka, K. (2019). Actor engagement, value creation and market innovation. *Industrial Marketing Management*, 80, 4–10. <https://doi.org/10.1016/j.indmarman.2019.04.007>
- Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly: Management Information Systems*, 36(1), 157–178. <https://doi.org/10.2307/41410412>

79. Local Residents' Perception and Interest on Las Piñas Coconet Factory as a Creative Tourism Site: Basis for a Sustainable Livelihood Program for Urban Tourism

Samantha Jean G. Coloma¹, Raziel B. Dela Cruz², Ceness Soriano³, John Ericson A. Policarpio⁴ and April Kim T. Lalisán⁵

¹ Samantha Jean G. Coloma, University of Perpetual Help System Dalta Las Piñas, Philippines ² Raziel B. Dela Cruz, University of Perpetual Help System Dalta Las Piñas, Philippines ³ Ceness Soriano, University of Perpetual Help System Dalta Las Piñas, Philippines ⁴ John Ericson A. Policarpio, University of Perpetual Help System Dalta Las Piñas, Philippines ⁵ April Kim T. Lalisán, University of Perpetual Help System Dalta Las Piñas, Philippines

*Correspondence E-mail: samanthacoloma821@gmail.com

Keywords: Creative Tourism, Sustainable Livelihood, Las Piñas Coconet Factory, Urban Tourism Development.

EXTENDED ABSTRACT

Creative Tourism is an emerging way for tourists to have active and participative experiences with local culture and develop their creativity, as cited in Duxbury (2021). The combined impact of creativity and tourism has become an effective tool for economic development, especially in urban cities. This combination provides an exceptional chance to highlight local craftsmanship, culture, and history, enhancing visitor experiences while supporting long-term, sustainable livelihoods for residents (Richards, 2013). Las Piñas City is known for its dynamic culture and historical significance and has a sustainable way of preserving coconut coir. The Las Piñas Coconet Factory shows how nets can be crafted from the coconut shells and husks thrown away by vendors that clog up the Las Piñas and Zapote Rivers. The researchers aim to determine the potential of the Las Piñas Coconet Factory as a creative tourism site and to investigate the perceptions and interests of residents of the Las Piñas Coconet Factory. The study also identifies factors that hinder the factory's development, such as limited promotion on social media. The researchers emphasize the importance of effective promotional strategies to increase community awareness. The objective is to understand how creative tourism activities in Las Piñas Coconet Factory can benefit the local community, preserve culture, and promote economic growth.

LITERATURE REVIEW

Creative Tourism

A study has shown that creative tourism should involve community participation in designing and providing activities as they may help promote and create memorable experiences for tourists (Kim et al., 2022). By offering creative experiences, a tourism site can preserve cultural heritage, diversify the tourism offer, boost the local economy, create employment opportunities, and foster community development (Rui, 2023).

Sustainable Livelihood

Sustainable Livelihood projects have a significant relationship to economic and social development. Providing livelihood projects to the community of marginalized Filipinos has created positive peace. The increased improvement of the Sustainable Livelihood Program could also improve the economic performance of people below the poverty line (Romano et al., 2022)

Value Co-creation in Creative Tourism

Value co-creation in creative tourism is about building authentic relationships (Aure et al., 2021). When visitors interact with locals and artists meaningfully, they help create experiences that are true to the culture. Value co-creation helps a culture live through tourism through activities encouraging interaction and appreciation of their culture (Yang et al., 2022).

Uniqueness and Authenticity of a Creative Tourism Site

Creativity is vital to creative tourism, in which the tourist experience is based on the uniqueness, material, and ethereal features of the locations and communities visited (Pimenta, 2021). Tourists are motivated by a desire for authentic experiences and connections that connect them to the local culture and people. This authenticity deepens and broadens their travel experiences, making creative tourism a popular choice for individuals looking for genuine connections and cultural immersion (Banegas, 2019).

Hypothesis of the Study

For this study, the researchers developed the null hypothesis at a 0.05 level of significance:

H₀: There is no significant relationship between the level of interest of the local residents in participating in creative tourism and their perceptive extent of Las Piñas Coconet Factory as a destination for creative tourism experience.

RESEARCH METHOD

The study used descriptive quantitative research, dealing with the survey respondents' ideas, perceptions, and interests. The study used a purposive sampling design that included one hundred fifty-five (155) local residents of Las Piñas City who are familiar with and have experience at the Las Piñas Coconet Factory. The study was conducted around the municipality of Las Piñas City through onsite survey questionnaires focusing on the local residents of Las Piñas City. The quantitative data from the survey questionnaires were analysed using Pearson's Correlation Coefficient. This analysis determined the relationship between the various factors and the local residents' perceptions and interests.

Data Gathering Procedures

The following were observed in the data collection to accomplish the study's objectives. (1) sent a letter to the program chair of CITHM, asking permission to conduct the study; (2) After the approval of the letter, the researchers asked permission from the Dean of the CITHM for them to conduct the study; (3) The researchers have constructed a self-made questionnaire and have double-checked it for credibility and make sure that it is clear and is free from the biased description; (4) The questionnaire has undergone

content validation by an expert in the fields; (5) Distribution of the final research made questionnaire; (6) Collection and collating of all the research made questionnaire; (7) Analysis and interpretation of data.

Data Analysis

The researchers used a Likert scale to measure the interest and perception of the Las Piñas Coconet Factory, mean scores to summarize, and Pearson's correlation coefficient to examine relationships between variables related to residents' perceptions and interests.

RESULTS

The study investigated the perceptions and interests of local residents in the Las Piñas Coconet Factory. The results showed that the residents have a positive perception of and high interest in the factory. Local residents are highly interested in knowledge creation, equitable involvement in tourism activities, interactions with local craftsmen, personalized activities, and the overall experience at the factory. Local residents strongly perceive the Las Piñas Coconet Factory as a unique and authentic destination for creative tourism, recognizing its potential as a significant site for sustainable tourism. These perceptions underscore the factory's potential to become a sustainable and creative tourism hub. The study highlighted the necessity for a program to support these interests and effectively promote the factory.

DISCUSSIONS

The findings reveal that the local residents strongly perceive the Coconet Factory as a good destination for creative tourism experiences, emphasizing its uniqueness, authenticity, and potential for cultural immersion. These perceptions highlight the factory's potential to serve as a significant site for sustainable tourism and cultural preservation, reinforcing its role as a valuable asset for the community and a key attraction for visitors seeking authentic cultural experiences.

MANAGERIAL IMPLICATIONS

For tourism industry professionals, targeted marketing campaigns highlighting the unique aspects of the Las Piñas Coconet Factory can attract more visitors. Using social media and partnering with travel agencies can help promote the site effectively. Additionally, investing in infrastructure like access roads and visitor facilities is essential for improving the visitor experience. Collaborating with local government and private investors can support these developments.

FUTURE RESEARCH DIRECTIONS

The researchers suggest that the University of Perpetual Help System DALTA and the Las Piñas Coconet Factory collaborate on educational visits. Exploring alternative advertising strategies to increase consumer awareness of coconet products and benefit the community is recommended. Emphasizing sustainability in creative tourism and involving the local government in promoting the factory through team-building activities and tourist packages are also encouraged.

REFERENCES

- Aure, P. a. H., Burgos, A. A., Uy, S. J. C., Atendido, J. N. A., & Bruan, L. R. (2021). Building value, creating change: value co-creation in tourism social enterprises in the Philippines. *Journal of Business, Ethics and Society*, I(II). <https://doi.org/10.61781/1-2ii2021/5bmlm>
- Banegas. (2019). *Authenticity and motivation: A writing for publication experience*. https://www.researchgate.net/publication/338067244_Authenticity_and_motivation_A_writing_for_publication_experience
- Duxbury, N. C. (2021). *An introduction to creative tourism development: articulating local culture and travel*. <https://www.semanticscholar.org/paper/An-introduction-to-creative-tourism-development%3A-DuxburyCarvalho/30feef024b4fea42d8f792824f9bca15071cb388>
- Kim, E. G., Chhabra, D., & Timothy, D. J. (2022). Towards a creative MICE Tourism destination branding model: Integrating Heritage Tourism in New Orleans, USA. *Sustainability*, 14(24), 16411. <https://doi.org/10.3390/su142416411>
- Pimenta, C. A. (2021). *The relationship between creative tourism and local development: a bibliometric approach for the period 2009-2019*. https://tmstudies.net/index.php/ectms/article/view/1346/pdf_363
- Richards, G. (2013). Creativity and tourism in the city. *Current Issues in Tourism*, 17(2), 119–144. <https://doi.org/10.1080/13683500.2013.783794>
- Romano, N. P., Castro, E. T., Jr, Lozano, E. J., Sitones, M. L. A., & Borbon, M. G. (2022). Sustainable Livelihood Program and Peace development among the marginalized citizens in Butuan City, Philippines. *International Journal of Social Sciences and Humanities Invention*, 9(09), 7182–7188. <https://doi.org/10.18535/ijsshi/v9i09.01>
- Yang, H., Huang, Z., Fu, Z., Dai, J., Yang, Y., & Wang, W. (2023). Does Land Transfer Enhance the Sustainable Livelihood of Rural Households? Evidence from China. *Agriculture*, 13(9), 1667. <https://doi.org/10.3390/agriculture13091667>

80. The Potential of Gunung Stong and Lojing Highland as a Geopark Heritage Destinations in Malaysia

Auni Fatnin Agus Rizal*¹

¹Universiti Malaysia Kelantan, Malaysia

*Correspondence E-mail: aunifatnin.agusrizal@gmail.com

ABSTRACT

Sustainable ecotourism projects in the region (particularly in Kelantan) are being planned by MOTAC and have been promoted list for the East Coast Economic Region (ECER) Initiative Package to drive private investments into the country while being mindful of the need to preserve and conserve the natural environment and cultural assets. While building or upgrading tourism facilities for the convenience and comfort of visitors, the well-being of the local communities will remain a key priority. However, issues occurred in the ecotourism sector in Kelantan, such as a lack of synergy between ecotourism and conservation, lack of investment and tourism concessions in ecotourism sites, unstructured ecotourism marketing and poor product development. The general problem also has been identified is the diverse interpretation of ecotourism which may cause may difficulties for those who need operational guidance. To address these issues, 25 participants, consisting of local authorities, stakeholders, operators and non-tourism personnel will be interviewed. Direct observation and potential ecotourism site surveys will also be carried out to explore the existence and potential of geopark heritage resources. A review of government documents will be carried out to determine the level of tourism connectivity that will be implemented or has been planned for Gua Musang and Lojing Highlands. The data will be analyzed using Atlas.ti software, while the National Ecotourism Plan (NEP 2016-2020) will be the guideline and an alternative tool for ecotourism development. This includes nine elements NEP which will be used to evaluate the potential development. It is expected that the finding of this study will be benefit the stakeholders within local people's involvement in the ecotourism framework, enhance the image and branding of Kelantan state hence may increase the number of tourists visiting both places, simultaneously may contribute to the investment of local community's participation in ecotourism activities.

81. A Home-Grown Coffee Beans: A Roadmap of Economic Development and Sustainable Competitive Advantage in Ormoc City, Philippines

Elpedia M. Lago*¹

¹ Our Lady of Fatima University, Valenzuela City, Philippines

*Correspondence E-mail: emlago@fatima.edu.ph

Keywords: Competitive, Coffee, Economic Development, Home-Grown, Sustainable.

EXTENDED ABSTRACT

The coffee industry has become a popular trend in Ormoc City, with businesses focusing on the cultivation, processing, distribution, and consumption of coffee beans. The Tongonan Farmer's Association (ToFA) was established in 1989 with the help of the Philippine National Oil Company (PNOC), now known as Energy Development Corporation (EDC). The 45-hectare coffee and cacao plantation were established in 2020, providing a consistent source of revenue and livelihood for TOFA members due to the significant demand for coffee and cacao goods. This study seeks to identify whether a home-grown coffee beans production can improve the economic development and sustainable competitive advantage in the rising demand for coffee in the Ormoc City Philippines. The Ormoc City local coffee production is examined to know whether it will be a sustainable source for the country's coffee industry in the long-run and whether its production would be a good investment for several companies. This homegrown coffee business is a sustainable competitive advantage to ensure the Ormocanon's viability. These concerns are crucial to enhance the entity's continuity, thereby justifying the conduct of this study. This study aims to assess the impact of ToFA's homegrown coffee beans on the economic development of farmers through a comprehensive survey and one-on-one interviews. This study utilized the descriptive method and one-on-one interview to analyze the factors affecting the livelihood of farmers working for ToFA. The qualitative method used phenomena of the subject of research, behaviour, perception, and action to examine the relationship between the farmers and economic sustainability.

INTRODUCTION

The coffee business has been around for some time and with this day and time it has become a trend to patrons. Coffee is one of the five most important agricultural commodities in the world market (Taylor, 2005; Gabriele & Vanzetti, 2005; Ibrahim & Zailani, 2010). Coffee occupies an important place in the world economy, is widely consumed as the most prestigious beverage. Coffee ranks first among non-staple food and is rated as the fifth most important agricultural product in the world trade. The coffee industry is assumed to be worth US\$ 60 billion worldwide, which ultimately makes it the second most important commodity after oil (McEwan & Allgood, 2001; Kaplinsky, 2004), with around 125 million people depending on it as a significant source of their livelihood.

The coffee business involves the cultivation, processing, distribution, and consumption of coffee beans.

Farmers harvest and process the beans, which are then distributed to retail outlets. The industry also creates unique blends, promotes sustainable farming practices, and connects communities and cultures through the shared appreciation of coffee.

Tongonan Farmer's Association (ToFA) started in the year 1989 with the assistance of Philippine National Oil Company (PNOC) now known as Energy Development Corporation (EDC). ToFA's first generation of members were originally loggers which were later converted into farmers by PNOC to help stop the deforestation of Barangay Tongonan's Forest and to avoid the calamities that may befall from further deforestation. The second generation which is the current farmers of Tongonan Farmer's Association are the sons and daughters of the first generation members of ToFA, they now focus on cultivating Robusta Coffee in partnership with Energy Development Corporation (EDC), the Local Government Unit of Ormoc City, Department of Science and Technology Region VIII (DOST VIII), and the Barangay Tongonan Local Government Unit (Tongonan BLGU), the Tongonan Farmers Association's (TOFA) project is part of the 45-hectare coffee and cacao plantation that its new generation of farmers established in 2020. The facility is anticipated to offer a consistent source of revenue and prospects for livelihood for TOFA's members due to the significant demand for coffee and cacao goods both in the province and throughout the rest of the country. One of EDC's efforts is to promote social enterprises to build self-sufficient communities.

This study is designed to identify whether a home-grown coffee beans production can improve the economic development and sustainable competitive advantage in the rising demand for coffee in the Ormoc City Philippines and the impact of ToFA's homegrown coffee beans on the economic development of farmers.

To achieve this, the researchers will conduct a comprehensive survey, seeking the opinions of farmers regarding ToFA's coffee production. The study will employ one-on-one interviews to ensure the reliability and ease of identification of key insights. By directly engaging with farmers, the research aims to uncover valuable information on how ToFA's coffee cultivation practices contribute to the economic well-being of the farming community. Through this personalized approach, the study seeks to gain a nuanced understanding of the multifaceted relationship between ToFA's homegrown coffee beans and the broader economic landscape for farmers.

The result of this study will contribute to the spread in ToFA's marketing for their produce and to promote local sourcing for small to mid-sized businesses in the vicinity of Ormoc City. The result of the study will benefit the following: This study will help ToFA generate more income for the local farmers and will open more opportunities for them to sell their products. *Unassociated Coffee Farmers*: This study will help them find a market where they can sell and introduce their harvest. *Local Community*: This study will mark Barangay Tongonan as a main producer of coffee beans in the locality of Ormoc City. *Ecotourism*: Barangay Tongonan's farmers becomes popular for the coffee this can mark as the main producer of Coffee beans in the whole of Leyte.

Theoretical Framework

The study was inclined to the theoretical framework that describes the potential benefits of coffee agritourism for both local communities and tourists. The framework is the result of an iterated process based on theory (Corbin & Strauss, 1990), including literature review, findings from an existing case study on coffee tourism development in Costa Rica, interviews and surveys with different stakeholders in the coffee industry.

Through my study I also highlight the potentials of coffee tourism and hope to contribute towards increasing awareness of the possible economic, social, and environmental implications and strengthen the role that roasters, NGOs, and local institutions can play in favoring empowerment and cooperation among farmers and between farmers and coffee stakeholders to develop coffee tourism.

The remaining stated that a destination image can be built on coffee and therefore is a benefit of coffee tourism only, accompanied by specific characteristics that make the coffee-producing area more appealing, such as organic and sustainable outputs.

Figure 1: Theoretical framework of coffee tourism benefits

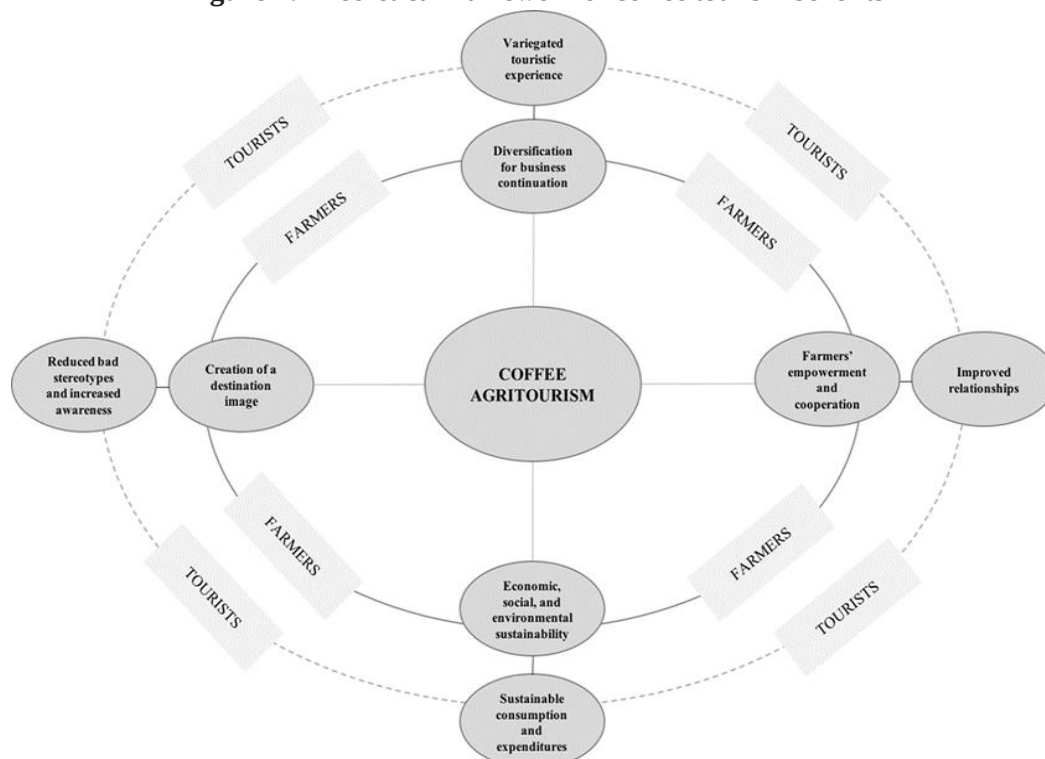


Figure 1 illustrates the framework of coffee tourism benefits for farmers (internal circle) and linked benefits for tourists (external circle).

The research study can be a useful tool for academic purposes of students interested in the subject of coffee production business and was conducted to address the following concerns:

- (1) How to identify whether a home-grown coffee beans production can improve the economic development and sustainable competitive advantage in the rising demand for coffee in the Ormoc City Philippines.
- (2) What are the economics benefits of ToFA's homegrown coffee beans on the economic development of farmers.
- (3) What sustainable competitive advantages does ToFA's gain from?
- (4) How can upland roast gain an edge against other commercialized coffee products?
- (5) How does the Farmers in-depth insights affect economic development of ToFA?
- (6) What are the ways that ToFA's Upland Roast can use to better market their product

LITERATURE REVIEW

The Global Coffee Industry

The coffee world has considerably changed in the last three decades. The occurrence of vibrant markets for differentiated coffee products such as organic, eco-friendly, and fair-trade coffees firmly consigns the coffee industry at the forefront in fostering creative strategies to help improve community development and trade among developing nations (Ponte, 2002). The presence of differentiated coffee products provides opportunities in a challenging coffee economy to many coffee-producing farmers. With the implementation of stringent standards as to control mechanisms, social and environmental parameters, inventory practices, and price structures, these schemes can reduce imperfections in the coffee world. Coffee is one of the most lucrative products in the world trade. In fact, coffee is the second-largest traded commodity in the global market. Growing, processing, cultivating, and marketing coffee provides employment for millions of people around the world. It is also considered a significant commodity traded in the commodity exchange market, specifically in London and New York (Ibrahim & Zailani, 2010). Hence the importance of coffee in the world economy cannot be ignored (<http://www.ico.org> accessed in December 2018). Coffee is grown in more than 80 developing countries worldwide by about 25 million farmers in Latin America, Africa, and Asia, the majority of which are smallholders using less than 10 hectares of land (Greeser & Tickell, 2002). Most of these small-scale farmers consider coffee as their principal means of livelihood. Since the 1960s, the coffee sector was governed through the International Coffee Agreement (ICA), which established a target price for coffee and allocated export quotas to each producing country. Ponte (2002) states that "although there were problems with this system, most analysts agreed that it successfully raised and stabilized coffee prices. However, in 1989, the ICA regime collapsed, and the power balance in the global coffee chain changed distinctly: on the one hand, the liberalization of agricultural markets in producing countries led to a decline in government intervention in the export and marketing processes; on the other hand, the end of the ICA triggered an increase "buyer-driven" of the coffee chain with international traders, retailers and most of all roasters emerging as the powerful agents in the chain

The Coffee Industry in the Philippines

Coffee was introduced in the Philippines in 1740 by a Spanish Franciscan monk in Lipa, Batangas, quickly catching neighbouring towns' attention. Coffee training started in Batangas in 1860, catering to both the

US and European markets. Coffee production expanded to Cavite in 1870, with the first tree planted in the town of Amadeo. By 1880, the Philippines became the fourth largest coffee exporter and even became the only source of beans when the coffee rush hit Brazil and Africa. But the heyday lasted only until 1889 when coffee rust and insect infestation hit the country. The industry recovered in the 1950s when the Americans introduced more resistant coffee varieties. This was also the period when the first instant coffee was produced commercially, which resulted in an increased demand for coffee beans. With perceived stability in the demand side of the coffee market in the 1960s, farmers went back to coffee farming. However, the surge in coffee output coincided with global production, resulting in a supply glut. The Philippines imposed a ban on coffee imports just to protect the local producers. Based on the 2013 figures of the International Coffee Organization (ICO), 145 million bags (@60 kg/bag) of coffee were produced by exporting countries valued at US\$ 21 billion. Around 34% of the total production came from Brazil, followed by Vietnam and Indonesia with 18% and 8% contributions. The Philippine coffee production accounted for less than one percent (1%) (www.ico.com accessed in December 2018). Coffee is grown in 60 countries along the equatorial zone called "The Bean Belt," located between latitudes 25 degrees north and 30 degrees south. Interestingly, the Philippines lies within the Bean Belt.

The country is a relatively small coffee producer with an output of less than one percent of global production. Based on 2012 data of the Bureau of Agricultural Statistics, the Philippines has 119,999 hectares of land devoted to coffee with an estimated 83.5 million fruit-bearing trees. The bulk of production is in Mindanao, with 64% of the total land area and 69% of the complete fruit-bearing trees. SOCKSARGEN has the most significant coffee farm area with 25,223 hectares, Davao Region with 25,166 hectares, ARMM with 13,746 hectares, CALABARZON with 13,563 hectares, and Northern Mindanao with 11,837 hectares (www.bsa.gov.ph accessed in December 2018).

Economic Development

Economic development occurs as economies diversify, provide a greater variety of goods and services, and as the purchasing power of consumers increases. This combination results in a higher standard of living for more people in the country. Economic development results in higher levels of education, greater employment opportunities, and higher income levels. Communities are strengthened with economic development because increasing numbers of jobs result in higher income levels. Higher standards of living provide greater incentives for young people to stay in the area rather than out-migrate in search of better employment and income opportunities.

Studies of the economic impacts of aquaculture have highlighted the importance of backwardly linked businesses. These are the businesses that produce fingerlings, feed, and sell other supplies to the aquaculture farms. Studies of the linkages in the US catfish industry show that economic output of and the value added by the secondary businesses are greater than those of the farms themselves. Economic development comes with a number of profound modifications in the human environment. One of the greatest changes has been the invention and spread of motorized machines to travel large distances overland. Since then, over 40 million people have perished in road traffic crashes all over the world and

the equivalent of today's total population of China have been injured. Every year, more than 1 million people die in road traffic crashes worldwide and more than 50 million are injured. Efforts to control the road deaths have been very successful in developed countries. Unfortunately, this control has yet to be achieved in developing countries. Because of the overwhelming contribution of human behaviours to road traffic risk, the largest improvements will be provided by further driver behavioural changes, resulting from changes in social norms, legislation, and enforcement. The second main source of improvement will be technology, with increasingly effective driving assistance systems able to compensate for human errors. The knowledge acquired over more than 100 years of motor vehicle mobility can and must be used to save the many lives at stake in underserved countries.

Economic development and associated construction have, and continues to impact, the vegetation within developed systems across the Marianas. The construction of buildings and facilities associated with public infrastructure (e.g., fresh water, sewage treatment, etc.) have the potential to convert developed vegetation, bare soil, and croplands to developed impervious surfaces and structures. Development across the Marianas is primarily correlated with human population size. Developed land areas are currently most prevalent in the southern, more populated islands whose local economies depend on construction and real estate, both privately and associated with the US military (ICF International, 2009; PEGS, 2018). At least a third of the island of Guam is occupied by the United States military, which includes a variety of land use types including many developed and developed vegetation areas (Owen, 2010). The military buildup on both Guam and Tinian also increases the likelihood of introducing invasive species, and the development of additional land areas throughout the Marianas (Marler, 2013). Creating more developed habitat and importing of equipment increases the likelihood of invasive species being introduced or spreading among islands in the archipelago. Brown tree snakes (*Boiga irregularis*) were introduced to Guam around 1949 as a result of movement of military assets among islands and continue to have devastating long-term effects on ecosystems and biological composition on the island (Rodda and Savidge, 2007). A loss of pollinators due to brown tree snake predation, has the ability to affect the resiliency and representation of developed vegetation across Guam.

Sustainable Competitive Advantage

A competitive advantage makes an entity's goods or services superior to all of a customer's other choices. A firm's relative position within its industry determines whether its profitability is above or below the industry average. The fundamental basis of above-average profitability, in the long run, is a sustainable competitive advantage. Positioning the company for a sustainable competitive advantage by utilizing the firm's strengths to exploit opportunities and neutralize threats while avoiding or fixing weaknesses has long served as the core framework for formulating the firm's strategy (Porter, 1985). At the core of the field of business strategy is the notion of sustainable competitive advantage (Porter, 1985). The leading approach to sustainability among strategy researchers is to identify hard-to-imitate resources that underlie a firm's competitive advantage (Dierickx & Cool, 1989; Barney, 1991). Examples of resource-based advantages include a firm with lower costs than competitors due to a proprietary production process or a firm that generates superior willingness-to-pay due to an advanced product design. Competitive advantage

is sustainable to the extent that it persists over time, with the strategy literature particularly concerned with the threat of competitors neutralizing an advantage through imitation of the underlying resources. In most industries, the coffee sector, for instance, some firms are more profitable than others, regardless of whether the industry's average profitability is high or low. The superior performers conceivably possess something unique and hard to imitate to outperform their rivals. These exceptional skills and assets (resources) are referred to as sources of competitive advantage in the strategy literature. "Competitive advantage can result either from implementing a value-creating strategy not simultaneously being implemented by any current or potential competitors (Barney, McWilliams & Turk, 1989; Barney, 1991) and when these other firms are unable to duplicate the benefits of this strategy or through superior execution of the same strategy as competitors. Sustainability is achieved when the advantage resists erosion by competitor behaviour (Porter, 1985). In other words, the skills and resources underlying a business's competitive advantage must resist duplication by other firms (Barney, 1991). In other words, it is the continuity of benefits and application of unique value creation strategies asynchronously with potential competitors that cannot copy such benefits. It is a dynamic continuum and can best be perceived as an ongoing process rather than a static achievement. Sustainable competitive advantage is related to the firm's efforts in establishing. Coyne (1986) contributed to the construct by proposing that to possess a sustainable competitive advantage, and consumers must perceive some difference between a firm's product offering and the competitors' offering. This difference must be due to the firm's resource capability, and competitors do not possess. Also, this difference must be some product or delivery attribute that is a positive key buying criterion for the market (Coyne 1986). The key is to predict the actions of others in the industry over time; by matching the firm's resources to the gaps and voids that exist in the industry, a competitive advantage can be created. This advantage is sustained if competitors either cannot or will not take action to close the gap (Coyne, 1986).

Sustainable competitive advantage is related to the firm's efforts in establishing and maintaining advantages for a long-term period. Sustainable competitive advantage is affected by three factors: the size of the target market, greater access to resources and customers, and restrictions on the powers of the competitors. Usually, a firm can create a sustainable competitive advantage whose managers apply its strategy based on characteristics that cannot be easily copied (Coyne, 1986). The home-grown coffee beans under study sets out to become an industry leader by adopting an economic development system to lead to sustainable competitive advantage. The strategy is anchored on the basic tenet of cost leadership whereby the firm pursues economies of scale, preferential access to raw materials, and effective monitoring of inventory practices to ensure that the company will find and exploit all sources of cost advantage.

RESEARCH METHOD

This study utilized the descriptive method and one-on-one interview to analyse the factors affecting the livelihood of farmers working for ToFA. The qualitative method used phenomena of the subject of research, behaviour, perception, and action to examine the relationship between the farmers and economic sustainability.

The researchers will employ qualitative research utilizing thematic analysis, aiming to explore the strengths, weaknesses, opportunities, strategies, and threats toward the farmers working for ToFA. Thematic Analysis is a method used for identifying and analysing the in-depth insights of the respondents. The researchers will conduct face-to-face interviews with the Tongonan president and farmers on the impact of working for ToFA's Association.

The study draws on qualitative case interviews conducted across the dyadic interface between the two groups of respondents. It was decided to use qualitative methods for collecting data for the reason of road map for economic development and their accompanying challenges are to be studied in-depth, it was believed that the most appropriate approach was one that emphasizes detail and insight as well as understanding and explanation (Patton, 2002; Sayre, 2001). In-depth interviews and focused group discussions were conducted among the one hundred twenty-five respondents (125) to allow for increased generalizability and, to some extent, reliability through repetition (Miles & Huberman, 1994; Yin, 1994).

Semi-structured personal interviews and focus group discussions that allowed respondents' thoughts, opinions, attitudes, and motivational ideas were used. Questions were kept deliberately broad to allow the interviewees as much freedom in their answers as possible (Glasser and Strauss, 1967). All interviews were first taped to increase the accuracy of data presentation (Patton, 2002) and later transcribed to allow for a detailed analysis.

Sample and Population

The total population of this study is 125 respondents. Availability sampling is one of the main types of non-probability sampling methods. Therefore, only 34 farmers were selected using the availability sampling. This research was conducted in Barangay Tongonan, Ormoc City, where the participants were interviewed. The respondents of this study are the farmers and president of the Tongonan Association. Due to the short availability of time and multiple important considerations, the researchers decided to focus group discussion of other respondents. These key informants were chosen since they were deemed knowledgeable on the homegrown coffee beans since they are working and adopted by the homegrown coffee house and its challenges concerning the said practices. For sustainable competitive advantage in the community

RESULTS

This chapter indicates the summary of the collected data from farmers, and president, and managers. The conducted survey revealed the result of the in-depth insight of the farmers in the research study of Home-Grown Coffee Beans: A Roadmap of Economic Development and Sustainable Competitive Advantage in Ormoc City Philippines

The data we collected are supported by the conceptual framework presented including the benefits of both Local Farmers and Local Entrepreneurs. The benefits of the trade are portrayed beginning with the Local Entrepreneurs, Local sourcing of ingredients and Low-cost for raw ingredients to be used in coffee shops,

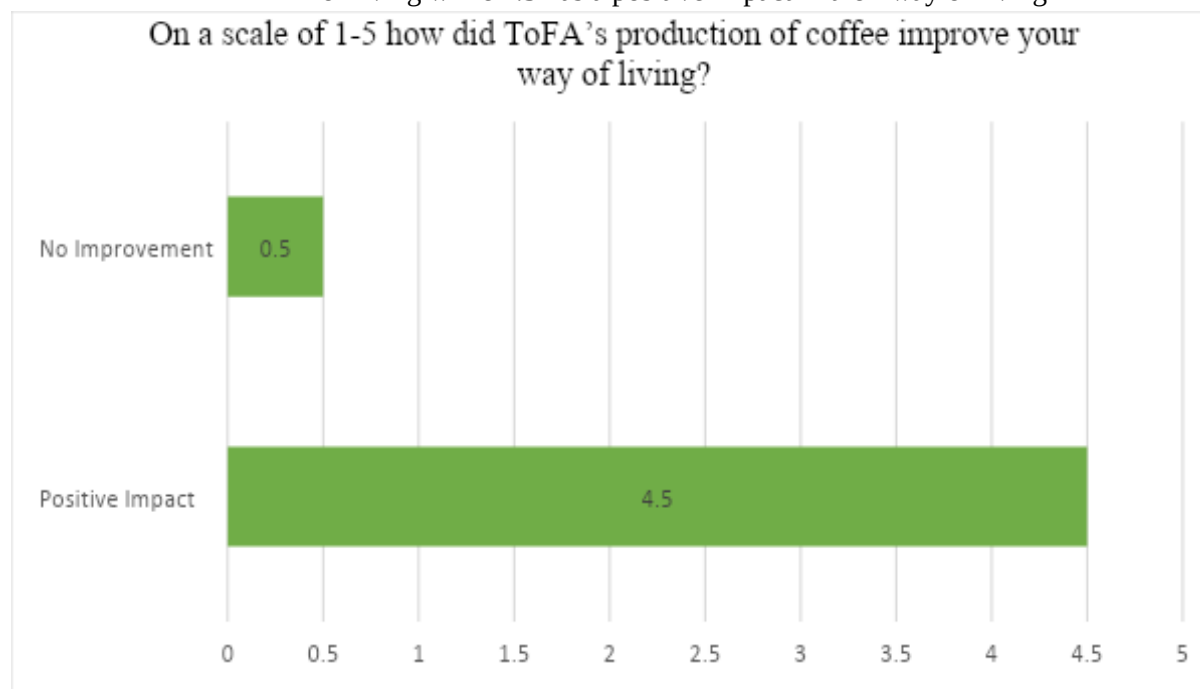
Increase of income to Local Farmers, Local farmers, and the increase of production

Below, illustrates the percentage distribution of respondents based on their sex. According to the collected data, nearly all respondents identified as female, constituting a total of fifty-seven-point six percent (57.6%), while males made up forty-two-point two percent (42.2%), totaling 125 respondents. This underscores that most farmers in the study are female. Additionally, the research highlights that farming is not exclusive to males; women are also actively engaged in agricultural activities.

Table 1: Profile of the Respondents in Terms of Sex

<i>Sex</i>	<i>Frequency</i>	<i>Percentage</i>
Female	72	57.6%
Male	53	42.2%
Total	125	125%

Figure 2: The summary result of farmer's in-depth Insights shows that only 0.5 has no improvement in their way of living while 4.5 has a positive impact in their way of living



The results of the farmer's in-depth insights highlight a significant disparity in the impact on the way of living among the participants. The fact that only 0.5 individuals did not experience any improvement while 4.5 individuals reported a positive impact indicates a notable positive trend overall. This suggests that the majority of the participants benefitted from the interventions or changes implemented, leading to an enhanced quality of life for the community. It would be interesting to delve deeper into the specific factors

that contributed to these improvements and explore how such positive outcomes can be sustained or expanded upon in the future.

DISCUSSIONS

Challenges Confronting the Home-Grown Coffee Beans

The challenges facing home-grown coffee beans are multifaceted and significant. One of the key issues is the competition with larger commercial coffee producers, who often have greater resources and market access. Additionally, fluctuating weather patterns and climate change pose a threat to the consistent quality and yield of home-grown coffee beans. Issues related to pest control, soil quality, and access to technology and training can hinder the productivity and profitability of home-grown coffee bean cultivation. Another challenge is the lack of infrastructure for processing and marketing these beans effectively, limiting their reach and market value.

Addressing these challenges requires a holistic approach that involves supporting small-scale farmers with resources, training, and access to markets. Collaboration with government agencies, NGOs, and industry stakeholders can help create sustainable solutions that enhance the resilience and competitiveness of home-grown coffee beans in the global market.

A RoadMap Economic Development of a Home-Grown Coffee Beans

Developing a roadmap for economic development in home-grown coffee beans involves several key steps to enhance the sustainability and profitability of this sector.

1. **Market Research and Analysis:** Conduct a comprehensive study to understand market trends, consumer preferences, and potential opportunities for home-grown coffee beans in local and international markets.
2. **Quality Improvement:** Focus on enhancing the quality of home-grown coffee beans through improved farming practices, post-harvest handling, and processing techniques to meet international standards and attract premium prices.
3. **Capacity Building:** Provide training and capacity-building programs to small-scale farmers on sustainable agricultural practices, quality control, and business management to improve productivity and competitiveness.
4. **Infrastructure Development:** Invest in infrastructure for processing, storage, and transportation facilities to reduce post-harvest losses, improve efficiency, and ensure the quality of home-grown coffee beans.
5. **Certification and Marketing:** Facilitate certification processes such as organic or fair-trade certifications to access niche markets and premium prices. Develop effective marketing strategies to promote the unique selling points of home-grown coffee beans.

6. **Value Addition:** Encourage value addition activities such as roasting, packaging, and branding of home-grown coffee beans to increase their market value and create new revenue streams for farmers.
7. **Collaboration and Networking:** Foster partnerships between farmers, government agencies, research institutions, and industry stakeholders to create a supportive ecosystem for the sustainable growth of the home-grown coffee bean sector.

By implementing these strategies and initiatives outlined in the roadmap, the economic development of home-grown coffee beans can be enhanced, leading to increased income for farmers, improved livelihoods, and a more resilient and competitive coffee industry.

Developing a roadmap for economic development in home-grown coffee beans involves several key steps to enhance the sustainability and profitability of this sector

1. **Market Research and Analysis:** Conduct a comprehensive study to understand market trends, consumer preferences, and potential opportunities for home-grown coffee beans in local and international markets.
2. **Quality Improvement:** Focus on enhancing the quality of home-grown coffee beans through improved farming practices, post-harvest handling, and processing techniques to meet international standards and attract premium prices.
3. **Capacity Building:** Provide training and capacity-building programs to small-scale farmers on sustainable agricultural practices, quality control, and business management to improve productivity and competitiveness.
4. **Infrastructure Development:** Invest in infrastructure for processing, storage, and transportation facilities to reduce post-harvest losses, improve efficiency, and ensure the quality of home-grown coffee beans.
5. **Certification and Marketing:** Facilitate certification processes such as organic or fair-trade certifications to access niche markets and premium prices. Develop effective marketing strategies to promote the unique selling points of home-grown coffee beans.
6. **Value Addition:** Encourage value addition activities such as roasting, packaging, and branding of home-grown coffee beans to increase their market value and create new revenue streams for farmers.
7. **Collaboration and Networking:** Foster partnerships between farmers, government agencies, research institutions, and industry stakeholders to create a supportive ecosystem for the sustainable growth of the home-grown coffee bean sector.

By implementing these strategies and initiatives outlined in the roadmap, the economic development of home-grown coffee beans can be enhanced, leading to increased income for farmers, improved livelihoods, and a more resilient and competitive coffee industry.

Sustainable Competitive Advantage of having a Home-Grown Coffee Beans

Having a sustainable competitive advantage in home-grown coffee entails several key benefits and strategic advantages that set it apart from other coffee varieties.

1. **Quality and Authenticity:** Home-grown coffee often boasts superior quality and distinct flavours due to careful cultivation, processing, and attention to detail by small-scale farmers. This authenticity can attract discerning consumers seeking unique and premium coffee experiences.
2. **Environmental Sustainability:** Home-grown coffee beans are typically produced using sustainable agricultural practices that prioritize environmental conservation, biodiversity, and minimal chemical inputs. This eco-friendly approach appeals to environmentally conscious consumers and contributes to a positive brand image.
3. **Social Impact:** Supporting home-grown coffee promotes social responsibility by empowering small-scale farmers, improving livelihoods in rural communities, and fostering inclusive economic development. Consumers increasingly value ethical sourcing and fair-trade practices, enhancing the appeal of home-grown coffee.
4. **Traceability and Transparency:** Home-grown coffee often offers greater traceability and transparency in the supply chain, allowing consumers to track the journey of the beans from farm to cup. This transparency builds trust, enhances credibility, and differentiates the product in a competitive market.
5. **Customization and Innovation:** Small-scale home-grown coffee producers have the flexibility to experiment with unique varietals, processing methods, and flavor profiles, leading to innovation and differentiation in the market. This adaptability allows for customization to meet evolving consumer preferences and trends.
6. **Community Connections:** Home-grown coffee fosters strong community connections and local partnerships, creating a sense of place and belonging for consumers. This localized approach can enhance brand loyalty, customer engagement, and a sense of shared values with the community of origin.

By leveraging these sustainable competitive advantages, home-grown coffee can position itself as a premium, ethical, and desirable product in the global coffee market, appealing to a growing segment of conscious consumers seeking quality, authenticity, and positive social and environmental impact in their coffee choices.

MANAGERIAL IMPLICATIONS

The managerial implications of developing home-grown coffee beans in Ormoc City, Philippines, with a focus on economic development and sustainable competitive advantage, involve strategic considerations and actions for stakeholders involved in the coffee industry. Here are some key implications:

1. **Strategic Planning:** Managers need to engage in strategic planning to align the roadmap for economic development and sustainable competitive advantage with the long-term goals of the coffee industry in Ormoc City. This involves setting clear objectives, allocating resources effectively, and monitoring progress towards achieving sustainable growth.
2. **Capacity Building:** Managers should prioritize capacity building initiatives to enhance the skills and knowledge of local farmers, processors, and other stakeholders involved in the coffee value chain. This includes training programs on sustainable agricultural practices, quality control, marketing strategies, and value addition to improve productivity and competitiveness.
3. **Partnerships and Collaboration:** Establishing partnerships and collaborations with government agencies, NGOs, research institutions, and industry associations is crucial for leveraging resources, expertise, and networks to support the economic development of home-grown coffee beans in Ormoc City. Collaborative efforts can lead to shared learning, innovation, and collective impact.
4. **Market Research and Consumer Insights:** Conducting market research and understanding consumer preferences is essential for identifying market opportunities, trends, and demand for home-grown coffee beans. Managers should use consumer insights to tailor product offerings, branding, and marketing strategies that resonate with target markets and differentiate Ormoc City's coffee products in the competitive landscape.
5. **Quality Assurance and Certification:** Managers need to implement quality assurance measures and pursue certifications such as organic or fair-trade certifications to ensure the quality, authenticity, and sustainability of home-grown coffee beans from Ormoc City. Compliance with international standards can open up access to premium markets and enhance the competitive advantage of local coffee products.
6. **Brand Development and Marketing:** Developing a strong brand identity and effective marketing campaigns that highlight the unique selling points of Ormoc City's home-grown coffee beans is essential for building consumer awareness, loyalty, and demand. Managers should invest in branding, packaging, and promotional activities that communicate the story, quality, and values associated with locally produced coffee.

By addressing these managerial implications and implementing strategic initiatives in alignment with the roadmap for economic development and sustainable competitive advantage, stakeholders in Ormoc City can contribute to the growth, resilience, and success of the home-grown coffee industry, positioning it as a premium and sustainable player in the global coffee market.

FUTURE RESEARCH DIRECTIONS

Future research directions for home-grown coffee beans in Ormoc City, Philippines, focusing on the roadmap of economic development and sustainable competitive advantage, can pave the way for further advancements and improvements in the coffee industry. Here are some key areas for future research

1. **Climate Resilience and Adaptation:** Investigate the impact of climate change on home-grown coffee production in Ormoc City and explore resilient agricultural practices, crop varieties, and technologies to mitigate risks and enhance productivity in the face of changing weather patterns.
2. **Supply Chain Optimization:** Study the efficiency and sustainability of the coffee supply chain in Ormoc City, identifying bottlenecks, opportunities for improvement, and innovative solutions to streamline processes, reduce waste, and ensure traceability and transparency from farm to cup.
3. **Consumer Behaviour and Market Trends:** Analyze consumer preferences, trends, and behaviours related to home-grown coffee beans in domestic and international markets to identify niche opportunities, emerging demands, and potential strategies for market positioning, branding, and product development.
4. **Value Addition and Product Innovation:** Explore value addition opportunities and innovative product development in the coffee sector of Ormoc City, such as introducing new processing techniques, flavor profiles, packaging solutions, and market differentiation strategies to enhance the value and competitiveness of local coffee products.
5. **Socioeconomic Impact Assessment:** Assess the socioeconomic impact of home-grown coffee production on local communities in Ormoc City, examining aspects such as income generation, employment opportunities, gender equality, social inclusion, and community development to measure the broader benefits of the coffee industry beyond economic growth.
6. **Policy and Regulatory Frameworks:** Evaluate the existing policy and regulatory frameworks governing the coffee sector in Ormoc City and propose policy recommendations and interventions that support sustainable development, market access, fair trade practices, and environmental stewardship in alignment with the roadmap for economic development and competitive advantage.

By pursuing research in these areas and addressing the identified gaps and opportunities, stakeholders in Ormoc City can enhance the resilience, competitiveness, and sustainability of the home-grown coffee industry, driving innovation, economic growth, and positive social and environmental impact in the region.

REFERENCES

- Ageron, B., Gunasekaran, A., & Spalansani, A. (2012). Sustainable supply management: An empirical study. *International Journal of Production Economics*, 140(1), 168–182.
- Anderson, E., & Ronald, J. (2001). *Production and operations management* (5th ed.). Prentice Hall.
- Barney, J. B. (1991). Firm resources and sustainable competitive advantage. *Journal of Management*, 17, 99–120.
- Barney, J. B., McWilliams, A., & Turk, T. (1989). On the relevance of the concept of entry barriers in the theory of competitive strategy. Paper presented at the annual meeting of the Strategic

Management Society, San Francisco.

- Belgrave, Macmillan, Gabriele, A., & Vanzetti, D. (2005). Long black surviving the coffee crisis. *Proceedings of the 49th AARES Annual Conference*, Coffs Harbour, New South Wales, 1–29.
- Catherine, A. (2023, July 23). Kape Dose: Brewing success from humble beginnings. <https://pia.gov.ph/features/2023/07/17/kape-dose-brewing-success-from-humble-beginnings>
- Coyne, K. P. (1986). Sustainable competitive advantage: What it is, what it is not. *Business Horizons*, 29, 54–61.
- Dierickx, I., & Cool, K. (1989). Asset stock accumulation and sustainability of competitive advantage. *Management Science*, 35, 1504–1511.
- Evers, N., Cunningham, J., & Hoholm, T. (2014). *Technology entrepreneurship: Bringing innovation to the marketplace*.
- Gill, A., Biger, N., & Mathur, N. (2010). The relationship between working capital management and profitability: Evidence from the U.S. *Business and Economics Journal*, 31, 1–9.
- Ibrahim, H. W., & Zailani, S. (2010). A review on the competitiveness of global supply chain in a coffee industry in Indonesia. *International Business Management*, 4(3), 105–115.
- Neil, S., et al. (2020, August 20). The success of locally-produced coffee in the Philippines. <https://perfectdailygrind.com/2020/08/the-success-of-locally-produced-philippine-coffee-barista-championship-2020-specialty/>
- Ysabelle, L., et al. (2021, October). A study on the economic sustainability of local coffee production in the Philippines. <https://ijospl.org/index.php/ijospl/article/view/76>

82. On Keeping the Stairways to Heaven: The Case of the Philippine Ifugao Rice Terraces Amidst Climate Change

1 Montances, Yolanda T, Polytechnic University of the Philippines, Philippines

2 Tugade, Luzviminda O., Polytechnic University of the Philippines, Philippines, and

3 Zuniga, Regina B., Polytechnic University of the Philippines, Philippines

*Correspondence E-mail: ytmontances@pup.edu.ph

Keywords: Capacity-Building, Climate Change, Ifugao Rice Terraces.

EXTENDED ABSTRACT

This research focuses on conserving the Ifugao Rice Terraces amidst the changing climate conditions. The study seeks to uncover crucial elements through qualitative data gathering involving diverse stakeholders. Initially, it aims to unveil the traditional methods employed by residents to sustain these terraces, vital for their preservation over time. Additionally, the research seeks to ascertain the importance of these terraces to stakeholders, emphasizing their cultural, environmental, and economic significance.

Furthermore, the study explores the challenges and impacts climate change brings on the longevity of the Ifugao Rice Terraces. By recognizing these obstacles, the research intends to suggest actions that can enhance local knowledge and techniques necessary to protect these historic terraces. By highlighting these fundamental aspects, the study strives to play a role in safeguarding this cultural landmark and advocating for sustainable practices crucial for its continued existence amidst an evolving climate scenario.

Objectives

This qualitative case study aims to:

1. Identify indigenous practices used by Batad residents to preserve the rice terraces.
2. Understand the terraces' cultural, environmental, and economic significance for different stakeholders.
3. Assess the challenges and impacts of climate change on preserving the Ifugao Rice Terraces.
4. Propose targeted interventions to enhance local knowledge and promote sustainable practices for the terraces' long-term preservation.
5. Practices for the terraces' long-term preservation.

LITERATURE REVIEW

Popularly recognized as the Eighth Wonder of the World, the Rice Terraces occupies 1,670 agricultural lands; however, 600 hectares have been neglected and require restoration (FAO, n.d.). More than 48 rice terrace clusters exist. Still, only five have been listed in the United Nations Educational, Scientific, and Cultural Organization's (UNESCO) inventory of World Heritage Sites since 1995. These are in Batad, Bangaan, Mayoyao, Hungudan, and Nagadacan, located in the province of Ifugao. Years after being declared a National Cultural Treasure in the '70s and contained in the World Heritage List UNESCO, it

was later inscribed in the List of World Heritage in Danger in 2001. These terraces are the traditional territory of indigenous Ifugao peoples acknowledged as stewards of the forest and rice terraces and as specialists in harmoniously managing local ecosystems and natural resources. They primarily thrive at elevated highlands between 800 and 1,500 meters above sea level in the south, central, and western areas of Ifugao province. Although the Ifugao, as indigenous people who practice "low carbon" traditional ways of life, has caused minor climate change, they are the most adversely affected. It can primarily result from their traditional reliance on local biological diversity, ecosystem services, and cultural landscapes as a source of living and well-being. For around 350 million indigenous peoples globally, climate change impacts are predicted to be premature and severe due to their location in high-risk environments (UNESCO, n.d.).

RESEARCH METHOD

Methodology

A qualitative case study was conducted in Batad, a UNESCO World Heritage site in Ifugao province, from November 15-17, 2022. Data was collected through field visits, interviews with 24 participants (farmers, residents, tour guides, etc.), and observations. The study utilized a structured interview guide, an observation form, and triangulated findings with secondary data to ensure validity.

The Batad rice terraces, one of five UNESCO World Heritage Sites in Ifugao province, are renowned for their breathtaking amphitheater-like structure. However, these terraces, the lifeblood of the Ifugao people, are facing a grave threat from climate change. The Ifugao's low-carbon, traditional lifestyle makes them particularly susceptible to its detrimental effects.

This study used a qualitative case study approach, interviewing 24 participants, including farmers, residents, and tour guides. Women showed more interest in sharing their perspectives on climate change. The Ifugao people have deep indigenous knowledge and practices for sustaining the rice terraces, including intergenerational knowledge transfer, manual labor, organic farming, and community-based land management. However, modern challenges such as commercial farming and migration threaten these practices, requiring government interventions to re-establish culture-based farming methods.

Table 1: Demographic Profile of the Respondents

NAME	AGE	GENDER	OCCUPATION	YEARS OF RESIDENCY	LOCATION
Adella Jane Balugat	73	Female	Farming, Selling Products and Services	Since Birth	Banaue
Dominga Naod	73	Female	Farming, Former Barangay Chairman	Since Birth	Banga-an
Ernesto Tumapang	54	Male	Barangay Chairman	Since Birth	Banga-an
Virginia Tumapang	63	Female	Farming	Since Birth	Banga-an
Uncle Ramon	61	Male	Farming	Since Birth	Batad
Fernando	60	Male	Farming	Since Birth	Batad
Sylvia Bullajon	23	Female	Unemployed	Since Birth	Batad Inn
Laviña Bahyu	34	Female	Farming	Since Birth	Batad Inn
Gemma Munhin	33	Female	Farming	10 Years	Batad Inn
Mary Pablo	42	Female	Farming	10 Years	Batad Inn
Adelina	54	Female	Farming	Since Birth	Batad Inn
Elizabeth	53	Female	Farming	Since Birth	Batad Inn
Pedro	69	Male	Farming	Since Birth	Batad
Grel	39	Female	Farming	Since Birth	Batad Inn
Linda Pamorca	62	Female	Farming	Since Birth	Batad
Irene Binuag	40	Female	Farming	Since Birth	Batad
Joseph "Windy" Alija	52	Male	Farming, Tour Guide, Baby Sitter, Gardener	Since Birth	Batad
Anna Nguyen	38	Female	Designer (British - Vietnamese from Barcelona, Spain)	-	Batad Inn
Albert	38	Male	Software Developer (Spanish from Barcelona, Spain)	-	Batad Inn
Klakel	44	Female	Bar and Hotel Employees (Spain)	-	Blue House
Pere	45	Male	Bar and Hotel Employees (Spain)	-	Blue House
Lorenzo	50	Male	Bar and Hotel Employees (Spain)	-	Blue House
Donald Mongolnan	36	Male	Vice Mayor (2nd Term), Former SK, City Councilor = Total of 11 Years as a Public Official	Since Birth	Banaue LGU
Romeo Heppog	43	Male	Baranggay Captain, Former Tour Guide, Student from Baguio (Graduate)	Since Birth	Batad

RESULTS

Main Results: Indigenous Knowledge Sustaining the Ifugao Rice Terraces

The Ifugao people's deep-rooted indigenous knowledge and practices are fundamental to the sustainable management of the Rice Terraces. Key practices include:

- 1. Ancestral Land Ownership and Governance:** Individual terrace ownership combined with communal laws ensures the protection of ancestral rights and responsible land stewardship.
- 2. Intergenerational Knowledge Transfer:** Elders passing down traditional farming practices to younger generations maintains knowledge continuity and cultural identity, crucial for long-term preservation.
- 3. Collective Restoration and Maintenance:** The community's cooperative approach, based on traditional ecological knowledge, ensures the continuous restoration and maintenance of the terraces, reflecting a harmonious relationship between humans and nature.
- 4. Sustainable Farming Practices:** Organic farming, manual labor, and native rice varieties preserve the ecological balance and biodiversity of the agroecosystem.
- 5. Adaptation to Environmental Challenges:** The Ifugao's ability to adapt to natural disasters and climate change through timely repairs and community-based resource management demonstrates its resilience and commitment to sustainable land stewardship.

These indigenous practices, deeply intertwined with cultural identity and community values, not only sustain the physical integrity of the Rice Terraces but also contribute to the cultural and ecological heritage of the Ifugao people. They highlight the importance of traditional knowledge systems in achieving sustainable development and environmental conservation.

Key Contributions:

- **Indigenous Knowledge as a Foundation:** Ifugao's indigenous knowledge is the bedrock for sustainable land management, showcasing the value of local wisdom in addressing environmental challenges.
- **Community-Based Resource Management:** The community's collective effort in managing and preserving the Rice Terraces demonstrates the effectiveness of participatory approaches in environmental conservation.

The Ifugao people's traditions and practices are a testament to the enduring value of indigenous knowledge in achieving sustainable development and preserving cultural heritage.

DISCUSSIONS**Significance of the Ifugao Rice Terraces**

The Ifugao Rice Terraces are of immense value, reflecting environmental sustainability, economic opportunity, and cultural identity beyond agricultural production. They provide essential ecosystem services, serve as a foundation for livelihoods, and embody cultural pride and identity. The terraces are a living heritage sustaining the community's past, present, and future.

Climate Change Impacts on Ifugao Rice Terraces

Climate change significantly threatens the Ifugao Rice Terraces, worsening existing challenges like poverty and environmental degradation. The local community reports experiencing:

- **Extreme Weather Events:** Heavier typhoons, erratic rainfall, and droughts disrupt farming and damage the terraces.
- **Increased Pests and Diseases:** Rising temperatures and changing weather patterns have increased pests and diseases, impacting crop yield and quality.
- **Erosion and Soil Degradation:** Intense rainfall and flooding cause erosion and degradation, weakening the terraces' structure.
- **Unpredictable Growing Seasons:** The changing climate makes predicting growing seasons difficult, leading to uncertainties in planting and harvesting.

The impacts of climate change are threatening the Ifugao community's livelihoods, food security, and cultural heritage. The decline in rice production poses a significant risk to the community, highlighting the urgent need for adaptation and mitigation measures to safeguard the rice terraces and the livelihoods of the Ifugao people. This situation underscores the global need for action to address climate change and its devastating impacts on vulnerable communities and their heritage.

The socio-cultural impact of climate change

Climate change is eroding the socio-cultural fabric of the Ifugao community, which is intertwined with the Rice Terraces. Erratic weather patterns and declining rice yields make farming difficult, leading to

youth out-migration and an aging farmer population. This threatens the community's cultural identity and cohesion. Economic hardships force farmers to seek external employment, neglecting the rice fields and disrupting cultural practices. The loss of traditional knowledge due to climate change represents a loss of cultural identity and a disruption of the community's connection to their ancestral land.

Strategic interventions to support existing adaptation measures

The impact of climate change on the Ifugao Rice Terraces highlights the interconnectedness of environmental, economic, and cultural systems. Climate change is affecting the socio-cultural fabric of the Ifugao community, leading to a loss of traditional knowledge and practices, out-migration of youth, and a shift away from traditional self-sufficiency. This threatens the cultural identity and cohesion of the community and its connection to their ancestral land.

MANAGERIAL IMPLICATIONS

Capacity Building and Monitoring & Evaluation for the Ifugao Rice Terraces

Climate change threatens the Ifugao Rice Terraces, necessitating capacity building, monitoring, and evaluation interventions. Capacity building is essential to educate and empower the community to adapt to climate change. At the same time, monitoring and evaluation systems are crucial to tracking the effectiveness of adaptation measures and guiding future actions. Collaboration between local communities, government agencies, NGOs, and international organizations is vital for sharing Knowledge and resources and raising awareness about climate change and its impact on the Ifugao Rice Terraces.

FUTURE RESEARCH DIRECTIONS

Future efforts should focus on:

Empowering Indigenous Youth: Investigating reasons for their non-participation in traditional practices, developing engaging programs for cultural preservation and sustainable development.

Integrating Indigenous Knowledge with Science: Combining traditional ecological knowledge with modern science for adequate and culturally relevant management plans.

Adaptive Governance: Establishing flexible governance mechanisms to ensure the sustainability of the terraces.

Long-term Monitoring and Research: Conducting in-depth research on climate change, environment, and socio-cultural practices to inform policy and decision-making.

Global Collaboration: By sharing lessons from the Ifugao Rice Terraces with other heritage sites, we can foster international collaboration on climate change adaptation and cultural preservation.

By implementing these strategies, the Ifugao Rice Terraces can become a model for sustainable heritage management and climate change adaptation, contributing to the UN Sustainable Development Goals and

preserving this invaluable cultural landscape.

REFERENCES

- Abid M., Scheffran J., Schneider U. A., Ashfaq M. (2015). Farmers' perceptions of and adaptation strategies to climate change and their determinants: The case of Punjab province, Pakistan. *Earth System Dynamics*, 6(1), 225–243.
- Ananayo, J. & Richins, H. (2020). Preserving the Ifugao Rice Terraces. Retrieved from <https://www.cabidigitallibrary.org/doi/10.1079/tourism.2020.0017>. Retrieved December 10, 2022.
- Bai Y Y, Min Q W, Liu M C. (2014). Foreign successful experiences and suggestions to China's GIAHS conservation and management. *World Agriculture*, 442(6): 78–82, 227.
- Barbieri, C.; Sotomayor, S. & Gil Arroyo, C. (2019). Sustainable Tourism Practices in Indigenous Communities: The Case of the Peruvian Andes. *Tourism Planning & Development*, (), 1–18. doi:10.1080/21568316.2019.1597760
- Bernstein, M. (2002). 10 tips on writing the living web. *A List Apart: For People Who Make Websites*, 149. Retrieved from <http://www.alistapart.com/articles/writeliving>
- Camacho, L. D., Gevaña, D. T., Carandang, †Antonio P., & Camacho, S. C. (2015). Indigenous knowledge and practices for the sustainable management of Ifugao forests in Cordillera, Philippines. *International Journal of Biodiversity Science, Ecosystem Services & Management*, 12(1-2), 5–13. doi:10.1080/21513732.2015.112445
- Carter, N., Bryant-Lukosius, D., DiCenso, A., Blythe, J., & Neville, A. J. (2014). The use of triangulation in qualitative research. *Oncology nursing forum*, 41(5), 545–547. <https://doi.org/10.1188/14.ONF.545-547>
- Casanova-Pérez L, Martínez-Dávila JP, López-Ortiz S, et al. (2016) Sociocultural dimension in agriculture adaptation to climate change. *Agroecology and Sustainable Food Systems* 40(8): 848-862. DOI: 10.1080/21683565.2016.1204582
- Chandio, A. A.; Magsi, H. & Ozturk, I. (2019). Examining the effects of climate change on rice production: case study of Pakistan. *Environmental Science and Pollution Research*, (), –. doi:10.1007/s11356-019-07486-9
- CCC (2023). Inclusion of accelerated climate change agenda in Philippine Development Plan (PDP) 2023-2028 to further strengthen GPH commitment to deliver key climate actions. Retrieved from <https://climate.gov.ph/news/734>. Retrieved April 12, 2023.
- Crowe, S.; Cresswell, K.; Robertson, A.; Hubby, G.; Avery, A. & Sheikh, A. (2011). 'The case study approach', *BMC Medical Research Methodology*, vol. 11, no. 100, pp. 1-9.
- DENR (Department of Environment and Natural Resources) 2008. –The Ifugao Rice Terraces. Philippine Project Framework. Manila, DEN
- publication. Washington, DC: American Psychological Association.

83. Do Destination Social Responsibilities, Social Media Engagement, And Place Attachment Influence Residents' Environmental Responsibility Behaviour In Marine Park Protected Areas.

Mona Fairuz Ramli*¹

¹Department of Marketing, Faculty of Business and Science Management, Kolej Universiti Islam Perlis, Perlis, Malaysia

*Correspondence E-mail: monafairuz@kuiips.edu.my

Keywords: Destination Social Responsibility, Place Attachment, Social Media Engagement, Environmentally Responsible Behaviour.

EXTENDED ABSTRACT

Presently, NBT is negatively affected by some tourism activities that cause a lot of damage and destruction to biodiversity and wildlife. Hence, there is a need to maintain a delicate balance between conservation and tourism activities. Other than that, the issue of coral reefs and marine is attracting debate among scholars and practitioners. Furthermore, based on the National Policy on Biological Diversity 2016-2025, the Fisheries Department is obligated to protect and, where necessary, restore the ecosystems and marine habitats, such as mangroves, seagrass, limestone hills, wetlands, and coral reefs (Zainal, 2020).

Thapa, King, Banhalmi-Zakar, and Diedrich (2022) defined NBT as any recreational activity that takes place in natural areas this study focusses solely on terrestrial protected areas, whereas NBT is nature-based irrespective of its contribution to conservation and/or benefits to local people. We define local people as people of local origin living inside and around the protected areas and interacting with them.

Therefore, this current study seeks to address the research gaps by exploring predictors of ERB in a sustainable NBT (marine) destination on residents of the sanctuary marine park. Review of research literature aimed to assess and understand community/residents' ERB and examine the factors that may influence an individual to be conscious and eventually initiate positive behaviour towards the environment (Rodrigues, Borges, & Vieira, 2020; Su, 2018).

Furthermore, despite the embarrassment of the study on ERB, there is still disagreement regarding which predictor most contributes to the behaviour. The findings from previous studies indicate that place attachment is an essential predictor of forming ERB (Cheng et al., 2013; Su, 2018). Shang, Qiao, and Chen (2020) defined place attachment as a tourist's functional bonding to a specific place and their attentiveness towards the social and physical resources, which can be matched with the tourists' specific activities representing their unique qualities. Therefore, this current study attempts to address this issue by examining the place attachment as a mediating effect between antecedence and ERB.

As one of stakeholders, local residents have been becoming increasingly important in the tourism destination (Shen, Geng, & Su, 2019; Styliadis, 2018). Han, Ramkissoon, You, and Kim (2023) argued that residents' participation and cooperation were crucial for sustainable tourism development. Although some empirical studies have explored residents' attitudes and behaviour toward local tourism development, a few consider residents' place image and place attachment as antecedents (Ganji, Johnson, & Sadeghian, 2021; Shen et al., 2019).

Moreover, in NBT studies, few studies have been conducted on DSR activities using social media as a communication medium. The effectiveness of social media engagement like Facebook, Instagram, Twitter, and Telegram can help trigger stakeholders (e.g., tourists) to participate in promoting the sustainability of the natural environment, especially in tourist destination centers (Bialkova & Paske, 2020; Kent & Taylor, 2016; Tench & Jones, 2015). In fact, social media has become one of the more effective marketing communication tools for promoting products and services effectively (Shahril, Hamid, & Bachok, 2017).

Equally, Mohammed and Al-Swidi (2019) and Zizka (2017) have suggested the importance of further research to highlight and examine the potential impact of social media engagement on tourists' environmental relationship behaviours that contribute to the marine ecosystem and biodiversity conservation. Furthermore, limited research has been done on what factors influence consumers' engagement with DSR communication in social media (Chu, Chen, & Gan, 2020; Hartmann, Fernández, Apaolaza, Eisend, & D'Souza, 2020). Furthermore, this study posits that social media engagement mediates the relationship between DSR and environmental responsibility behaviour.

Given the gaps identified above, this study intended to contribute to the growing body of literature by investigating the factors influencing the ERB of NBT (marine) biodiversity conservation. This study focused on DSR, place attachment, destination image, and social media engagement in the context of the community's perception of DSR, MPA stakeholders, and organization service providers. In particular, this current study focused on the role of the mediating effect of place attachment, destination, and social media engagement as a potential mediator between the factors and ERB. Hence, by understanding this association, the research provides insights into a tourist's ERBs.

The well-being of our planet and human existence relies heavily on the vitality of oceans. Marine Protected Areas (MPAs) serve as crucial policy tools aimed at safeguarding ocean and coastal ecosystems. Despite their significance, numerous MPAs are currently not meeting their intended objectives. The purpose of this study is to examine the relationship between Destination Social Responsibility (DSR), Place Attachment (PA) and Social Media Engagement (SOME) predicts residents Environmental Responsible Behaviour which is not well understood. This particularly occurs in the sustainable development context of nature-based tourism in managing the negative impact on the environment, which is rather challenging. Moreover, the current research aims to develop a simple model for investigating the interrelationship of DSR as well as ERB by incorporating place attachment and social media engagement

as a mediating variable. This is to investigate the impact mechanism of DSR activities of residents towards tourism destination environmental responsible behaviour in the context of nature-based tourism.

Methodology: This is to investigate the impact mechanism of DSR activities of residents towards tourism destination environmental responsible behaviour in the context of nature-based tourism. The study population encompasses residents of island community. The data for this study were obtained from 434 residents' who reside in a popular marine park site in Malaysia. The researchers used the partial least squares structural equation modelling technique to analyse the collected data.

Findings and Practical Implications Tourism Industry: The findings reveal that indicate that DSR have a direct effect on the place attachment, social media engagement and environmentally responsible behaviour. Furthermore, place attachment and social media engagement significantly direct effect on ERB. Additionally, the finding reveal that, place attachment and social media engagement was found significantly mediate the relationship between DSR and ERB. Therefore, the results of this research offer backing for the significance of shaping the affective component in residents' environmental behaviour.

Originality and Value: This study contributes to the literature by examining how stakeholder theory offers valuable insights and practical approaches to enhancing residents' environmentally responsible behaviour through social media engagement and place attachment of the residents in the marine parks. By recognizing the interconnectedness of stakeholders and promoting inclusive, equitable, and responsive decision-making processes, the theory provides a comprehensive framework for understanding and fostering ERB. This, in turn, contributes to the resilience and sustainability of tourism destinations, benefiting both the environment and the local community.

REFERENCES

- Bialkova, S., & Te Paske, S. (2020). Campaign participation, spreading electronic word of mouth, purchase: how to optimise corporate social responsibility, CSR, effectiveness via social media? *European Journal of Management and Business Economics*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/ejmbe-08-2020-0244>
- Cheng, T., Wu, H. C., & Huang, L. (2013). The influence of place attachment on the relationship between destination attractiveness and environmentally responsible behaviour for island tourism in Penghu , Taiwan. *Journal Of Sustainable Tourism*, 2013, 21(8), 1166–1187.
- Chu, S. C., Chen, H. T., & Gan, C. (2020). Consumers' engagement with corporate social responsibility (CSR) communication in social media: Evidence from China and the United States. *Journal of Business Research*, 110(March 2018), 260–271. <https://doi.org/10.1016/j.jbusres.2020.01.036>
- Ganji, S. F. G., Johnson, L. W., & Sadeghian, S. (2021). The effect of place image and place attachment on residents' perceived value and support for tourism development. *Current Issues in Tourism*, 24(9), 1304–1318. <https://doi.org/10.1080/13683500.2020.1784106>
- Han, S., Ramkissoon, H., You, E., & Kim, M. J. (2023). Support of residents for sustainable tourism development in nature-based destinations: Applying theories of social exchange and bottom-up

- spillover. *Journal of Outdoor Recreation and Tourism*, 43(April), 100643. <https://doi.org/10.1016/j.jort.2023.100643>
- Hartmann, P., Fernández, P., Apaolaza, V., Eisend, M., & D'Souza, C. (2020). Explaining Viral CSR Message Propagation in Social Media: The Role of Normative Influences. *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-020-04540-2>
- Kent, M. L., & Taylor, M. (2016). From Homo Economicus to Homo dialogicus: Rethinking social media use in CSR communication. *Public Relations Review*, 42(1), 60–67. <https://doi.org/10.1016/j.pubrev.2015.11.003>
- Kucukusta, D., Perelygina, M., & Lam, W. S. (2019). CSR communication strategies and stakeholder engagement of upscale hotels in social media. *CSR Communication Strategies*, 31(5), 2129–2148. <https://doi.org/10.1108/IJCHM-06-2018-0484>
- Masud, M. M., Kari, F., Yahaya, S. R. B., & Al-Amin, A. Q. (2016). Livelihood Assets and Vulnerability Context of Marine Park Community Development in Malaysia. *Social Indicators Research*, 125(3), 771–792. <https://doi.org/10.1007/s11205-015-0872-2>
- Mohammed, A., & Al-Swidi, A. (2019). The influence of CSR on perceived value, social media and loyalty in the hotel industry. *Spanish Journal of Marketing - ESIC*, 23(3), 373–396. <https://doi.org/10.1108/SJME-06-2019-0029>
- Rodrigues, P., Borges, A. P., & Vieira, E. P. (2020). Corporate social responsibility image and emotions for the competitiveness of tourism destinations. *Journal of Place Management and Development*, 1–14. <https://doi.org/10.1108/JPMD-01-2020-0005>
- Shahril, A. M., Hamid, R., & Bachok, S. (2017). *The Effect of Perceived Corporate Social Responsibility Initiatives Towards Loyalty Intention Among Four and Five Star Hotels in Malaysia : The Mediating Effect of Brand Preference*. (December 2019). <https://doi.org/10.1166/asl.2017.10147>
- Shang, W., Qiao, G., & Chen, N. (2020). Tourist experience of slow tourism : from authenticity to place attachment – a mixed- method study based on the case of slow city in China. *Asia Pacific Journal of Tourism Reserach*, 25(2), 170–188. <https://doi.org/10.1080/10941665.2019.1683047>
- Shen, K., Geng, C., & Su, X. (2019). Antecedents of residents' pro-tourism behavioural intention: Place image, place attachment, and attitude. *Frontiers in Psychology*, 10(OCT), 1–12. <https://doi.org/10.3389/fpsyg.2019.02349>
- Stylidis, D. (2018). Residents' place image: a cluster analysis and its links to place attachment and support for tourism. *Journal of Sustainable Tourism*, 26(6), 1007–1026. <https://doi.org/10.1080/09669582.2018.1435668>
- Su, L. (2018). How does destination social responsibility contribute to environmentally responsible behaviour? A destination resident perspective. *Journal of Business Research*, 86, 179–189. <https://doi.org/10.1016/j.jbusres.2018.02.01>.How
- Tench, R., & Jones, B. (2015). Social media: The Wild West of CSR communications. *Social Responsibility Journal*, 11(2), 290–305. <https://doi.org/10.1108/SRJ-12-2012-0157>
- Thapa, K., King, D., Banhalmi-Zakar, Z., & Diedrich, A. (2022). Nature-based tourism in protected areas: a systematic review of socio-economic benefits and costs to local people. *International Journal of*

Sustainable Development and World Ecology, 29(7), 625–640.
<https://doi.org/10.1080/13504509.2022.2073616>

Zainal, F. (2020). Malaysia plans to do more to protect our coral reefs and marine life. *The Star*, p. 1. Retrieved from <https://www.thestar.com.my/lifestyle/living/2020/01/21/malaysia-plans-to-do-more-to-protect-our-coral-reefs-and-marine-life>

Zizka, L. (2017). The (mis) use of social media to communicate CSR in hospitality through social media. *The (Mis) Use of Social Media*, 8(1), 73–86. <https://doi.org/10.1108/JHTT-07-2016-0037>

84. Designing a Game for Tourism Village Management to Develop Tourism Products-A Case in Tegal Loegood Village, Yogyakarta City, Indonesia

Yudo Hartono^{12*}, Muhammad Baiquni³, RR. Siti Murtiningsih⁴, Agus Maryono⁵

¹School of Business and Economics, Universitas Prasetya Mulya, Jakarta, Indonesia

²School of Postgraduate, Gadjah Mada University, Yogyakarta, Indonesia

³Faculty of Geography, Gadjah Mada University, Yogyakarta, Indonesia

⁴Faculty of Philosophy, Gadjah Mada University, Yogyakarta, Indonesia

⁵Vocational School, Gadjah Mada University, Yogyakarta, Indonesia

*Corresponding E-mail: yudo.hart@pmbs.ac.id or yudohartono@mail.ugm.ac.id

Keywords: Games, Engagement, Tourism Product, Tourism Village.

EXTENDED ABSTRACT

This study demonstrates the use of games to help tourism village managers (*Pokdarwis*) generate appealing tourism product ideas. Data was gathered through interactions with community groups and managers in Tegal Loegood, as well as interviews with various stakeholders. The research found that using games can assist *Pokdarwis* in creating innovative tourism product ideas. This approach creates a positive and relaxed atmosphere in meetings, ensuring equal participation and active engagement. However, a constraint identified was the need for initial discussions on game themes related to tourism concepts and potential adjustments to game rules.

The study found that using games can help *Pokdarwis* generate ideas for tourism products. This research introduces a new kind of discussion among stakeholders that promotes equality and encourages free expression. The study suggests using game-based approaches to analyze tourism topics effectively. Organizations are advised to use these models to improve stakeholder engagement and decision-making in tourism villages.

LITERATURE REVIEW

Games serve as a widely embraced and pioneering promotional instrument within the tourism sector (Xu et al., 2017). They harness the actions of players (such as seeking information, intrinsic drive, and social engagement) to foster lasting impressions and enlighten tourists (Sigala, 2015; Cozza et al., 2021). Lee (2019) delves into the psychological advantages of gamified tourism.

Numerous studies examine the impact of games on tourism. Arif et al. (2021) explore how games influence destination preferences and scenarios for players. McGrath et al. (2020) focus on games that simulate decision-making in destinations, emphasizing interactions between stakeholders. Garcia et al. (2019) mention the mutual benefits between tourism destinations and tourists through games, which provide analytical tools for developing destinations.

Designing a Game using the MDA Framework

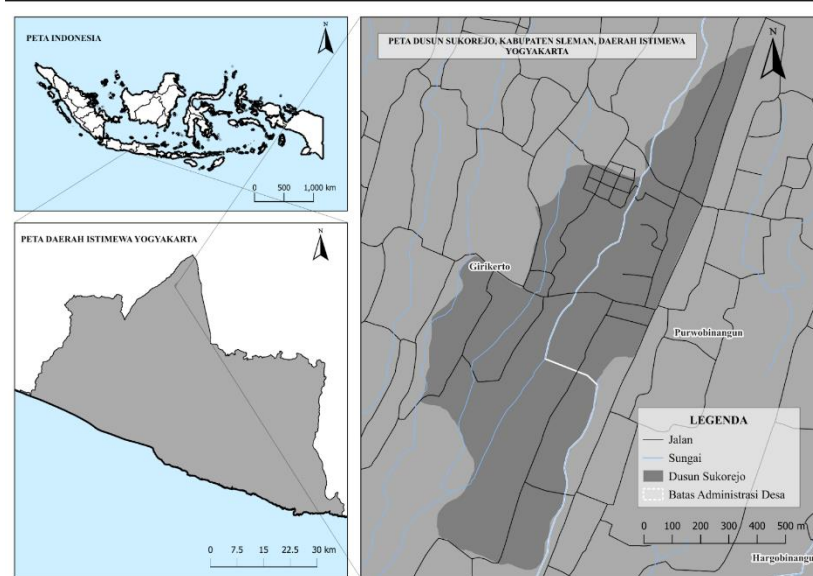
The MDA framework offers a thorough view of analysing complexities in games. Mechanics are fundamental game elements like rules. Mechanics are like inner workings of a game engine. Dynamics bring a game to life through emergent behaviours from player interactions. Dynamics are spontaneous reactions from player engagement with game systems.

The MDA framework emphasizes games as creations, not just media, shifting focus to player experience shaping. Analysing mechanics, dynamics, and aesthetics prompts intentional choices for clearer design decisions. Aesthetics, capturing player emotions, guides a player-centric game design approach. The framework prioritizes designing for user experience rather than just adding features. It starts by considering the emotions and gameplay you want players to experience, then builds mechanics and dynamics to achieve that. This way, even simple elements can lead to deep experiences. This makes MDA valuable for both game makers and players.

RESEARCH METHOD

The growth of tourism villages in Indonesia can be seen through the ADWI (Tourism Village in Indonesia) implementation, with 1,831 villages participating in 2021. In 2022, an increase to 3,419 participating villages is expected. Tegal Loegood in Sleman regency is chosen as a research site for this study.

Figure 1: Tegal Loegood Tourism Village Map in Sleman Regency, Yogyakarta, Indonesia



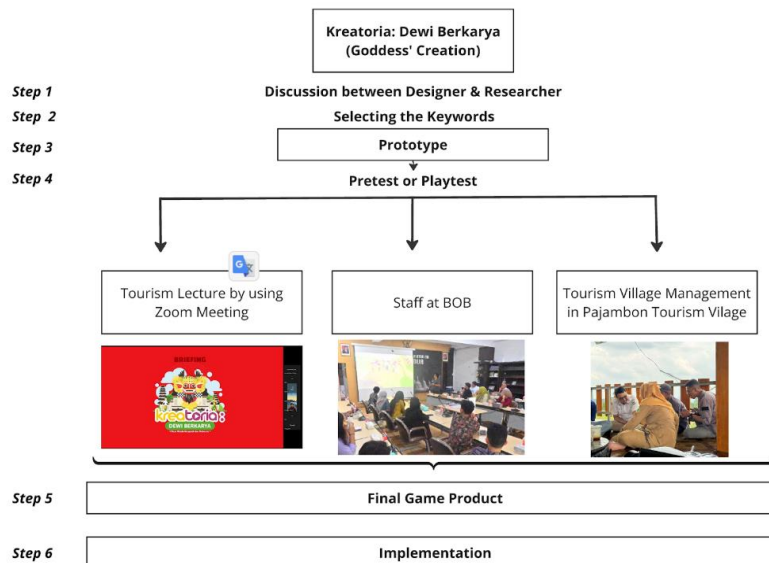
A game was developed for Tegal Loegood Tourism Village in collaboration with Ludere Nusantara. The game focuses on interactive learning methods and tourism applications. A prototype was made after consulting with Ludenara Foundation designers. Relevant keywords were identified through discussions with frequent tourists. The selection process of keywords is outlined in a table.

Table 1: Keywords Selection

No	Kata-Kata Awal	No	Kata-Kunci Terseleksi
1	Pokdarwis	1	Budaya lokal
2	Budaya lokal	2	Suvenir/produk desa
3	Suvenir/produk desa	3	Atraksi/event
4	Atraksi/event	4	Suasana
5	Suasana	5	Tradisional
6	Tradisional	6	Kuliner desa
7	Masyarakat	7	Partisipasi
8	Lestari	8	Unik
9	Kuliner desa	9	Homestay
10	Partisipasi	10	Alam
11	Ramah	11	Festival
12	Asri	12	Seni
13	Tradisional	13	Digital
14	Unik	14	Konservasi
15	Homestay	15	Nilai dan Norma
16	Alam	16	Petualangan
17	Festival	17	Eksplorasi
18	Alami	18	Pemandangan
19	Seni	19	Pengalaman
20	Digital	20	Healing
No	Kata Kunci Cadangan	No	Kata Kunci Terseleksi
21	Konservasi	1	Budaya lokal
22	Fasilitas	2	Suvenir/produk desa
23	Nilai dan Norma	3	Atraksi/event
24	Petualangan	4	Suasana
25	Eksplorasi	5	Tradisional
26	Pemandangan	6	Kuliner desa
27	Pengalaman	7	Partisipasi
28	Makanan	8	Unik
29	Minuman	9	Homestay
30	Healing	10	Alam
		11	Festival
		12	Seni
		13	Digital
		14	Konservasi
		15	Nilai dan Norma
		16	Petualangan
		17	Eksplorasi
		18	Pemandangan
		19	Pengalaman
		20	Healing

Next, the development of the game needs to iterate with several experiments (Hunicke et al., 2014). This will help to brainstorm better ideas and create good games. Playtest of the game was conducted by inviting educators from the tourism sector through virtual meetings on Zoom. The second playtest was performed by engaging the employees at Borobudur Authority Body, followed by conducting it at the Pajambon tourism village in Kuningan, West Java. During this stage, the finalization of the project's title has been completed; it is officially known as Desa Wisata Berkarya (Dewi Berkarya or Goddess' Creation). The process is illustrated in the figure below.

Figure 2: Design Process of the Kreatoria: Dewi Berkarya



RESULTS

The game starts where each group selects keyword cards and records them on their game sheets. The

facilitator then reveals two blue keyword cards for all groups to consider, followed by the selection and placement of one card in a suitable blue box on their answer sheet. This process is repeated with two red keyword cards, gradually filling in the answer sheets. To achieve the primary objective of accumulating points, players strategically arrange provided keywords into complete rows, earning points based on the specified value for each completed row. This point system is designed to foster thoughtful consideration of keyword placement to maximize scores.

Figure 3: Blue and Red Keyword Cards



The game involves discussions among village tourism managers, organized into four groups for collaboration and idea generation. Groups start with a briefing on objectives and engage in a brainstorming session to create tourist activities. Points are tallied, and groups write clear descriptions for their ideas within a time limit. They can earn bonus points by presenting ideas to other groups, with the facilitator capturing the essence of the ideas attentively.

Figure 4: Briefing the Group and Game sheet



This process involves themes for groups to earn bonus points on game sheets. The game has three awards for creative ideas, decided by audience voting. The game ends with a discussion to share experiences. Participants explore game's potential for innovation in tourism product development. Results are displayed in a table below.:

Table 2: Tourism Product Idea

No	Group 1	Description
1	Wiwit Traditional Festival (Kenduri Kecil)	After a long dry season, a planting event begins with a prayer, followed by a festival where participants wear unique traditional costumes. Then, everyone gathers at the planting site to plant the plants together.
2	Snake Fruit Tour	Enjoy the rural scenery while on a snake fruit picking tour, ending at the designated location
3	Tegal Loegood Market	The traditional market held at Tegal Loegood upholds the principle of using environmentally friendly packaging.

No	Group 2	Description
1	Traditional Dancing	Once a week, on Saturdays, there is an open dance practice held for the public. The goal is to preserve local culture, especially Indonesian, which is at risk of being forgotten.
2	Bamboo Forest Tour	"This tour aims to provide photo opportunities to millennial generation"
3	Snake Fruit Tour	The Salak Picking Tour is led by a tour guide who will introduce you to the snake fruit tree.
4	Outbond	Introducing traditional games that can help improve cooperation among groups

No	Group 3	Description
1	Paket Kerajinan Bambu	"Make bamboo craft packages, such as creating comfortable chairs and tables."
2	Nature Trekking	river crossing, salak (snake fruit) picking tourism, visiting Tegal Loegood Market, and goat farming.
3	Creative and Unique Souvenir	"Creating trade currency as shopping exchange tools for the Tegal Loegood market event."

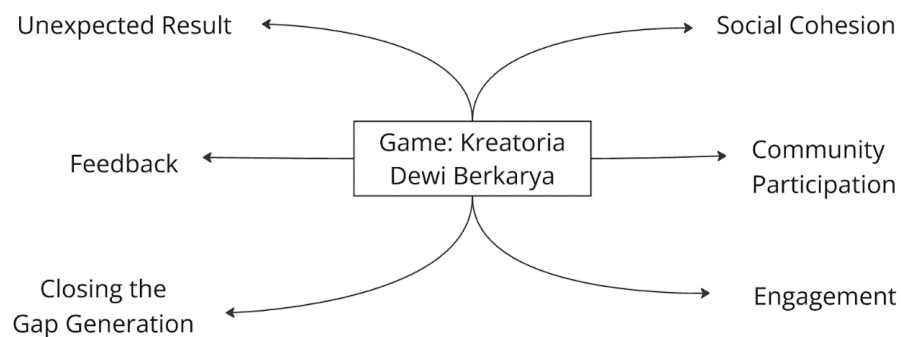
No	Group 4	Description
1	Kenduri Tumpengan Ganti Mongso	"Packing cultural performances such as Kubro, Jatilan dances, Ketoprak, Campursari, etc."
2	Water Consevation Tour	Preserving support plants such as bamboo, sugar palm, and banyan is promoted as Bamboo Tourism Forest.
3	Organic snake fruit picking tour	The snake fruit picking tour offers organic and chemical-free fruit that visitors can enjoy right in the garden.

DISCUSSIONS

The game's flexibility enables adaptation to various scenarios, focusing on participants' roles in transforming their tourist village. Game narratives guide players in creating innovative tourism strategies, inspiring creativity and shaping their understanding of tourism development to foster empowerment. The study utilizes the MDA framework by Hunicke, et al (2014) to provide a structured approach for analysing, designing, and enhancing games. The MDA framework facilitates connecting games design, development, criticism, and technical research in the industry. Game mechanics emphasize collaboration through group segmentation, with participants competing for points. Missions involve generating tourism ideas, feedback, and acknowledging contributions, promoting camaraderie among groups. Dynamics encourage members to share viewpoints, enjoy discussions, explore ideas, and face challenges, humour, and rewards. Fun serves as a universal language in game aesthetics, explored subjectively by Hunicke et al in *Kreatoria*: Dewi Berkarya, summarizing the gaming experience as Discovery, Group Expression, Challenge, Competition, and Collaboration in aesthetics

The illustration provides insights into the Kreatoria game, showing each group generating 3-4 innovative tourism concepts. Social cohesion was evident with an informal atmosphere and mutual respect in feedback. It is important to highlight that participant engaged and immersed when they play the game. High community participation highlighted collaborative efforts to refine tourism ideas for villages. Bridging the generation gap was seen in team composition, ensuring intergenerational engagement in the game's progression.

Figure 5: Insight from The Game



MANAGERIAL IMPLICATIONS

This game enhances decision-making by involving tourism village managers in generating innovative ideas. It eliminates barriers in meetings caused by dominant individuals, using a group game model. The game creates a relaxed environment with equal relationships in the tourism village setting.

The game's ability to foster an egalitarian dynamic is a significant finding, potentially leading to further development. Its easy replication in different locations in Indonesia suggests collaboration opportunities. The game may expand beyond its current scope to become a regional-level initiative.

FUTURE RESEARCH DIRECTIONS

The manuscript explains the use of games in tourism to improve tourism village managers' skills. Future work includes exploring new ideas for tourism products and expanding action research to understand the impact of gamification. Evaluation will focus on player satisfaction, engagement, and game success rate.

REFERENCES

- Arif, Y. M., Harini, S, Nugroho, S. M., & Hariadi, M. (2021). An Automatic Scenario Control in Serious Game to Visualize Tourism Destinations Recommendation. *IEEE Access*, 9, 89941–89957. <https://doi.org/10.1109/ACCESS.2021.3091425>.
- Cozza, M., Isabella, S., Di Cuia, P., Cozza, A., Peluso, R., Cosentino, V., Bruno, F. (2021). Dive in the past: A serious game to promote the underwater cultural heritage of the mediterranean sea.

Heritage, 4(4), 4001–4016.

- Garcia, A., Linaza, M. T., Gutierrez, A., & Garcia, E. (2019). Gamified mobile experiences: smart technologies for tourism destinations. *Tourism Review*, 74(1), 30–49. <https://doi.org/10.1108/TR-08-2017-0131>.
- Hunicke, R., LeBlanc, M., & Zubek, R. (. (n.d.). MDA: A formal approach to game design and game research. *Proceedings of the Challenges in Games AI Workshop*, 19-29.
- Lee, B. C. (2019). The effect of gamification on psychological and behavioural outcomes: Implications for cruise tourism destinations. *Sustainability (Switzerland)*, 11(11). <https://doi.org/10.3390/su11113002>.
- McGrath, G. M., Lockstone-Binney, L., Ong, F., Wilson-Evered, E., Blaer, M., & Whitelaw, P. (2020). Teaching sustainability in tourism education: a teaching simulation. . *Journal of Sustainable Tourism*, 1–18. <https://doi.org/10.1080/09669582.2020.1791892>.
- Sigala, M. (2015). The application and impact of gamification funware on trip planning and experiences: the case of TripAdvisor's funware. *Electronic Markets*, 25(3), 189–209. <https://doi.org/10.1007/s12525-014-0179-1>.
- Xu, F., Tian, F., Buhalis, D., & Weber, J. (2017). Serious Games and The Gamification of Tourism. *Tourism Management*.

85. Exploring Influencer Endorsement Effects on Attitude, Environmental Concerns, and Marine Travel Destinations

Young-joo Ahn^{*1}, Mengfei Yu², Aye Thuzar Aung³, and Yan Hu⁴

¹ Young-joo Ahn, Sejong University, South Korea

² Mengfei Yu, Sejong University, South Korea

³ Aye Thuzar Aung, Sejong University, South Korea

⁴ Yan Hu, Sejong University, South Korea

*Correspondence E-mail: yjahn@sejong.ac.kr

Keywords: Attitude, Destination Loyalty, Environmental Attitude, Environmental Concerns, Influencer Endorsement.

EXTENDED ABSTRACT

Marine tourists made a decision to visit marine travel destinations due to the attractive natural resources and distinct attributes of the marine tourism areas (Sultan et al., 2020). Social media influences tourists to gather information about travel destinations and plays an important role in increasing involvement in responsible travel behaviors among tourists (Kim & Kim, 2021; Zhang & Hung, 2020). Tourists' environmental conservation activities at marine travel destinations are important for maintaining marine ecosystems and enhancing responsible and eco-conscious travel behaviors among tourists (Sultan et al., 2020). Previous research on social media contents and influences indicate influencer endorsements are positively related to consumers' awareness and eco-conscious behaviors (Calvo-Porrall, Onofrei et al., 2022; Yuan & Lou, 2020). In this regard, the purpose of this study is to examine the relationship between SNS influencers' endorsement and influencers' environmental related characteristics, attitude toward influencers, and three behavioral outcomes. This study also examines the mediating effect of attitude toward influencers between influencer endorsement and behavioral intentions.

RESEARCH METHOD

Three sections of the survey were created online. First, in the first section of the questionnaire, the target respondents' travel characteristics are included and their marine tourism participation. Second, important concepts in the proposed model are measured based on previous research. SNS influence endorsements include a total of 22 items (Calvo-Porrall et al., 2021; Martínez-Navalón, Gelashvili, & Debasa, 2019; Kim & Kim, 2021; Yuan & Lou, 2020). A total of 4 items related to attitude toward influencers are included (Kim & Kim 2021). A total of four items of destination loyalty (Beall et al., 2021; Onofrei et al., 2022; Zhang & Hung, 2020), four items of loyalty to influencers (Kim & Kim 2021), and three items of environmental concerns (Sultan et al., 2020) are measured as behavioral outcomes in the proposed model. Measurement items consist of seven points, ranging from 1= strongly disagree to 7= strongly agree.

The survey, managed by a research company, was distributed to the panel through an invitation message and an accompanying email containing the survey link. Quota sampling and proportionate sampling methods were employed. A total of 428 individuals were collected. Those who did not meet the criteria for suitable responses to attention check questions or inadequately filled out the form were excluded from the final analysis, reducing the total number of surveys for analysis to a total of 402 respondents. The analysis comprised descriptive analysis, presenting demographic information. Subsequent steps involved sequential analyses such as exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM) to estimate the proposed model. All analyses were conducted using STATA 18.0 software.

RESULTS

Demographic Characteristics

The outcomes of the descriptive analysis of the demographic information are detailed in Table 1. The demographic analysis derived from the survey data offers demographic information of the research respondents. Gender distribution indicates a majority of female respondents (n=233, 58%), reflecting a gender balance. Regarding age, the respondents exhibit a concentration in the 30-39 age group (n=123, 30.6%). Marital status illustrates a significant representation of married individuals (n=223, 55.5%). The respondents reported that they are pursuing or receiving a bachelor's degree (n=260, 64.7%). In terms of occupation, the majority engage in full-time employment (n=275, 68.4%).

The CFA approach is conducted in the second stage. The results are presented in Tables 1 and 2. All values are confirmed and reach the recommended thresholds (Bagozzi and Yi 1988). The composite reliability (CR) in Table 2 ranged from 0.641 to 0.940. The AVE values were all above 0.50 which are recommended thresholds (Byrne 2013). CRs and Cronbach's alpha are used to test reliability of the proposed model. Moreover, the results of the sequential tests of two factor analysis approaches provide validities. (Fornell and Larcker 1981). Table 3 confirmed discriminant validity with the squared root of AVEs and the correlation coefficients.

The model fit indices of the SEM results show satisfactory values ($\chi^2 = 1218.705$, $df = 474$, $\chi^2/df = 2.571$, GFI = 0.894, CFI = 0.932, TLI = 0.924, RMSEA = 0.063, SRMR = 0.066) (Byrne, 1998). The SEM results are presented in Table 3.

Table 1: The CFA results

	Item	Factor loading	AVE	CR
(1) Similarity	Similarity1	0.878	0.769	0.930
	Similarity2	0.926		
	Similarity3	0.899		
	Similarity4	0.800		
(2) Attractiveness	Attractiveness1	0.729	0.532	0.819
	Attractiveness2	0.641		

	Attractiveness3	0.740		
	Attractiveness4	0.800		
(3) Expert	Expert1	0.805	0.623	0.869
	Expert2	0.757		
	Expert3	0.811		
	Expert4	0.783		
(4) Congruence	Congruence1	0.823	0.711	0.908
	Congruence2	0.817		
	Congruence3	0.870		
	Congruence4	0.862		
(5) Environmental sustainability	Environmental sustainability1	0.869	0.839	0.954
	Environmental sustainability2	0.940		
	Environmental sustainability3	0.926		
	Environmental sustainability4	0.928		
(6) Attitude toward influencers	Attitude toward influencers1	0.836	0.727	0.889
	Attitude toward influencers2	0.869		
	Attitude toward influencers3	0.852		
(7) Destination loyalty	Destination loyalty1	0.822	0.750	0.900
	Destination loyalty2	0.889		
	Destination loyalty3	0.886		
(8) WOM	WOM1	0.858	0.782	0.935
	WOM2	0.900		
	WOM3	0.894		
	WOM4	0.884		
(9) Environmental concerns	Environmental concerns1	0.771	0.663	0.855
	Environmental concerns2	0.885		
	Environmental concerns3	0.782		

Table 2: The CFA results

	M (SD)	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
(1)	3.698 (1.349)	0.877 a								
(2)	4.369 (1.038)	0.606 b	0.729							
(3)	4.535 (1.067)	0.534	0.664	0.789						
(4)	4.481 (1.036)	0.577	0.634	0.686	0.843					
(5)	4.246 (1.304)	0.440	0.438	0.477	0.459	0.916				
(6)	4.819 (0.969)	0.507	0.688	0.689	0.742	0.439	0.853			
(7)	5.803 (0.949)	0.154	0.285	0.225	0.300	0.133	0.402	0.866		
(8)	5.700 (0.975)	0.518	0.652	0.654	0.657	0.593	0.741	0.344	0.884	
(9)	5.786	0.055	0.124	0.138	0.237	0.143	0.325	0.625	0.247	0.814

(0.984)

Goodness-of-fit of the model:

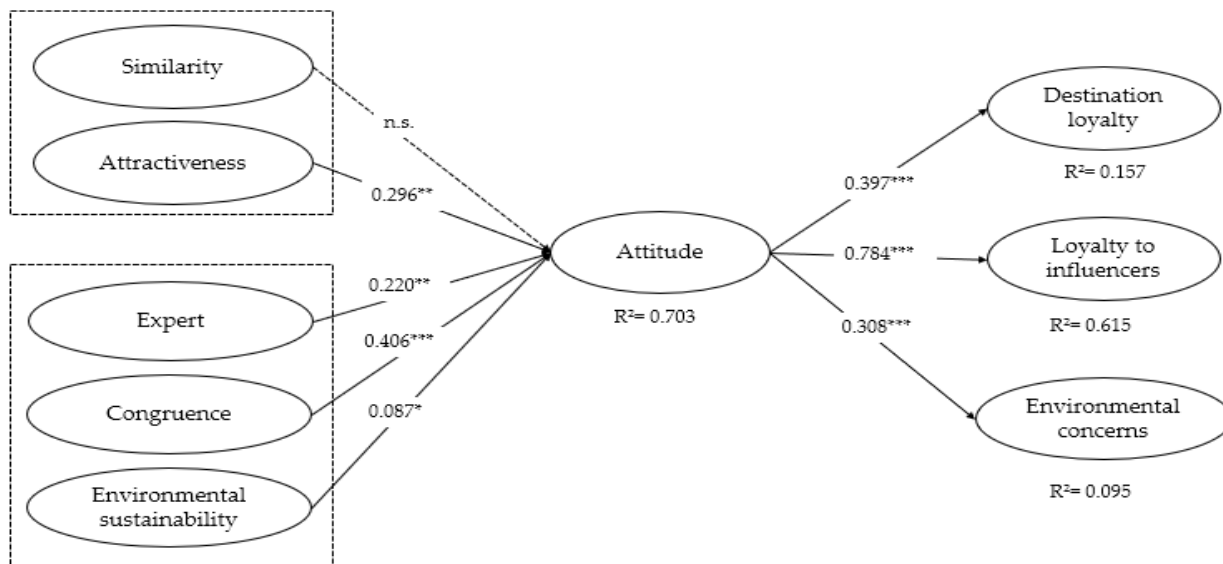
Note: $\chi^2 (459) = 1122.146$; $p < .001$; $\chi^2 /df = 2.445$; $GFI = 0.902$; $CFI = 0.939$; $TLI = 0.930$; $RMSEA = 0.060$; $SRMR = 0.051$. a is the square root of AVE; b shows the correlation coefficients

(1) Similarity; (2) attractiveness; (3) expert; (4) congruence; (5) environmental sustainability; (6) attitude toward influencers; (7) destination loyalty; (8) WOM; (9) environmental concerns

Table 3: The SEM results

				Coef.	z
H1	(1) Similarity	→	(6) attitude	-0.036	-0.73
H2	(2) attractiveness	→	(6) attitude	0.296***	4.31
H3	(3) expert	→	(6) attitude	0.220**	3.47
H4	(4) congruence	→	(6) attitude	0.406***	7.02
H5	(5) environmental sustainability	→	(6) attitude	0.087*	2.06
H6	(6) attitude	→	(7) destination loyalty	0.397***	8.34
H7	(6) attitude	→	(8) WOM	0.784***	31.80
H8	(6) attitude	→	(9) environmental concerns	0.308***	5.95

Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$.

Figure 1: The results of the model

*Note: n.s. = non-significant; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$.

DISCUSSIONS

The results find positive relationships between SNS influencers' endorsement and influencers' environmental related characteristics, attitude toward influencers, and destination loyalty, loyalty to influencers, and environmental concerns. The results can suggest several theoretical and practical implications. However, the results cannot be generalized and need further research.

REFERENCES

- Bagozzi, R. and Yi, Y. (1988) On the Evaluation of Structural Equation Models. *Journal of the Academy of Marketing Sciences*, 16, 74-94.
- Beall, J. M., Boley, B. B., Landon, A. C., & Woosnam, K. M. (2021). What drives ecotourism: environmental values or symbolic conspicuous consumption? *Journal of Sustainable Tourism*, 29(8), 1215-1234.
- Byrne, B. M. (1998). *Structural equation modeling with LISREL, PRELIS, and SIMPLIS: Basic concepts, applications, and programming*. Lawrence Erlbaum Associates Publishers.
- Byrne, B. M. (2013). *Structural Equation Modeling with AMOS: Basic Concepts, Applications, and Programming*. Routledge.
- Calvo-Porrá, C., Rivaroli, S., & Orosa-González, J. (2021). The influence of celebrity endorsement on food consumption behavior. *Foods*, 10, 2224.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
- Martínez-Navalón, J. G., Gelashvili, V., & Debasa, F. (2019). The impact of restaurant social media on environmental sustainability: An empirical study. *Sustainability*, 11, 6105.
- Kim, D. Y., & Kim H. (2021). Trust me, trust me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134, 223-232.
- Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioral engagement: The mediating role of source and content factors. *Journal of Business Research*, 142, 100-112.
- Sultan, M. T., Sharmin, F., Badulescu, A., Stiubea, E., & Xue, K. (2020). Travelers' responsible environmental behavior towards sustainable coastal tourism: An empirical investigation on social media user-generated content. *Sustainability*, 13, 56.
- Yuan, S., & Lou, C. (2020). How social media influencers foster relationships with followers: The roles of source credibility and fairness in parasocial relationship and product interest. *Journal of Interactive Advertising*, 20(2), 133-147.
- Zhang, K., & Hung, K. (2020). The effect of natural celebrity -brand association and para-social interaction in advertising endorsement for sustainable marketing. *Sustainability*, 12, 6215.

86. Community-based Tourism and Management for Sustainability: A Bibliometric Analysis

Phakawan Phairat ^{*1}, Nimit Soonsan², Sanya Chimpimon³, Kanyapat Pattanapokinsakul⁴, Suphattra Sangthong⁵

¹ Phakawan Phairat, Phuket Rajabhat University, Thailand

² Nimit Soonsan, Phuket Rajabhat University, Thailand

³ Sanya Chimpimon, Phuket Rajabhat University, Thailand

⁴ Kanyapat Pattanapokinsakul, Phuket Rajabhat University, Thailand

⁵ Suphattra Sangthong,, Phuket Rajabhat University, Thailand

*Correspondence E-mail: phakawan.p@pkru.ac.th

Keywords: Community-Based Tourism, Management, Sustainability, Sustainable, Bibliometric Analysis.

EXTENDED ABSTRACT

In the last three decades, sustainable and community-based tourism have become well-known methods of developing the tourism industry. However, only a few reviews have been done. This study aims to find the direction and objectives of research in the current community-based tourism (CBT) and its relationship with sustainable domains. For this study, we used bibliometric analysis and systematic literature review methods (SLR) to analyze articles published from 1999 to 2024 using VOSviewer software, and the Meta-Analyses (PRISMA) framework was followed to choose a suitable article from the database. Our initial findings show the literature's subsequent growth trend, scholarly interest in sustainability in CBT grew slowly from 1999 to 2014 before picking up steam in 2015. Over the last ten years, growth has quickened with the global adoption of sustainable development goals. Alternative approaches to mass tourism that are deemed desirable include sustainable tourism and its variations, such as community-based tourism. Furthermore, this study indicates that papers written in developing countries have contributed to the recent development in sustainability-community-based tourism scholarship. This is significant considering the global research literature's overall English-language scholarly predominance. This tendency might also reflect the belief that community-based, sustainability-focused tourism is ideally adapted to the requirements and circumstances of developing nations. The future study suggests that successful countries are now more likely to be developing countries. The research topics include the satisfaction of visitors and locals, the impact of sustainable community-based tourism on economic growth, stakeholder involvement and decision-making, and heritage preservation. Future study approaches are recommended, emphasizing community-based tourism's benefits to global sustainable development goals and post-pandemic resilience. In addition, further CBT research in certain regional orientations, such as the ASEAN region and other databases need to be added in the future, including ProQuest and Web of Science (WOS).

Research Background and/or Conceptual Framework

Community-based tourism (CBT) has emerged as a promising approach to tourism management that prioritizes local communities' involvement and benefits while aiming for sustainability. This review

explores CBT's key concepts, challenges, and management strategies, emphasizing its potential for sustainable development. CBT integrates tourism activities with local communities, aiming to empower them economically and socially while preserving cultural and environmental heritage. According to Ashley et al. (2001), CBT should enhance community well-being, involve local participation in decision-making, and respect cultural integrity. This approach contrasts with traditional tourism models that often exclude local voices and prioritize economic gains over social and environmental impacts. CBT offers various benefits, including economic diversification, job creation, and cultural preservation. For instance, studies by Scheyvens (1999) and Hall et al. (2015) highlight how CBT can generate income for communities through homestays, craft sales, and guided tours, reducing dependency on volatile industries. Moreover, CBT promotes environmental conservation by encouraging sustainable practices and raising awareness among visitors about conservation issues (Tosun, 2000). These benefits underscore CBT's potential as a tool for sustainable development, aligning economic growth with environmental and cultural stewardship.

Despite its advantages, CBT faces several challenges. Limited access to resources, lack of infrastructure, and inadequate marketing can hinder community participation and economic viability (Goodwin, 2002). Balancing tourism development with local cultural values and environmental protection requires careful planning and management (Fennell, 2006). Furthermore, power imbalances between community members, tour operators, and external stakeholders can marginalize vulnerable groups and undermine CBT's inclusive objectives (Brohman, 1996). Effective governance structures and capacity-building efforts are crucial to addressing these challenges and ensuring equitable benefits distribution.

Effective management is essential for CBT's sustainability. Integrated planning that involves stakeholders from inception to implementation fosters community ownership and commitment (Murphy, 1985). Capacity building through training programs enhances local skills in hospitality, guiding, and sustainable resource management (Fennell, 2014). Moreover, certification schemes such as eco-labelling and responsible tourism initiatives help verify sustainable practices and enhance market competitiveness (Mowforth & Munt, 2015). Collaborative partnerships between communities, governments, NGOs, and private sectors can strengthen CBT initiatives by pooling resources and expertise (Novelli et al., 2006).

Significant progress has been achieved in demonstrating the potential of community-based tourism (CBT) for sustainable development and community empowerment through research. However, the absence of thorough studies exploring the efficient management techniques necessary to guarantee the long-term sustainability of CBT projects represents a significant research vacuum. Previous research frequently concentrates on the early stages of CBT initiatives, highlighting their beneficial effects on regional economic, cultural preservation, and community involvement (Mbaiwa, 2011; Saarinen, 2006). However, more studies need to be done on continuous management issues, like stakeholder participation, governance structures, building capacity, and resistance to outside pressures (Gurung & Seeland, 2008). The research objective of conducting bibliometric analysis in community-based tourism (CBT) and management for sustainability is to systematically review and analyse the existing scholarly literature to

thematic landscape of research in this field, facilitating deeper understanding, strategic planning, and collaboration among researchers and stakeholders. Looking again at the names of the countries on the map reveals that most early CBT researchers were located in developed nations such as the US, Japan, Italy, and some Euro-pean countries. On the other hand, more recent scholars typically come from developing countries like Taiwan, Indonesia, China, and South Africa. Remarkably, the majority of the new subjects fall within the scope of ecotourism, tourism development, sustainable development, tourism management, and tourism clusters, and to a lesser extent, sustainable tourism, tourist destination cluster. There aren't many new developments in this subject that are relevant to the theoretical examination of rural development and local participation. This could be a significant discovery for comprehending how community-based tourism is changing via the view of sustainability.

DISCUSSIONS

This analysis aims to determine how sustainability adds to our understanding of the characteristics and impacts of community tourism. The researchers summarize the body of research in the field of CBT and management for sustainability, explain the key conclusions, go over the review's implications point out any shortcomings, and offer recommendations for future studies in this part.

FUTURE RESEARCH DIRECTIONS

In conclusion, community-based tourism represents a promising pathway toward sustainable development, offering economic opportunities while safeguarding cultural and environmental assets. However, its success hinges on effective management practices prioritizing community participation, equitable benefits distribution, and environmental stewardship. Future research should evaluate long-term impacts, scale successful models, and address emerging challenges to ensure CBT's continued contribution to sustainable tourism development. In addition, further CBT research in certain regional orientations, such as the ASEAN region and other databases need to be added in the future, including ProQuest and Web of Science (WOS).

REFERENCES

- Ashley, C., & Maxwell, S. (2001). Rethinking rural development. *Development policy review*, 19(4), 395-425.
- Brohman, J. (1996). New directions in tourism for third world development. *Annals of tourism research*, 23(1), 48-70.
- Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., & Lim, W. M. (2021). How to conduct a bibliometric analysis: An overview and guidelines. *Journal of business research*, 133, 285-296.
- Falagas, M. E., Pitsouni, E. I., Malietzis, G. A., & Pappas, G. (2008). Comparison of PubMed, Scopus, web of science, and Google scholar: strengths and weaknesses. *The FASEB journal*, 22(2), 338-342.
- Fennell, D. A. (2006). *Tourism ethics* (Vol. 30). Channel View Publications.
- Fennell, D. A. (2014). *Ecotourism*. Routledge.
- Güzeller, C. O., & Çeliker, N. (2018). Bibliometric analysis of tourism research for the period 2007-2016.
- Goodwin, H. (2002). Local community involvement in tourism around national parks: opportunities and

- constraints. *Current Issues in tourism*, 5(3-4), 338-360.
- Gurung, D. B., & Seeland, K. (2008). Ecotourism in Bhutan: Extending its benefits to rural communities. *Annals of Tourism research*, 35(2), 489-508.
- Hall, C. M., Gössling, S., & Scott, D. (Eds.). (2015). *The Routledge handbook of tourism and sustainability* (Vol. 922). Abingdon: Routledge.
- Mavric, B., Öğretmenoğlu, M., & Akova, O. (2021). Bibliometric analysis of slow tourism. *Advances in Hospitality and Tourism Research (AHTR)*, 9(1), 157-178.
- Mbaiwa, J. E. (2011). Changes on traditional livelihood activities and lifestyles caused by tourism development in the Okavango Delta, Botswana. *Tourism management*, 32(5), 1050-1060.
- Miao, Y., Boley, B. B., & Stabler, M. (2020). A bibliometric analysis of research on community-based tourism. *Journal of Sustainable Tourism*, 28(5), 694-716.
- Mongeon, P., & Paul-Hus, A. (2016). The journal coverage of Web of Science and Scopus: a comparative analysis. *Scientometrics*, 106, 213-228.
- Mowforth, M., & Munt, I. (2015). *Tourism and sustainability: Development, globalisation and new tourism in the third world*. routledge.
- Novelli, M., Schmitz, B., & Spencer, T. (2006). Networks, clusters and innovation in tourism: A UK experience. *Tourism management*, 27(6), 1141-1152.
- Pérez, A., & Rodríguez del Bosque, I. (2015). Corporate social responsibility and customer loyalty: exploring the role of identification, satisfaction and type of company. *Journal of Services Marketing*, 29(1), 15-25.
- Rosato, P. F., Caputo, A., Valente, D., & Pizzi, S. (2021). 2030 Agenda and sustainable business models in tourism: A bibliometric analysis. *Ecological Indicators*, 121, 106978.
- Saarinen, J. (2006). Traditions of sustainability in tourism studies. *Annals of tourism research*, 33(4), 1121-1140.
- Scheyvens, R. (1999). Ecotourism and the empowerment of local communities. *Tourism management*, 20(2), 245-249.
- Song, M., Yang, S., & Hwang, J. (2019). A bibliometric analysis of sustainable tourism research: Identifying emerging trends and suggesting future directions. *Sustainability*, 11(9), 2574.
- Tokmak, C., Doğanekin, A., & Kılıç, İ. (2018). A bibliometric analysis on sustainable tourism studies: A review of 8 years (2010-2017). *Turizm Akademik Dergisi*, 5(2), 63-72.
- Tosun, C. (2000). Limits to community participation in the tourism development process in developing countries. *Tourism management*, 21(6), 613-633.
- Van Eck, N. J., & Waltman, L. (2009). How to normalize cooccurrence data? An analysis of some well-known similarity measures. *Journal of the American Society for Information Science and Technology*, 60(8), 1653-1651.
- Van Eck, N. J., & Waltman, L. (2020). VOSviewer software 1.6.18. Univeriteit Leiden.
- Van Nunen, K., Li, J., Reniers, G., & Ponnet, K. (2018). Bibliometric analysis of safety culture research. *Safety science*, 108, 248-258.

87. Beyond Curiosity: The Role of Emotional Engagement and Ethical Practices in Shaping Tourist Intentions for Baguio City's Dark Tourism Sites

Daryl Ace V. Cornell*¹, Luzviminda O. Tugade*¹

¹Polytechnic University of the Philippines, Philippines

*Correspondence E-mail: davcornell@pup.edu.ph

Keywords: Dark Tourism, Emotional Engagement, Ethical Practices, Motivation, Tourist Awareness.

EXTENDED ABSTRACT

Baguio City is one of the most famous destinations for dark tourism sites because it is considered the summer capital of the Philippines (Estoque, 2012). Many people are interested in this city which sustains the image of the tourism industry in the Philippines. Moreover, many people are ecstatic to know about the stories, dark history, ghost stories, and myths passed by word of mouth, originating from the host communities or residents.

Many specialists in this field think it is beneficial to stimulate people's behaviour to inspire them to build a society that values peace. As dark tourism destinations are one of the main reasons why tourism growth in Baguio City is consistently increasing, it affects the local community. It is essential to understand the local community and tourist perceptions. This study also seeks an analysis of how Baguio City continues to develop dark tourism destinations and methods that can sustain the development and revitalization of dark tourism in Baguio. The findings may aid the local community in becoming more aware of dark tourism and its developments, identifying challenges, and consistently increasing tourism growth.

The study's proponents look for a way to comprehend and determine the factors of visitors' motivations, perceived knowledge, and their visit intentions of dark tourism in Baguio City tourism sites. Data derived from this paper can greatly help the tourism planners in critically looking at opportunities while being a responsible catalyst in preserving culture and heritage.

LITERATURE REVIEW

This section discusses written works that are related to the discussion of dark tourism.

Emotional Engagement

According to Nawijn et al. (2016), dark tourism sites can elicit a wide range of simultaneous emotions and reactions, including anger (Israfilova & Khoo-Lattimore, 2018), disgust (Podoshen et al., 2015), shock and fear (Buda, 2015a; 2015b), as well as responses like hope (Koleth, 2014), and pride (Cheal, & Griffin, 2013). The psychoanalytical notions of voyeurism, as well as the concepts of the death drive (Buda, 2015b) and desire, have been applied to explore how dark tourism affects the experiences of visitors (Buda & Shim, 2015).

Ethical Practices and Gendered Interconnection

The exploitation of human suffering and tragic events are prominent in dark tourism, and it is considered a main problem because of the consequences of commercialism. Some dark tourism sites became a driving factor for economic activity due to the high demand for memorabilia from private retailers (Lennon & Foley, 2000).

Post-traumatic disorder can be unsettling, and can could give triggering factors for such as tourist who has the desire to do something when they visit a dark tourist attraction (Leshen, 2018). The trauma and stress can also be a driving factor to the effects and unethical practices of dark tourism because tour guides show that they also have a secondary trauma stress which varies based on the level of engagement of the tourists and their ability to acquire information about these dark tourism sites (Leshen, 2018)

The interconnection of gender in the Dark Tourism motivations ‘remembrance,’ ‘desire for education/learning’, and ‘pilgrimage’ are stronger motivations for women than men and others. It is easy to add the perspective of gender studies, as the binary identification system has, due to the result in differentiated gender experiences. (Morgenroth et al., 2020).

RESEARCH METHOD

The study provided the link between the variables using the causal predictive design. The study area is the Dark Tourism site in the country's summer capital, Baguio City, which is the best destination for those seeking the grim and haunted (Estoque, 2012). The population of this study revolved around tourist, ages 18 and above, visiting dark tourism sites in Baguio City. The researchers were able to approach 200 respondents which were knowledgeable on the topic and fully consented to answering all our survey questions. Survey questions focused on the visitors' emotional engagement, ethical practices, intentions and awareness, and motivations of dark tourism in Baguio City tourism sites. Partial least square-structural equation modelling (PLS-SEM) was utilized in test the hypotheses, using the statistical software Warp-PLS version 6.0.

RESULTS & DISCUSSIONS

Highlights of the results are presented proving the influences between the constructs selected:

Table 1: Hypothesis Testing

Hypothesis	Path Coefficient	p-value	Standard Error	Effect Size	Decision
Direct Effect					
H1a. EE à AD	0.508	<0.001	0.064	0.253	Supported
H1b. EE à VI	0.229	<0.001	0.068	0.126	Supported
H2a. EI à AD	-0.028	0.344	0.07	0.004	Not Supported
H2b. EI à VI	0.239	<0.001	0.068	0.096	Supported
H3. AD à VI	0.108	0.06	0.069	0.044	Not Supported
H4. M à VI	0.267	<0.001	0.067	0.139	Supported
Mediating Effect					
H5a. EE à AD à VI	0.055	0.133	0.049	0.03	Not Supported
H5b. EI à AD à VI	-0.003	0.476	0.05	0.001	Not Supported

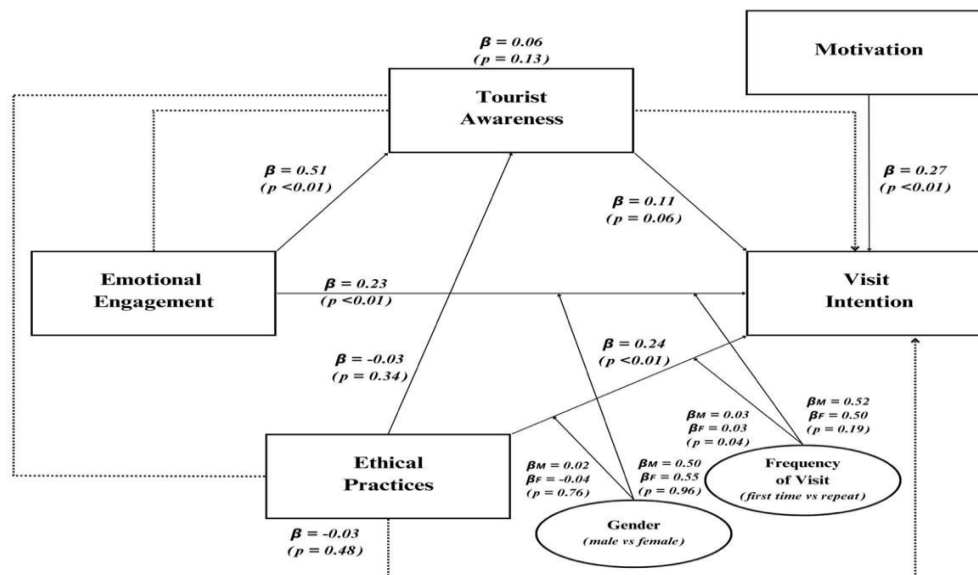
Legends: If S – supported; NS – not supported. Effect sizes were measured using the following criteria:

0.02 – small effect; 0.15 – medium effect; 0.35 – large effect (Cohen, 1988).

H1. The study showcased that emotional engagement has an interconnection to the tourists' awareness, and it has a positive effect. H1b. It is also found in this study that emotional engagement has a positive influence on the visit intention of the tourists. H2a. It is revealed that ethical issues and tourists' awareness in dark tourism has a disparity and does not have a significant impact. H2b. The study found that the influence of ethical issues has a direct impact on the visit intention of tourists who are visiting dark tourism sites. H3. This shows that tourists' awareness is not significantly related to visit intention. H4. Regarding motivation's direct effect on visit intention, the results show that basis is significantly and positively related to visit intention. H5a. In addition, Tourists' awareness does not mediate the relationship between emotional engagement and visit intention. H5b. On top of that, tourists' awareness as a mediator between ethical issues and visit intention is able to demonstrate no significant effect. The mediation reflected a negative relationship between ethical issues and visit intention as the findings presented a small effect size. H6a. Gender has no effect on the relationship between emotional engagement and visit intention based on the result of the study. H6b. The result of the study also shows that gender has no effect on the relationship between ethical issues and visit intention. H7a. When it comes to the frequency of visits, the result shows that it has no effect on the relationship between emotional engagement and visit intention. H7b. Based on the result, the frequency of visits influences the relationship between ethical issues and visit intention.

Evaluation of the Structural Model

The second phase of PLS-SEM is the evaluation of the structural modeling. In this stage, all hypothesized relationships – direct, mediating, and moderating effects – will be tested.

Figure 1: Structural Equation Modelling with Parameter Estimates

CONCLUSIONS

Dark tourism sites in Baguio City, like many around the world, grapple with a unique challenge: attracting visitors to places associated with tragedy and suffering. Understanding how tourists decide to visit these sites is crucial. This research highlights two key factors influencing tourist visit intention: emotional engagement and ethical practices. Dark tourism isn't simply morbid curiosity. Visitors often seek a deeper connection with history and human experiences. The research suggests that emotional engagement, the feelings evoked by the site's story and presentation, plays a mediating role. A well-presented site can foster empathy, reflection, or even a sense of awe, which can motivate tourists to visit. However, emotional engagement alone isn't enough. Ethical practices, ensuring respectful treatment of the history and victims, moderate the relationship between emotional engagement and visit intention. Tourists are more likely to be drawn to a site that demonstrates responsible commemoration and avoids sensationalizing the tragedy. By understanding the interplay between emotional engagement and ethical practices, stakeholders in Baguio City's dark tourism can craft more meaningful experiences, develop responsible marketing, and ensure respectful visitor behaviour.

REFERENCES

- Buda, D. M., & Shim, D. (2015). Desiring the dark: 'A taste for the unusual' in North Korean tourism? *Current Issues in Tourism*, 18(1), 1–6.
- Cheal, F., & Griffin, T. (2013). Pilgrims and patriots: Australian tourist experiences at Gallipoli. *International Journal of Culture, Tourism, and Hospitality Research*, 7(3), 227–241.

- Estoque, R. C., & Murayama, Y. (2012). Examining the potential impact of land use/cover changes on the ecosystem services of Baguio city, the Philippines: A scenario-based analysis. *Applied Geography*, 35(1-2), 316-326.
- Israfilova, F., & Lattimore, C. (2018). Sad and violent, but I enjoy it: Children's engagement with dark tourism as an educational tool. *Tourism and Hospitality Research*, 0, 1-10.
- Koleth, M. (2014). Hope in the dark: geographies of volunteer and dark tourism in Cambodia. *Cultural Geographies*, 21(4), 681-694.
- Lennon, J., & Foley, M. (2000). *Dark tourism: the attraction of death and disaster*. London and New York: Continuum.
- Leshen, H. Y., Bonn, M. A., Reid, E. L., & Kim, W. G. (2017). Differences in tourist ethical judgment and responsible tourism intention: An ethical scenario approach. *Tourism Management*, 60, 298-307. <https://doi.org/10.1016/j.tourman.2016.12.003>
- Morgenroth, T., Sendén, M. G., Lindqvist, A., Renström, E. A., Ryan, M. K., & Morton, T. A. (2020). Defending the Sex/Gender Binary: The Role of Gender Identification and Need for Closure. *Social Psychological and Personality Science*.
- Nawijn, J., Isaac, R. K., van Liempt, A., & Gridnevskiy, K. (2016). Emotion clusters for concentration camp memorials. *Annals of Tourism Research*, 61, 244-247.
- Podoshen, J., Venkatesh, V., Wallin, J., Andrzejewski, S. A., & Jin, Z. (2015). Dystopian dark tourism: An exploratory examination. *Tourism Management*, 51, 316-328.

88. PULAU KETAM: Promoting Intangible and Tangible Heritage of A Fishing Village Through Art Tourism

Wong, Fiona E Chiong*¹, Chia, Chua Hang² and Teo, Se Han³

¹ Dr. Fiona Wong E Chiong, Sunway University, Malaysia

² Chia Chua Hang, New Era University College, Malaysia

³ Teo Se Han, Sunway University, Malaysia

*Correspondence E-mail: fionaw@sunway.edu.my

Keywords: Art Tourism; Tangible and Intangible Heritage; Fishing Village; Mangrove Forest; Pulau Ketam

EXTENDED ABSTRACT

INTRODUCTION

This paper presents an educational and artistic approach in promoting the intangible and tangible heritage of a fishing village—Pulau Ketam—through art tourism¹. Pulau Ketam Art Association is the organizer of the 4th Pulau Ketam International Art Festival 2024 themed “Art Ketam” that aims to integrate art and design into public life and the environment of the island and fishing village. This festival, for its first time, will bring about educators and students from various higher educational institutions or universities from Asia and Southeast Asia to foster friendly interaction and exchanges in the fields of art and design research projects, thereby positioning Pulau Ketam as an international cultural and artistic hub that will attract more visitors and promote tourism for its community.

PROBLEM STATEMENT

Pulau Ketam, although known as a popular island destination in West Malaysia, still lacks popularity in East Malaysia and within the Southeast Asian and Asian continent. Famous for its unique traditional fishing village surrounded by mangrove forests, colourful wooden stilts houses, places for sightseeing, seafood and fishery activities, these are unique assets and characteristics of Pulau Ketam that ought to be promoted of its cultural heritage through art tourism programmes and activities.

BACKGROUND

The Locale

¹ The term “art tourism” generally refers to tourism where people travel for the purpose of visiting, engaging, and exploring activities associated with art. It majorly involves traveling to art festivals, exploring famous museums, wine and cuisine events, concerts, and such activities.

Pulau Ketam² (or Crab Island), is a small island located off the coast of Port Klang, in the state of Selangor, Malaysia. The island³ is part of the Klang district and is renowned for its picturesque fishing villages and unique stilt houses (or “floating houses”) that are built above the mangrove swamps and tidal flats. Because of its geographical peculiarity, with periodic submersion during high tide, has necessitated the development of distinctive housing structures. Pulau Ketam itself is low-lying, muddy and fringed with mangroves forest which is a vital habitat for a myriad of marine organisms notably crabs and other marine crustaceans which inhabit these waters.

At the Pulau Ketam fishing village, services such as schools, a clinic, police station and electricity have been added over the years. There are no roads or cars and the only way to get around is by boat or walking/cycling on the narrow wooden planks or concrete pavements that weave through residential quarters, streets and jetties within the village. Visitors are attracted to the island's rustic charm, traditional architecture, and the opportunity to experience a slower pace of life than city-life, as well as appreciate the mangrove forests that surround the island and its natural ecology. Inter-village mobility is exclusively reliant on boats, particularly speedboats, as there is no land connection between settlements surrounded by mangroves. Pulau Ketam is accessible by ferry and speedboats from Port Klang jetty, making it a popular day trip destination. (Malaysia-Traveller, n.d.)

a. History

Pulau Ketam is said to have been settled first by three Hainan fishermen who built a temple in 1872 and later decided to stay permanently. The village had no other vehicles at that time but only bicycles, which were the main mode of transportation. By 1883, the population had grown and engaged in fishing activities such as crab, fish, and prawn, leading to the establishment of sundry and fish dealer shops. Over time, more Chinese groups settled on the island, constructing “Kongsi Houses” (公司屋) for communal living, although nowadays each village household⁴ has their own house. (Malaxi.com, 2013)

b. Economy

Fishing is the backbone of Pulau Ketam's economy. The island is famous for its fresh and affordable seafood, particularly crabs, prawns, and fish, which are supplied to markets and eateries and restaurants on the mainland. In recent years, tourism has also become an important economic activity.

c. Language

On Pulau Ketam, over 90% of the residents are of Chinese descent, primarily of Teochew and Hokkien origin. Therefore, Hokkien or Teochew dialects are commonly spoken among the residents

² The island's name reflects the abundance of crabs and other marine life in the area, which is a significant part of the local diet and economy.

³ There are two settlements on the island, Pulau Ketam fishing village and Sungai Lima fishing village.

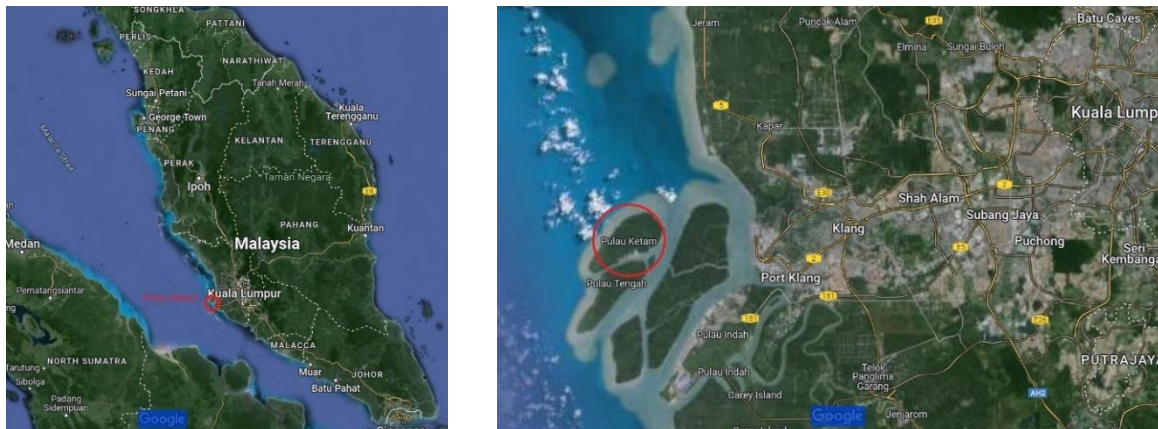
⁴ These early settlers primarily came from the southern provinces of China in the late 19th-century, bringing with them their skills and traditions related to fishing and seafood cuisine.

of Pulau Ketam. (Pulau Ketam, 2019)

d. Community

Today, Pulau Ketam is home to a fishing community of about 8000 people, who built mostly wooden homes on stilts over the soft tidal mudflats. The culture of Pulau Ketam is closely tied to its maritime heritage, and many residents are involved in fishing and seafood-related businesses.

Figure 1: (Left) Location of Pulau Ketam in Peninsular Malaysia (West Malaysia). (Right) Close-up of the geographical location of Pulau Ketam Island



(Source: Google Maps - Pulau Ketam (Satellite View), 2024

<https://www.google.com/maps/@3.0725719,101.4094411,49303m/data=!3m1!1e3?entry=ttu>)

Figure 2: Three Main Areas of Pulau Ketam: 1. Port-Front “Gang Tou” (港头), 2. Main Street District (街场区) and 3. Port-End “Gang Wei” (港尾)



(Source: Google Map - Pulau Ketam (Satellite View) <https://maps.app.goo.gl/44BkY1k4pg5tUNCMA>) Diagram by authors)

The Event

Pulau Ketam Art Association⁵—one of the reputable entities of the fishing village—was established

⁵ Pulau Ketam Art Association has been organizing events since 2016 under the leadership of Tan Sri Lim Kuang Sia. Adhering to the principles of the association, the committee has been serving public in a non-profit manner. Through cultural and artistic

to encourage the creation of art and organising artistic events among its own community and mostly opened to the public from local or abroad, thereby contributing back to the people and culture of Pulau Ketam. Given the encouragement and promotion by the Ministry of Tourism, Art and Culture of Malaysia, as well as Tourism Selangor, the art association has organized three rounds of international art festival in previous years. The events brought in fine artists from various Asian and Southeast Asian countries and produced an assortment of art creations for Pulau Ketam fishing village, such as installation art, sculpture, fine art painting, among others.

This year, being the 4th Pulau Ketam International Art Festival 2024 and themed “Art Ketam”, has been conceived as follow:

This event represents an innovative model of integrating art and design into public life and the environment. It focuses on examining and exploring local culture and ecology, from traditional visual arts to modern artistic “transformation”. By utilising art and design elements, the festival aims to enhance the value of the tourism industry while revitalizing traditional culture with new energy. The goal is to create an environment where tourism and cultural arts blend seamlessly, positioning Pulau Ketam as an international cultural and artistic hub. This initiative will foster friendly interaction and exchanges in the fields of international art and design. (Introduction and Guide of the 4th Pulau Ketam International Arts Festival 2024 “Art Ketam”, January 2024)

For “Art Ketam” 2024 this year, however, the association decided an approach different from previous festivals that were focused only on the fine arts that beautified the fishing village for a period of time. This time round the festival will involve selected higher educational institution or university delegations from both locally and abroad, with an intention of a more research-oriented and educational approach integrating not only art but industry-based design projects and practical aspects revolving around Pulau Ketam, aimed to educate and benefit the younger generation, university students and the general public.

Aims

This festival aims for both academics and students to produce art and design outcomes as possible solutions for the Pulau Ketam community and environment. For the first time, Pulau Ketam Art Association, extended its invitation to the academic representatives of various reputable higher education institutions around Asia and Southeast Asia, while appointing two local reputable higher education institutions—Sunway University, and New Era University College—as art and design lead of the Organiser Committee in charge of conducting base research for the festival. This event approach is undoubtedly an unconventional yet effective learning approach and research opportunity for academics and students of various higher educational institutions or universities to collaborate,

endeavours, the association aims to give back to the community, promote the international cultural and artistic exchanges and development, uphold cultural heritage, and foster the development of the arts, in addition to enhancing tourism of Pulau Ketam. (Introduction and Guide of the 4th Pulau Ketam International Arts Festival 2024 “Art Ketam”, January 2024)

communicate and interact with each other.

Objectives

The objectives of “Art Ketam” 2024 festival as follow:

1. Community Environment Transformation – To explore the unique cultural heritage and environment features of Pulau Ketam and create an artistic and cultural tourism area specific to the island, guided by traditional humanities and ecological conservation principles.
2. Ecological Art Park Construction – To create outdoor art installations, integrating environmental conservation concepts to promote the function of ecological protection, based on local natural and ecological conditions.
3. Creating New Elements for Tourism Entities – To provide assistance and renovation plans tailored to the needs of tourism operators, and to elevate existing products into culturally distinctive tourism outputs, thereby transforming the image of the tourism industry of Pulau Ketam.

Theme

The organizing committee has identified several aspects of Pulau Ketam that form the base research for the festival’s theme “Art Ketam” 2024. Through a series of ground research fieldwork and in-depth study undertaken by two groups of university academics and students in the month of June 2024 covering the following aspects:

- 1) Humanistic Culture:
 - a. Ancestral hall names
 - b. Fishing Village Culture
- 2) Natural Ecology:
 - a. Mangrove Swamp
 - b. Natural Ecological Elements of Pulau Ketam
- 3) Tourism Transformation:
 - a. Traditional Product Packaging and Souvenirs
 - b. Transformation of Tourism Operator’s Image

Stakeholders

Apart from the event organizing committee of Pulau Ketam Art Association, the primary stakeholders of the event are mainly the people of Pulau Ketam fishing village. The majority of Pulau Ketam residents are predominantly Chinese, as many of the wooden houses in Pulau Ketam display a wooden plaque (engraved with the Chinese ancestry of the family) on top of the main doors. Secondary stakeholders include the participating academic institution or university delegations of academics and students from both local and abroad, the ministry of tourism, art and culture, as well as the general public.

LITERATURE REVIEW

There are little but increasing literature on Pulau Ketam focused particularly on its art tourism – a new field for tourist studies. (Franklin, 2018); an ethnographic view of art tourism (Petcoff, 2010); art tourism as a direction of tourism development (Zagorskaya and Nazarkina, 2021); the importance of art in tourism industry (Nargiza and Hadicha, 2024).

There are limited web articles, online press articles and published websites or blogposts featuring the historical and cultural contexts of Pulau Ketam (Ch'ng, 2016; David, n.d.; Malaxi, n.d.).

There are, however, a few journal articles on the natural ecology of the mangroves surrounding Pulau Ketam (Norhayati, et.al., 2009).

Therefore, primary research methods will be employed in order to gather more information and data of Pulau Ketam on-site the location.

CONCEPTUAL FRAMEWORK

The paper proposes a conceptual framework in art tourism that sits at the intersection of various components that influence both the demand for and the development of art-based travel experiences. The key components involved in art tourism include tourism promotion, culture and heritage, art and creativity, and research and education. These components are interconnected and work symbiotically to create a thriving art tourism ecosystem.

Figure 3: Conceptual Framework Diagram



Art tourism is a multifaceted process, where culture, creativity, promotion, and education all play significant roles in shaping the tourist experience. Through art tourism, each component influence, interacts with and enhances the others, creating a symbiotic relationship that enables the growth and sustainability of art tourism. By understanding these relationships, stakeholders—including policymakers, educators, marketers, and local communities—can develop more effective strategies to promote art tourism, preserve cultural heritage, and ensure that art tourism benefits all involved parties.

This paper explores the following academic theories relevant to art tourism and industry practices:

1. Cultural Tourism Theory: Emphasizes the importance of culture as a central component of tourism experiences, whereby art tourism can be seen as a subset of cultural tourism, where visitors seek not only to relax or escape but are interested in engaging with local culture, history, and artistic heritage, such as exploring galleries, festivals, public art installations, and traditional crafts, thus helping to preserve and promote cultural identities (Richards, 1996).
2. Tourist Gaze: A concept that discusses how tourists view and interpret the world around them, influenced by cultural and media representations. Art tourists might be drawn to artistic or iconic works that are promoted in media, or shaped by the desire to explore lesser-known, authentic art spaces or creations (Urry, 1990).
3. Creative Economy Theory: Posits cultural and creative industries (such as art, design and fashion) are significant drivers of economic growth and development. Art tourism contributes to the creative economy by driving demand for local art, performances, and cultural products (Florida, 2002).
4. Sustainable Tourism: Explores the principles of sustainable tourism and how they can be applied to various forms of tourism, including art tourism. Art tourism can play a significant role in promoting cultural exchange and preserving local traditions and environment (Hunter, 2002).

The above proposed conceptual framework and academic theories linked to art tourism are relevant to the context of the 4th Pulau Ketam International Art Festival 2024.

RESEARCH METHOD

Qualitative research methods and ethnographic study approaches are employed throughout the research, in particular on-site observation, visual documentation (sketches, photography and multimedia recordings), site-mapping, informal interviews that were conducted via several trips of fieldwork around Pulau Ketam fishing village, in addition to secondary data analysis that was also undertaken revolving around the humanistic, cultural and ecological heritage of Pulau Ketam.

DISCUSSIONS

The research data collection, analysis and findings included the following aspects of Pulau Ketam fishing village relating to the theme in humanistic culture, natural ecology and tourism transformation. Some interesting findings from the data analysis of the research fieldwork on Pulau Ketam, as well as the targeted outcomes of the international art festival, include the following:

- The Chinese ancestral hall names of many residences in Pulau Ketam symbolise the family's cultural roots, origin and birthplace of their ancestors, now gradually declined and forgotten

by the descendants.

- Pulau Ketam village is divided into three strategic main areas: 1) Port Front, or “Gang Tou” (港头); 2) Street Market Area (街场区); and 3) Port End, or “Gang Wei” (港尾). Each area features unique characteristics and sometimes common or varied humanistic and cultural elements.
- The mangrove trees surrounding Pulau Ketam, interestingly saltwater types, are the main source of minerals for water organisms including crabs and within the natural ecosystem of the island.
- The issue and concern of litter wastes in Pulau Ketam are not only a community problem but also a global concern.
- The fishermen of Pulau Ketam, also seafood and homestay commercial operators, own individual brands and products that required revamping and redesigning of logos and packaging, renovating interior spaces and venues within the village, and production of a digital tourist map.
- The local community of Pulau Ketam fishing village and seafood operators welcomed and embraced the academic participants and supported the various creations of art, design and installation works produced throughout the festival.
- The festival and its outcomes attained Sustainable Developmental Goals: SDG 4 (Quality Education); SDG 8 – Decent Work and Economic Growth; SDG 11 – Sustainable Cities and Communities; SDG 12 – Responsible Consumption and Production; SDG 14 – Life Below Water; SDG 15 – Life On Land; and, SDG 17 - Partnerships for the Goals.

Figure 4: Photos of residential houses with Chinese ancestral hall names, fishing boats, bridges, and roads in “Gang Tou” area (Photographs by Authors, 2024)



Figure 5: Significant road signs, archway, night market, cultural festival at Chinese temples, welcoming sign at Street Market Area (Photographs by Authors, 2024)



Figure 6: Photos of colourful residential houses, bridges, and roads in “Gang Wei” area (Photographs by authors, 2024)



Figure 7: Photos of students from various universities in discussion (Photographs by authors, 2024)



Figure 8: Examples of art, design and installation art proposals for the Pulau Ketam community

resulting from discussion and sharing of ideas and research by collaborating universities, namely Sunway University (Malaysia), New Era University College (Malaysia) and Central Academy of Fine Arts, China (Photographs by authors, 2024)



Figure 9: Branding designs and promotional collateral produced for the festival, such as poster, bunting, T-shirt designs (Photographs by authors, 2024)



CONCLUSION

The research and in-depth study conducted on Pulau Ketam fishing village has been fruitful and rewarding for the researchers of this event. An in-depth study of the various aspects of the island and fishing village enabled the researchers to produce several field reports that laid the foundation of Pulau Ketam's historical, cultural, humanistic and ecological contexts for the festival. The 4th Pulau Ketam International Art Festival 2024 "Art Ketam" have commenced in June, and has now officially taken off in July, followed by an official opening at the Balai Seni Negara in August, after which the creation and production of art and design take place in the following months, ending with a cultural and arts tourism promotion event in October/November 2024, anticipating a myriad of artistic creations on the island and fishing village, as well as exhibitions and publications documenting the process and outcomes of the festival, paving the way for further research to promote the intangible and tangible cultural heritage of Pulau Ketam.

ACKNOWLEDGMENT

Due acknowledgment and appreciation are extended to Pulau Ketam Art Association organising committee, particularly festival director Tan Keng Leong, as well as Pulau Ketam village head and community; students of Sunway University (Kong Jing Wen, Choo Shaoji, Ong Hooi Hui, Ng Jing Loo, Choong Bei Yee, Ling Wen Qian, Tan Ming Xuan, Hanna Ooi Wenn Ling, Low Tzyy Fong); and students of New Era University College (Wong Xin Ling, Lim Xiao Pei, Low Jun Wei, Lim Phey Nee, Liew Hui Wen, Low Siau Yin, Lee Zhi Xuan, Amos Tan Yuan Zhi, Lim Min Xuan, Yau Chee Le).

REFERENCES

- Abbasiqbaluddin (2024). What is Art Tourism and Its Importance? *Medium.com*. Retrieved from <https://medium.com/@abbasiqbaluddin/what-is-art-tourism-and-its-importance-7a672346f4f8>
- Ch'ng, B. (2016). Going back to basics in Pulau Ketam. *The Star [online]*. Retrieved from <https://www.thestar.com.my/metro/focus/2016/12/19/going-back-to-basics-in-pulau-ketam-island-off-port-klang-coast-offers-visitors-a-taste-of-life-in-w/>
- David. (n.d.) Pulau Ketam (Crab Island). *Malaysia-Traveller.com*. Retrieved from <https://www.malaysia-traveller.com/pulau-ketam.html>
- Florida, R. (2002). *The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community, and Everyday Life*. New York: Basic Books.
- Franklin, A. (2018). Art tourism: A new field for tourist studies. *Sage Journals [online]*. Retrieved from <https://journals.sagepub.com/doi/10.1177/1468797618815025>
- Hunter, C. (2002). *Sustainable tourism as an adaptive paradigm*. *Annals of Tourism Research*. 29(4), 938-959. [https://doi.org/10.1016/S0160-7383\(02\)00034-3](https://doi.org/10.1016/S0160-7383(02)00034-3)
- Malaxi. (n.d). The History of Pulau Ketam. *Entertop.net*. Retrieved from https://www.malaxi.com/selangor/pulau_ketam/pulau_ketam_history.html
- Nargiza, A., and Hadicha, T. (2024). The Importance of Art in Tourism Industry. *Ilmiyanjumanlar.uz*. Retrieved from <https://ilmiyanjumanlar.uz/uploads/conferences/0034/5.3%20.pdf>
- Norhayati, A., Shukor, M. N., Juliana, S., and Wan Juliana, W. A. (2009). Mangrove Flora and Fauna of Klang Islands Mangrove Forest Reserves, Selangor, Malaysia. *Malaysian Journal of Science*. 28(3): 275-288. Retrieved from <https://doi.org/10.22452/mjs.vol28no3.6>
- Petcoff, K. (2010). Art Tourism: An Ethnographic View. *Pacific University Common Knowledge*. Retrieved from <https://core.ac.uk/download/pdf/48854045.pdf>
- Pulau Ketam (2013). 历史背景 - Pulau Ketam (浮罗吉胆). *pulauketam.com*. Retrieved from <https://www.pulauketam.com/v3/about/background/?lang=zh>
- Richards, G. (1996). *Cultural tourism in Europe*. Wallingford: CAB International.
- Urry, J. (1990). *The Tourist Gaze: Leisure and Travel in Contemporary Societies*. London: Sage Publications.
- Zagorskaya, L. M. and Nazarkina, V. (2021). Art tourism as a direction of regional sustainable tourism development. *E3S Web Conference*. Vol. 296. Retrieved from

<https://doi.org/10.1051/e3sconf/202129605002>

孙福盛. (2019, November 11). 巴生吉胆岛的郡望文化. 人间烟火. Retrieved from <https://fukan.my/2019/11/%E5%B7%B4%E7%94%9F%E5%90%89%E8%83%86%E5%B2%9B%E7%9A%84%E9%83%A1%E6%9C%9B%E6%96%87%E5%8C%96/>

89. Optimizing the Hybrid Hospitality Experience: Co-working Needs and Challenges in Hotel Spaces

Daryl Ace V. Cornell¹, Edgar Allan DC. Mendoza², Aisha Allelyn B. Sarmiento³, Ma. Anikka Irah M.Garcia⁴, Juan Miguel G. Morado⁵ and Lara May G. Cornell⁶

¹²³⁴⁵Polytechnic University of the Philippines, Philippines

⁶Eulogio “Amang” Rodriguez Institute of Science and Technology

*Correspondence E-mail: davcornell@pup.edu.ph

Keywords: Co-Workers, Co-Working Spaces, Digital Nomads, Hotel Spaces, Hybrid Hospitality.

EXTENDED ABSTRACT

Co-working spaces are defined as shared work environments where independent knowledge workers come together to collaborate and benefit from shared knowledge. Unlike traditional offices, co-working spaces provide flexible working hours and cater to individual needs (Medyasepti, F. 2020). Co-working spaces foster a sense of "working alone, together," as people increasingly seek meaningful connections and a sense of community (Smith, 2021).

Rooted in this gap, the researcher selected Lub d Philippine Makati Hotel co-working space consumers to shed light on the primary research inquiry; How do the primary needs, experiences, and challenges of co-workers (digital nomads and working travelers) in hotel co-working space shape the strategies of service providers? In what ways can understanding these factors help providers leverage perceived advantages and overcome challenges to enhance service quality for this new demographic of hotel guests?

LITERATURE REVIEW

Co-Working Spaces as an Industry

Coworking spaces have become forerunners in innovative workplace design, attracting individuals who have left traditional corporate environments in search of unique places to work. The key characteristics of a Co-working space include the discussion of its inspirational designs, physical proximity, service and amenities, and commitment and risk. (Yang, E., Bisson, C. and Sanborn, B.E. 2019). These spaces have open-concept interiors and offer various meeting areas to encourage collaboration and spontaneous interactions among members. Coworking spaces aim to provide workers with the freedom and flexibility found in coffee shops (Fuzi, 2015).

Hotel Co-Working Spaces

The first impression of a hotel co-working space environment is characterized by an open space layout in the public area, where the absence of walls or dividers creates a sense of expansiveness. This public area typically includes standard facilities such as the drop-off area, reception, lobby, seating or lounge area, and dining area. However, this literature suggests that to enhance the communal atmosphere, additional components can be introduced, such as common workstations, multiple communal areas (referred to as

"living rooms"), locker areas, self-service F&B vending machines, common game areas, and simple yet useful office supply areas.

To implement the co-living concept, the author conducted a literature study and observations to identify the necessary components for this arrangement. The goal is to make co-living guests feel at home, providing them with access to their basic needs without having to leave the hotel co-working area. Various facilities are procured based on daily activities, and a limited-access area is established, ensuring that only co-living or regular hotel guests have entry, secured by several security features (Medyasepti, F. 2020)

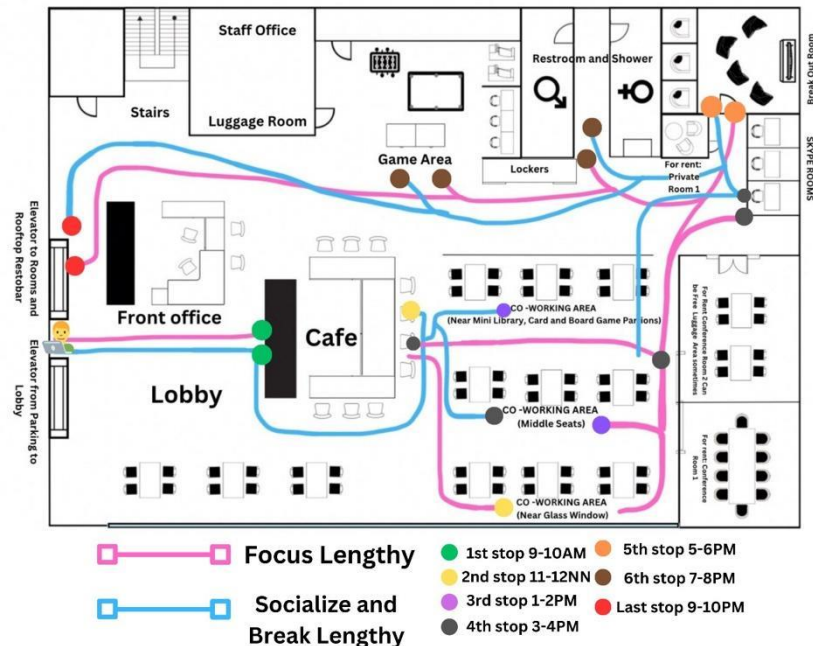
RESEARCH METHOD

A purposive sampling method selected 15 diverse co-workers, all in-house guests (co-live and co-work at Lub D) aiming to understand their motivations, perceptions, and challenges in using the co-working space. Semi-structured interviews and non-participant observations were used to explore the experiences of co-workers at Lub D Philippine Makati Hotel's Co-Working Spaces. Emphasizing open-ended questions, the research aimed to delve into respondents' perspectives, focusing on grounded theory. Thematic analysis was employed by the researchers to extract valuable insights from the collected data. This approach is popular due to its accessibility and flexibility in qualitative data analysis. The researchers obtained permission from both the hotel and its manager to carry out the required methodology, specifically the observation procedure within Lub D's co-working area.

RESULTS & DISCUSSIONS

Based on Spatial Configuration and User's Behaviour in Co-working Space (Ondia & Chansomsak, 2018), the researcher employed the concept of Behavioural Mapping. This method involved a summary in figure of the result of conducting a non-participant observation of co-workers in Lub D's Co-working Space before, during, and after the interview period from October 2023 to January 2024. The figure illustrates the utilization patterns of amenities upon entry, the timing of usage, and the sequential order in which other inclusion amenities inside co-working space that were accessed by co-workers.

Figure 1: Behavioural Observation of Co-workers Activity in Hotel Co-working Space at Lub D



Co-worker's Needs

The connection between internet performance and task completion significantly influences productivity in co-working spaces. High-speed internet, highlighted in research by (Pena-Mora, Jeong, and Choi, 2017), expedites workflows, enhancing operational efficiency and fostering collaboration. Mishra and Mishra's 2018 findings support the proven link between faster internet speeds and increased productivity. Conversely, slower internet speeds hinder task completion, causing stress and jeopardizing project deadlines. Disruptions in internet performance often lead individuals to relocate or take breaks, emphasizing the direct impact on productivity.

Co-worker's Experience

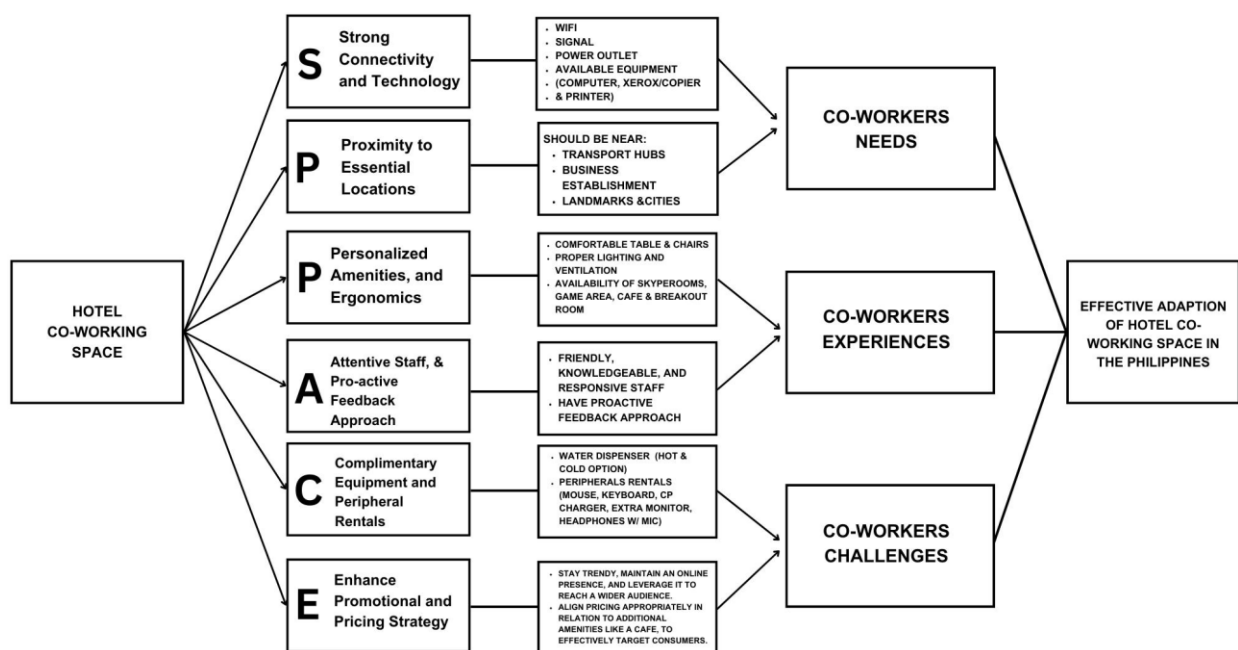
Research published in the International Journal of Environmental Research and Public Health (Kamaludin et al., 2019) emphasizes the profound impact of custom ergonomics and appealing aesthetics on behaviour and productivity in co-working spaces especially in hotels. Personalizing ergonomic designs enhances ownership and comfort, fostering well-being and active workspace engagement. Additionally, functional aesthetics create environments that boost mood and creativity. This combination notably increases productivity by fostering a deeper workspace connection, reducing stress, and improving concentration.

The study emphasizes the importance of user-centric design in co-working spaces, focusing on personalized ergonomic adjustments and aesthetic elements for a positive impact on mood and behaviour (Zhao et al., 2019). Building on these findings, incorporating biophilic design and color psychology can further enhance behaviour and productivity.

Co-worker's Challenges

Respondents see these co-working spaces as distinct from typical hotel offerings, with a unique emphasis on community-building. This characteristic draws a diverse co-workers, including locals and foreigners, who value collaborative environments. Furthermore, the flexibility offered by hotels in terms of renting workspaces without long-term obligations is an attractive feature for businesses and employees alike. The concept of hybrid hospitality, a mix of hotel rooms by night and inspiring workspaces by day, is seen as a promising model that capitalizes on the mixed purpose of hotels as places of leisure, business, mobility, and connectivity.

Figure 2: SPACE Framework



The SPACE Framework encompasses key elements for unveiling, navigating, and effectively adapting a new service in the hotel and hospitality industry in the Philippines. It integrates the critical aspects which are pivotal in enhancing the co-working experience and catering to the needs of local modern professionals and those who visit the country to work while traveling (Digital Nomads and Working- Travellers). This holistic approach is set to redefine the co-working experience, catering to the diverse needs of local professionals and the growing community of digital nomads and working travellers; the SPACE Framework offers a comprehensive blueprint for the success of co-working spaces in the Philippines.

CONCLUSIONS

Understanding the needs, challenges, and opportunities of co-working spaces in hotels is crucial for several reasons. Firstly, it caters to the growing trend of remote work and travel. By offering these spaces, hotels can attract a broader clientele, including digital nomads, business travelers, and local professionals seeking

a change of scenery. These co-working areas provide a seamless blend of productivity and leisure, boosting guest satisfaction and potentially increasing revenue streams. Secondly, studying these co-working spaces helps hotels optimize their offerings. Looking ahead, future research should delve deeper into the long-term impact of co-working spaces on productivity and well-being. Additionally, understanding the evolving needs of remote workers, particularly in terms of technology and amenities, will be vital for hotels to remain competitive.

REFERENCES

- Bouncken, R. B., & Reuschl, A. J. (2016). Coworking spaces:How a phenomenon of sharing economy builds a novel trend for the workplace and for entrepreneurship.Review Of Managerial Science, Advance online publication.
- Fuzi A., (2015). A Co-working spaces for promoting entrepreneurship in sparse regions: The case of South Wales. 2, 462–469.Reg. Stud. Reg. Sci doi:10.1080/21681376.2015.1072053
- Kamaludin, A., Abdul Hamid, N., & Mohamad Zin, M. F. (2019). The impact of customized ergonomics and aesthetically pleasing workspaces on user behaviour and productivity in co-working spaces. International Journal of Environmental Research and Public Health, 16(20), 4014.
- Medyasepti, F. (2020). An approach to sensory branding on guest journey mapping in a blended residential environment of co-working space and co-living. Proceedings of the International Conference of Innovation in Media and Visual Design (IMDES 2020), 502, 274–287. doi:10.2991/assehr.k.201202.088
- Ondia, E. P., Hengrasmee, S., & Chansomsak, S. (2018). Spatial Configuration and Users' Behaviour in Co-Working Spaces. YBL Journal of Built Environment, 6(1), 20–36.
- Pena-Mora, H. K. Jeong, and J. W. Choi, "Impact of network quality on user performance in a co-working space," Building and Environment, vol. 113, pp. 286-299, 2017.
- Smith, J. (2021). The role of staff and feedback in co-working spaces. Journal of Co-Working Spaces, 5(1), 1-10.
- Yang, E., Bisson, C. and Sanborn, B.E. (2019), "Coworking space as a third-fourth place: changing models of a hybrid space in corporate real estate", Journal of Corporate Real Estate, Vol. 21 No. 4, pp. 324-345. <https://doi.org/10.1108/JCRE-12-2018-0051>
- Zhao, Y., Zhang, Y., & Sun, F. (2019). The Impact of User-Centric Design on the Behaviour and Emotion of Co-Working Space Users. International Journal of Environmental Research and Public Health, 16(17), 3175. <https://doi.org/10.3390/ijerph16173175>

90. Nusa Penida Open Trip, Impulsive Purchase Intention in Social Commerce

Devi Candra Dewi¹, Putu Ayu Aryasih^{*2}, and Ni Putu Evi Wijayanti³

¹ Devi Candra Dewi, Bali Tourism Polytechnic, Indonesia

² Putu Ayu Aryasih, Bali Tourism Polytechnic, Indonesia

³ Ni Putu Evi Wijayanti, Bali Tourism Polytechnic, Indonesia

*Correspondence E-mail: ayuaryasih@ppb.ac.id

Keywords: Impulsive Purchase Intention, Open Trip, Stimulus-Organism-Response.

EXTENDED ABSTRACT

The COVID-19 pandemic has had a major impact on the tourism sector. Various efforts have been made to recover the tourism sector, one of which is by developing a "Digital Tourism Strategy". This strategy uses multiple platforms and the internet to promote Indonesian tourism widely. Nirmala & Paramitha (2020) proved that promotion through websites and technology can increase the number of tourist visits. Of course, this then gave rise to various types of promotional media platforms, one of which is social media. Based on Datareportal (2023) also states that there is an increase in the number of active social media users in Indonesia by 60.4% with the largest age group being in the age range of 18-34 years.

Over time technological developments, of course, affect the shift in the function of social media, where social media can also be used as a medium for buying and selling, giving rise to a new term called social commerce. Research by Han et al (2018) defines social commerce as a new e-commerce business model that uses Web 2.0 technology and social media to support social exchanges.

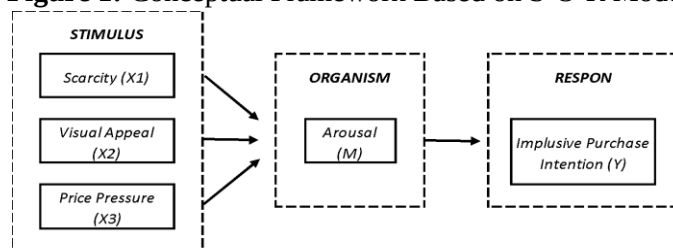
In social commerce, there are various types of tourism products, one of which is open trips. Wiweka et al (2019) show that the enthusiasts of this open-trip tour are in the age range of 21-23 years. The open trip tourism products that can be found on social commerce, namely by using #opentripnusapenida in the Instagram search field, can bring up 73.6 thousand uploads regarding open trip tourism products related to Nusa Penida. Of course, Nusa Penida is one of the destinations affected by the emergence of social media developments, based on data from BPS Klungkung Regency Nusa Penida is one of the favourite destinations in Klungkung Regency with an increase in the number of visits reaching 312.87 thousand visits.

Another impact of the development of social media also arises in terms of the behaviour patterns of tourists, such as the impulsive purchase intention that tourists feel when they see promotions with time or the availability of various products and services on social media (Budi & Munajat, 2020; Wu et al., 2021b). Of course, this impulsive urge can arise from various threats of encouragement such as the existence of scarcity which gives consumers a feeling of "now or never", which inspires a purchase impulse (Wu et al., 2021b). the existence of visual appeal according to Zhang et al (2020) states that clear, personalized, and detailed graphic displays attract consumers visually and subsequently generate interest in the product. The

very low price offered is considered an unexpected benefit that will cause surprise and a high level of consumer arousal (Kim & Tanford, 2021; Wu et al., 2021).

Based on the explanation and some of the thoughts above, a study was conducted on "Impulsive Purchase Intention in Social Commerce". Furthermore, to find out how scarcity, visual appeal, price pressure, and arousal affect the impulsive purchase intention of prospective tourists when choosing tourism products, in this case, the Nusa Penida open trip in social commerce.

Figure 1: Conceptual Framework Based on S-O-R Model



This study uses non-probability sampling, with a purposive sampling approach by calculating the number of samples based on the Hair et al. (2018) so that the number of respondents is 250 respondents who are active users of social commerce and prospective domestic tourists in Indonesia. This research specifically uses the SEM-PLS method.

The frequency distribution is determined based on the interval value of each variable with the final results obtained, namely the average indicator value of each variable ranging between good and quite good with the highest average value owned by the visual appeal variable of 4.27 which is included in the very good category.

Furthermore, the measurement model evaluation is carried out with several tests, namely convergent validity which is carried out based on two stages, namely based on outer loading whose value is > 0.7 , and average variance extracted (AVE) whose value is > 0.5 (Soltanizadeh et al., 2016). The results show that each indicator is able to explain its variable in a strong relationship. Then the discriminant validity test is carried out using the Fornell-Larcker Criterion, cross-loading, and Heterotrait-Monotrait Ratio (HMR). Where from this study the results show that discriminant validity is also met. Composite reliability testing by comparing the Cronbach's Alpha value and the Composite Reliability value with a value of > 0.7 , so that in this study all dimensions and variables fulfil composite reliability with the highest Reliability value found in the visual appeal variable.

Structural model evaluation is carried out through the R Square test to measure the level of variation in changes in endogenous variables on exogenous variables, the higher the coefficient of determination, the better the prediction model. The R Square value on the arousal variable is 0.939, which means that 93.9 percent of the arousal variable is influenced by the scarcity, visual appeal, and price pressure variables,

and the rest is influenced by other variables. In addition, the R Square value on the impulsive purchase intention variable is 0.917, which means that 91.7 percent of the impulsive purchase intention variable is influenced by arousal and the rest is influenced by other variables. Then the goodness of fit evaluation is carried out with the predictive relevance or Q² test with a value range of <1 so that in this study the results are obtained at 0.994937 (rounded to 0.995), meaning that this research model can be said to have good goodness of fit, so that the research model can be used for further analysis. Then the Collinearity Statistics (VIF) test was also carried out and, in this study, the relationship between variables was in the <5 range so that it did not violate the multicollinearity assumption test.

Hypothesis testing is done by bootstrapping resampling, namely comparing the P Values and observing the original sample sign in the Path Coefficients table. If the p-value is <0.05 , then there is a significant influence and if the original sample value is higher/positive, then the influence between variables is more positive. Based on this explanation, the results of this study are:

1. Scarcity, Visual Appeal, and Price Pressure have a positive and significant effect on the arousal of prospective open-trip tourists to Nusa Penida. This result means that the better the scarcity, visual appeal, and price pressure, the better the arousal. Scarcity is a promotional method carried out online by offering a product in limited quantities or time. This promotional method is carried out to influence the psychology of potential tourists because potential tourists will assume that there are limited opportunities and bring up the competitive side. Prospective tourists who get products with limited offers will certainly show a positive response of excitement because they feel they have won the competition with other prospective tourists. Meanwhile, visual appeal explains how well the display of content such as photos or videos will provide a visual image or a certain image to potential tourists regarding the tourist attraction to be visited. Promotional content in the form of videos or photos that are displayed well will certainly make potential tourists have a positive response of excitement because in social commerce, of course, prospective buyers and sellers do not meet physically, so the offer will be conveyed through a visual display. The price pressure shows the adaptive response of prospective tourists to the price or cost of open trips which are considered very low or cheap. Price pressure tends to be responded to positively by prospective tourists who prioritize utilitarian aspects or seek the core benefits of traveling. Low prices will of course encourage a sense of emotional pleasure or arousal.
2. Scarcity, Visual Appeal, and Price Pressure have a positive and significant effect on the impulsive purchase intention of prospective open-trip tourists to Nusa Penida mediated by arousal. Thus, arousal acts as a mediating variable in the effect of scarcity, visual appeal, and price pressure on impulsive purchase intention. Based on the stimulus organism response (SOR) theory, arousal is in the process stage which is a response to a stimulus or stimulus from outside, in this case, scarcity, visual appeal, and price pressure. Scarcity plays a role in playing the psychological side of potential tourists. Scarcity aims to make potential tourists make purchases as soon as possible and potential tourists who get the package will feel their own emotional excitement. Visual appeal plays a role in playing the emotional side of the excitement or pleasure of potential tourists as a result of the presentation of visually appealing content and price pressure is a form of promotion by offering

lower prices at certain periods and this condition can have a positive impact on potential tourists such as feeling happy with the low price offer. All of these arousal or excitement drives then lead potential tourists to the emergence of impulsive or unplanned purchase intentions for open trip tour packages.

In addition to seeing how much influence these variables have in stimulating the emergence of impulsive purchase desires. This study also briefly looks at how the decision responses of prospective tourists respond to the emergence of impulsive buying desires using two short questions. The results of the question showed that most of the respondents stated that they decided to buy the tourist product because of the emergence of impulsive shopping desires due to the influence of scarcity, visual appeal, and arousal. But it cannot be denied that a small proportion of respondents also ended up not making a purchase due to several reasons such as the social commerce website presented being considered less reliable, the lack of reviews presented on social commerce media from an open trip service provider or not having a match for the time available.

REFERENCES

- BPS Kabupaten Klungkung. (2023). Statistik Daerah Kabupaten Klungkung 2023. BPS Kabupaten Klungkung. <https://klungkungkab.bps.go.id/>
- Budi, I., & Munajat, Q. (2020). Factors affecting the urge of impulsive buying on sosial commerce Instagram. In *Int. J. Internet Marketing and Advertising* (Vol. 14, Issue 3).
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Han, H., Xu, H., & Chen, H. (2018). Sosial commerce: A systematic review and data synthesis. *Electronic Commerce Research and Applications*, 30. <https://doi.org/10.1016/j.elerap.2018.05.005>
- Kim, E. L., & Tanford, S. (2021). Turning Discounts Into Profits: Factors Influencing Online Purchasing Decisions for Hotel Add-on Items. *Cornell Hospitality Quarterly*, 62(4), 438–454. <https://doi.org/10.1177/1938965520935397>
- Nirmala, B. P. W., & Paramitha, A. A. I. I. (2020). Digitalisasi Desa dan Potensi Wisata Di Desa Kerta, Kabupaten Gianyar Menuju Pariwisata 4.0. *JURNAL KARYA ABDI MASYARAKAT*, 4(3), 350–355. <https://doi.org/https://doi.org/10.22437/jkam.v4i2.11273>
- S. Kemp, “Digital 2023: Indonesia - DataReportal – Global Digital Insights,” DataReportal, 09-Feb-2023. [Online]. Available: <https://datareportal.com/reports/digital-2023-indonesia>. [Accessed: 19-Jan-2024].
- Wiweka, K., Wachyuni, S. S., Simawang, S. P., Adnyana, P., & Wihartaty, E. (2019). View of Current Issues of Backpacking Tourism Development_ Profile and Characteristics of “Sharecost” and “Opentrip” Tourist. *Journal of Education, Society and Behavioural Science*, 30(2), 1–12. <https://doi.org/https://doi.org/10.9734/jesbs/2019/v30i230124>
- Wu, Y., Xin, L., Li, D., Yu, J., & Guo, J. (2021). How does scarcity promotion lead to impulse purchase in the online market? A field experiment. *Information and Management*, 58(1). <https://doi.org/10.1016/j.im.2020.103283>
- Zhang, W., Leng, X., & Liu, S. (2020). Research on mobile impulse purchase intention in the perspective of system users during COVID-19. 27, 665–663. <https://doi.org/10.1007/s00779-020-01460-w>/Published

91. The Role of Local Communities in Preserving and Enhancing the Heritage of LandLady (Bà Chúa Xứ) Festival in Chau Doc, An Giang, Vietnam

Phuong Bui Thi Ngoc¹; Uy Vo Hong Na²; Duc Le Quang³; Thuan Ngo Le Minh⁴

¹Phuong Bui Thi Ngoc, Tourism Department, Hong Bang International University, Vietnam

²Uy Vo Hong Na, An Giang University, Vietnam

³Duc Le Quang, Ton Duc Thang University, Vietnam

⁴Thuan Ngo Le Minh, Hong Bang International University, Vietnam

*Correspondence E-mail: phuongbtn@hiu.vn

Keywords: Ba Chua Xu Festival, Community Role, Cultural Heritage, Landlady Festival.

EXTENDED ABSTRACT

The Ba Chua Xu Festival at Sam Mountain in An Giang, Vietnam, also known as the Via Ba Festival, was designated as a national intangible cultural heritage in 2015. It draws millions of pilgrims annually, making it one of Vietnam's largest festivals. With modernization and globalization, the festival's traditional aspects are at risk due to the introduction of new and international influences. Consequently, preserving the festival's traditional values is vital.

It's crucial to understand and assess the roles of stakeholders in maintaining and promoting the festival, as this highlights each party's importance in preserving cultural heritage, ensuring the continuity of this historic festival, and improving the experience for attendees. Particularly, recognizing the role of the local community—the core participant and custodian of the festival—is both necessary and urgent. As noted by Vu, Le.T in 1992, the local village community acts as the playwright, director, performer, and audience of the festival, embodying multifaceted involvement.

LITERATURE REVIEW

Numerous scholars have investigated the Ba Chua Xu Festival, including Philip Taylor (2004), Doan Thi Thanh Xuan (2005), Nguyen Phuoc Hien (2005), Ngo Duc Thinh (2006, 2008, 2009), Tran Hong Lien (2012), Mai My Duyen (2012), Le Hong Ly (2008), and Nguyen Chi Ben (2013). These studies have explored the festival from multiple perspectives: (1) providing comprehensive descriptions of the festival at Sam Mountain, (2) examining the Ba Chua Xu belief within the broader context of Mother Goddess worship in Southern Vietnam, (3) analyzing the Ba Temple and the historical veneration of Ba by Southern communities, (4) assessing the festival's impact on tourism development, and (5) evaluating efforts to preserve and enhance the festival's cultural values.

RESEARCH METHOD

The study employs the theory of Émile Durkheim (1964) to analyze and understand the role of the local community in negotiating social issues. This theory views society as a complex system of interrelated parts working together to maintain stability. It emphasizes the compromise among

community members on common issues.

We conducted a questionnaire survey with 385 participants aged 18 and above from April to May 2024. After filtering, 231 responses were considered valid. The survey utilized a 5-point Likert scale (1932) for evaluation, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The study, focusing on Chau Doc city, An Giang province, explored the varied roles of local community groups in preserving the festival through factor analysis, identifying four key observational variables: residents of the Sam Mountain area, the temple management board, the festival organizing committee, and local businesses.

RESULTS

Characteristics of the Survey Sample

Regarding gender and age: males account for 49.78%, females account for 49.78%, and others account for 0.43%. Those aged 18 to under 35 account for 50.22%, from 35 to under 55 account for 45.88%, and over 55 years old account for 3.90%. Accordingly, the group aged 18 to under 35 has the highest proportion.

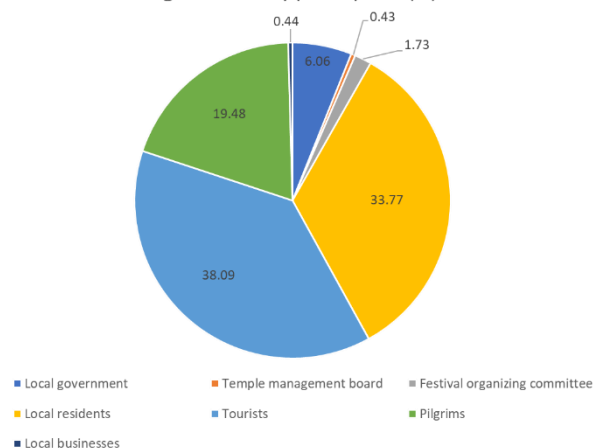
Gender distribution in the survey is balanced with males and females each comprising 49.78%, and others at 0.43%. The age group 18 to under 35 years is the largest at 50.22%, followed by 35 to under 55 years at 45.88%, and over 55 years at 3.90%.

Educationally, 55.41% have intermediate to university degrees, 30.30% are postgraduates, 11.69% are high school graduates, and 2.60% have not completed high school.

Income-wise, 20.35% earn below 5 million VND, 41.56% earn between 5 and under 10 million VND, 23.38% earn between 10 to under 18 million VND, 8.23% earn between 18 to under 32 million VND, and 6.48% earn above 32 million VND.

Participant roles include Local Government (6.06%), Temple Management Board (0.43%), Festival

Figure 1: Survey participants (%)



Organizing Committee (1.73%), local businesses (0.44%), tourists (38.09%), pilgrims (19.48%), and local residents (33.77%).

The Role of the Community in Enhancing the Experience of Pilgrims and Preserving the Festival

The study utilized SPSS software for data cleaning, analyzing demographic variables like gender, age, and education. Reliability was tested using Cronbach's Alpha coefficient, where ≥ 0.8 is deemed good and 0.7 to 0.8 is acceptable for research. The corrected item-total correlation coefficient needed to be ≥ 0.3 . In this study, the Cronbach's Alpha coefficients were satisfactory, with the lowest for the Temple Management Board variable at 0.921 and the highest for the Festival Organizing Committee variable at 0.949.

Table 1: Survey Results

Observation Variable	Indicator	Loading	Standard Deviation	Cronbach's Alpha	N
BQT	BQT1	3.80	1.089	0.921	231
	BQT2	3.81	1.080		
	BQT3	3.72	1.014		
	BQT4	3.76	0.956		
	BQT5	3.87	0.962		
BTC	BTC1	3.89	0.935	0.949	
	BTC2	3.96	0.896		
	BTC3	3.86	1.008		
	BTC4	3.85	0.906		
	BTC5	3.87	0.934		
ND	ND1	3.74	0.937	0.924	
	ND2	3.80	0.877		
	ND3	3.74	0.899		
	ND4	3.68	0.886		
	ND5	3.59	0.927		
DN	DN1	3.78	0.894	0.945	
	DN2	3.71	0.873		
	DN3	3.80	0.862		
	DN4	3.64	0.972		
	DN5	3.61	0.925		
	DN6	3.61	0.998		

Source: Conducted by the author group in May 2024

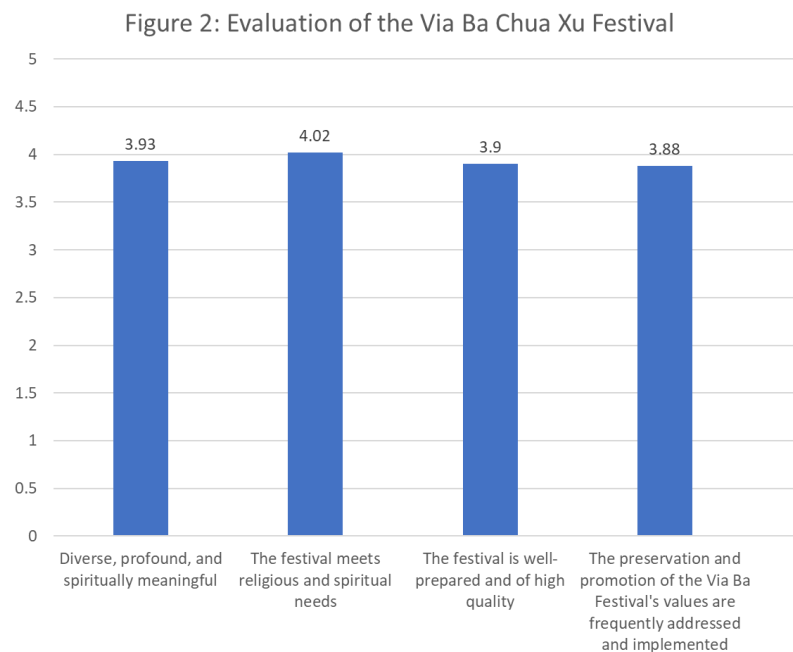
Evaluation of the Ba Chua Xu Festival at Sam Mountain

The Via Ba Chua Xu Festival is highly valued for its spiritual and religious significance (4.02). The organizing committee ensures that preparations follow proper procedures (3.96) without disrupting

local activities (3.86). The Temple Management Board has an average personnel rating (3.76). Cleanliness and sanitation are well-maintained, although overcrowding and litter issues during the tourism season are ongoing concerns (3.80). Security is robustly managed by the organizing committee in collaboration with relevant units (3.85). Promotional efforts for the Ba Temple and the festival are a priority (3.87). Local awareness of the festival's traditional values is moderate (3.74), despite active participation in its organization (3.80). In Chau Doc, business cooperation among residents near the temple is weak (3.59), and there is insufficient local engagement in enhancing the festival's quality (3.68).

The Ba Chua Xu Temple, pivotal for local businesses, significantly benefits from spiritual tourism. A survey highlighted some service shortcomings: shops within the temple premises have fixed prices without solicitation (3.39); food and beverage services meet visitor needs in terms of quantity, quality, safety, and pricing (3.48); similarly, accommodation services are adequate in quantity, quality, and pricing (3.52). The local government has addressed these issues, enhancing tourist communication. However, these service limitations still impact visitor experiences at the temple. The local community's awareness of its role in promoting spiritual tourism is rated as average (3.78). Additionally, the coordination between external businesses and local entities in sharing festival-related benefits is also deemed average (3.61). External businesses must recognize and support local residents' rights in the development of spiritual tourism at this destination.

The survey statistics indicate that there is coordination and task allocation among the groups: the festival organizing committee, the temple management board, and the local residents. The preservation and promotion of the festival's values and the organization of the festival are always a focus for community groups, especially the organizing committee and the management board. However, there are still limitations in the awareness and voluntary participation of local residents in the preservation and organization of the festival, as well as in cooperation among individuals and businesses in trading around the festival area. This affects the experience of visitors when they make a pilgrimage or participate in the Via Ba Festival annually.



MANAGERIAL IMPLICATIONS

Managers need to clearly recognize the role of the local community in maximizing their involvement in preserving traditional festivals. At the same time, raising awareness, pride, and a sense of responsibility among the residents, especially the younger generation, in preserving, practicing, and passing down the Via Ba Chua Xu Festival at Sam Mountain is essential. This will help locals become more friendly, cooperative, and capable of supporting and guiding visitors from other places when they visit the locality.

FUTURE RESEARCH DIRECTIONS

The findings indicate significant disparities in stakeholder consensus regarding the preservation of the festival. Future research should therefore focus on developing strategies for enhanced collaboration and coordination among stakeholders to maintain and promote the heritage value of Vietnam's largest festival. Such efforts are crucial to sustaining the traditional festival's vitality in the face of modernization and globalization.

REFERENCES

- Huỳnh, Đ. V., & Nguyễn, K. T. (2023). Factors Influencing the Development of Spiritual Tourism in Chau Doc City, An Giang Province. *Journal of Social Sciences*, 293(1), 48-59. Retrieved from <https://vjol.info.vn/index.php/khxxh/article/view/76119>
- Lê, L. H. (2008). Sự tác động của kinh tế thị trường vào lễ hội tín ngưỡng. Hanoi: Văn hóa Thông tin Publish House.
- Lê, V. T. (1992). Traditional Folk Festival. Hanoi: Khoa Học Xã Hội .
- Ngô, T. Đ. (2008). Toward on Folk Beliefs and Traditional Festivals. Hanoi: Văn hóa Thông tin Publish

House.

Taylor, P. (2004). *Goddess on the rise - Pilgrimage and popular religion in Vietnam*. Honolulu, USA: University of Hawai'i Press.

92. The Relationship Between Tourism Development and Income Inequalities: A Systematic Literature Network Analysis

Centinaio Alessandra¹, Comerio Niccolò^{*1}

¹LIUC – Università Cattaneo (Italy)

*Correspondence E-mail: ncomerio@liuc.it

Keywords: Tourism, Economic Inequalities, Income Inequalities, Convergence, Literature Review.

EXTENDED ABSTRACT

Despite centuries of historical debate, economic inequality still remains a concern (Acemoglu et al., 2015). Indeed, increasing income and wealth inequalities have been detected in several developed economies (Piketty, 2014), awakening the attention of researchers and policymakers on the determinants and consequences of this phenomenon. Additionally, the COVID-19 pandemic intensified social exclusion and discrimination (UN, 2023), raising concerns about the achievement of the goal of ending poverty by 2030. A question for the ages among economists, sociologists, political scientists, and geographers is: why do some regions flourish economically while others encounter difficulties? (Brouder, 2017). Broadly speaking, two are the main sources of economic development in the long-run: improvement in the total factor productivity and increases in factor inputs, especially human capital (Blanchard & Olney, 2017). However, local conditions (such as transportation, labour markets, production systems and technical innovations) may vary significantly from a geographical standpoint, giving rise to regional inequalities (Breau, 2015).

LITERATURE REVIEW

While tourism has been widely recognized as an economic development trigger (Brida et al., 2020), its relationship with income inequalities is still unclear, and the (limited) existing literature can be split into two contrasting groups. On the one hand, prior empirical studies (e.g. Haddad et al., 2013; Li et al., 2016) found evidence of the concrete contribution of tourism to the reduction of disparities between territories, supporting the process of economic convergence thanks to its ability to distribute development from economic centers to less developed areas (Williams & Shaw, 1991). This is true especially if tourism-oriented policies are supported by appropriate institutional policies, such as tax and transfer policies (Nguyen et al., 2021) and investment in human capital development (Ghosh & Mitra, 2021). On the other hand, evidence is found that tourism development can intensify the enlargement of inequalities (e.g., Càrdenas-García et al., 2015; Uzar & Eyuboglu, 2019). As suggested by Petit (2017) and Njoya & Seetaram (2018), the main culprit can be sought in the job market, as the tourism industry creates unskilled employment opportunities faster than other sectors, exacerbating wage inequalities. Therefore, given these “patchy” results, this article aims to summarize the existing academic literature on this topic to support newcomers to target specific topics and link to them.

RESEARCH METHOD

In reaching our aim, we applied the “Systematic Literature Network Analysis” (Colicchia & Strozzi, 2012) and recently applied in the field of tourism (Comerio & Strozzi, 2019). In particular, we concentrate on the so-called “Main Path”, which includes the articles that act as hubs in reference to later works, thus constituting the backbone of the research tradition regarding a certain topic. Two phases characterize the SLNA. The first one consists in performing a Systematic Literature Review (SLR), which can be defined as “a specific methodology that locates existing studies, selects and evaluates contributions, analyses and synthesizes data” (Denyer & Tranfield, 2009). The set of papers obtained as a result of the first phase constitutes the starting point of the second phase, the Bibliographic Network Analysis (BNA), which consists in performing both a Citation Network Analysis (CNA) and a Keywords Network Analysis (KNA). The CNA relies on the idea that citations can be used as a measure of the relevance of publications (Dawson et al., 2014) and they allow to represent the influence exerted by the cited work on an author’s new study (Zhao & Strotmann, 2015) and, more broadly speaking, on the research development in the field. Moreover, the extraction of the so-called Main Path, which constitutes the “backbone of the research tradition” (De Nooy et al., 2011; Lucio-Arias & Leydesdorff, 2008), makes it easier to identify and highlight those articles that have shaped the research area (Strozzi et al., 2017), being therefore very useful to understand the directions that a field has taken and its evolutionary trajectories. However, citations alone may not be sufficient to properly represent the development of research since the most cited papers are not necessarily representative of impactful and world class research (Colicchia et al., 2018). Furthermore, recently published papers might have received a limited amount of citations and, consequently, they may be excluded from the analysis, despite their relevance. Because of these limitations, the KNA analysis is performed with the aim to mitigate the possible drawbacks.

RESULTS AND FUTURE RESEARCH DIRECTIONS

Fruitful research areas emerge from this contribution, focusing on, for example, (i) analyzing countries previously overlooked, with attention to power dynamics and specific inequalities within these contexts, (ii) sub-national levels of analysis to better understand how regional disparities are influenced by tourism, (iii) employing alternative income distribution indicators that can reveal more subtle and systemic economic disparities, (iv) investigating the main mechanisms through which tourism development amplifies and/or reduces income inequality, with a particular focus on the effectiveness of specific pro-poor strategies within local contexts, and (v) comparisons between pre- and post-COVID-19 periods to shed light on the pandemic’s impact, not only in economic terms but also considering social, cultural, and environmental dimensions, and how these have redefined global power relations and tourism practices.

REFERENCES

- Acemoglu, D., Naidum S., Restrepo, P., & Robinson, J.A. (2015). Democracy, Redistribution, and Inequality. In *Handbook of Income Distribution*, Volume 2, 1885–1966.
- Blanchard, E. J., & Olney, W. W. (2017). Globalization and human capital investment: Export

- composition drives educational attainment. *Journal of International Economics*, 106, 165-183.
- Breau, S. (2015). Rising inequality in Canada: A regional perspective. *Applied Geography*, 61, 58-69
- Brida, J. G., Gómez, D. M., & Segarra, V. (2020). On the empirical relationship between tourism and economic growth. *Tourism Management*, 81, 104131.
- Cárdenas-García, P. J., Sanchez-Rivero, M., & Pulido-Fernandez, J. I. (2015). Does tourism growth influence economic development? *Journal of Travel Research*, 54(2).
- Colicchia, C., & Strozzi, F. (2012). Supply chain risk management: a new methodology for a systematic literature review. *Supply Chain Management: An International Journal*, 17(4), 403-418.
- Colicchia, C., Creazza, A., Noè, C., & Strozzi, F. (2018). Information sharing in supply chains: a review of risks and opportunities using the systematic literature network analysis (SLNA). *Supply Chain Management: An International Journal*, 24(1), 5-21.
- Dawson, S., Gasevic, D., Siemens, G., & Joksimovic, S. (2014). Current state and future trends: A citation network analysis of the learning analytics field. In: *Proceedings of the fourth international conference on learning analytics and knowledge*. New York: Association for Computing Machinery. 231-240.
- De Nooy, W., Mrvar, A., & Batagelj, V. (2011). *Exploratory Social Network Analysis with Pajek*. Cambridge: Cambridge University Press.
- Denyer, D., & Tranfield, D. (2009). Producing a Systematic Review. In: *The Sage Handbook of Organizational Research Methods*, D. Buchanan, & A. Bryman. London: Sage Publications. 671-689.
- Ghosh, S., & Mitra, S. K. (2021). Tourism and inequality: A relook on the Kuznets curve. *Tourism Management*, 83, 104255.
- Haddad, E.A., Porsse, A.A., & Rabahy, W. (2013). Domestic tourism and regional inequality in Brazil. *Tourism Economics*, 19(1), 173-186.
- Li, H., Chen, J.L., Li, G., and Goh, C. (2016). Tourism and regional income inequality: Evidence from China. *Annals of Tourism Research*, 58, 81-99.
- Lucio-Arias, D., & Leydesdorff, L. (2008). Main-path analysis and path-dependent transitions in HistCiteTM-based Historiograms. *Journal of the American Society for Information Science and Technology*, 59(12), 1948-1962.
- Nguyen, C. P., Schinckus, C., Su, T. D., & Chong, F. H. L. (2021). The influence of tourism on income inequality. *Journal of Travel Research*, 60(7), 1426-1444.
- Njoya, E. T., & Seetaram, N. (2018). Tourism contribution to poverty alleviation in Kenya: A dynamic computable general equilibrium analysis. *Journal of Travel Research*, 57(4), 513-524.
- Petit, S. (2017). International trade in services and inequalities: Empirical evaluation and role of tourism services. *Tourism Economics*, 23(5), 1069-1075.
- Piketty, T. (2014). *Capital in the Twenty-First Century*. Harvard University Press.
- Strozzi, F., Colicchia, C., Creazza, A., & Noè, C. (2017). Literature review on the “Smart Factory” concept using bibliometric tools. *International Journal of Production Research*, 55(22), 6572-6591.
- UN (2023). Sustainable Development Goals. Goal 1. Retrieved from <https://www.un.org/sustainabledevelopment/poverty/>
- Uzar, U., & Eyuboglu, K. (2019). Can tourism be a key sector in reducing income inequality? An empirical investigation for Turkey. *Asia Pacific Journal of Tourism Research*, 24(8), 822-838.
- Williams, A. M., & Shaw, G. (1991). Tourism policies in a changing economic environment. *Tourism policies in a changing economic environment*, (Ed. 2), 263-272.
- Zhao, D., & Strotmann, A. (2015). Analysis and visualization of citation networks. *Synthesis Lectures on Information Concepts, Retrieval, and Services*, 7(1), 1-207.

93. Corporate Strategy and Sustainability Performance: A bibliometric review and research directions

Arif Widyatama*, San Rudiyanto, Sovia Rosalin
Business and Hospitality department
Universitas Brawijaya

*Correspondence E-mail: arif.widyatama@ub.ac.id

ABSTRACT

Purpose: This paper provides a review of the literature concerning the corporate strategy (CS) approach and sustainability performance (SP). This paper highlights the gaps in the existing research to provide directions and suggestions for future research. The paper examines highly rated accounting and management literature since 2000. Articles are categorized according to their research topics, settings, and methodologies, then findings are analyzed.

Research Method: This research uses bibliometric analysis methods. 72 articles were obtained for further analysis.

Findings: The results of this research show that much research on corporate strategy and sustainability or ESG performance has been carried out on innovation content, strategic management, and disclosure. Therefore, if future research wants to examine corporate strategy and sustainability, it is best to avoid these three aspects, but if you want to conduct similar research, it is necessary to find aspects of GAP research and research novelty. Furthermore, research on corporate strategy and sustainability is rarely carried out regarding performance management, performance assessment, responsible investment, environmental management, and firm value.

Originality/value – First, research on corporate strategy is still limited. Therefore, this research explores the potential research that can be carried out by further research. Second, develop articles using a tool, namely VOSViewer, to see different views from the results of previous research.

Keywords: Corporate Strategy, Sustainability Performance, ESG Performance, Bibliometric review

Paper type – Paper research

94. The Potential of Wellness Tourism Development in Ho Chi Minh City

Linh P.T.¹, Ha T.T.B.*², Duan T.N.³, Thu M.T.N.⁴, Chau H.L.⁵, Thanh V.V.⁶

¹ Linh Phuong Tran, Van Lang University, Vietnam

² Ha Thai Thi Bui, Van Lang University, Vietnam

³ Duan Thi Nguyen, Van Lang University, Vietnam

⁴ Thu Minh Thi Nguyen, Sai Gon University, Vietnam

⁵ Chau Huu Le, HCMC University of Foreign Languages - Information Technology, Vietnam

⁶ Thanh Van Vo, Van Lang University, Vietnam

*Correspondence E-mail: linh.tp@vlu.edu.vn

Keywords: Wellness Tourism; Healthcare Facilities; Geographic Location; Local Business, Strategic.

EXTENDED ABSTRACT

Wellness tourism, which focuses on improving health and well-being through activities such as spa treatments, fitness programs, and holistic health therapies, is experiencing significant growth on a global scale. This paper examines the potential for expanding wellness tourism in Ho Chi Minh City (HCMC), Vietnam's biggest city and economic hub. Interviews conducted with twenty hotel and travel agency representatives in HCMC have indicated that the city has substantial prospects for wellness tourism. Its outstanding healthcare system, diverse cultural environment, and strategic geographic location are the main factors contributing to this. To fully harness this potential, it is imperative to form robust partnerships, bolster marketing efforts, and address obstacles such as insufficient infrastructure and limited market knowledge. To establish HCMC as a prominent hub for health tourism, it is essential to invest in specialized wellness centers, enhance brand recognition, and improve the surroundings. Subsequent investigations should prioritize examining the potential influence of wellness tourism on the local economy and society, while also delving into the ways in which technology can augment wellness experiences.

INTRODUCTION

Wellness tourism, focusing on promoting health and well-being through various physical, psychological, and spiritual activities, is a rapidly growing segment within the global travel industry. This form of tourism encompasses a range of services including spa treatments, fitness programs, holistic health therapies, and medical tourism. With increasing global awareness of health and wellness, wellness tourism offers a unique blend of leisure and health benefits, catering to the growing demand for stress relief, preventive healthcare, and holistic wellness experiences. Ho Chi Minh City (HCMC), Vietnam's largest urban center and economic hub, presents a unique potential for developing wellness tourism due to its strategic location, advanced healthcare facilities, and vibrant cultural landscape. This research aims to assess the potential for wellness tourism development in Ho Chi Minh City, explore strategies for local businesses to capitalize on this emerging market, and identify challenges and obstacles enterprises might face in entering or

expanding within the wellness tourism sector.

LITERATURE REVIEW

The notion of wellness has traditionally been a subject of philosophical and sociological fascination. Research has progressively broadened its scope to include diverse disciplines such as psychology, health science, and economics (Smith & Diekmann, 2017). However, in the past few decades, there has been a growing focus in the field of tourism studies on the idea of wellness, both in terms of theoretical understanding and research methods. This has resulted in the emergence of tourist experiences that focus on promoting wellness (Voigt & Pforr, 2013). As per the report published by the World Tourism Organization and European Travel Commission, health tourism is defined as a form of tourism driven by the intention to enhance physical, mental, or spiritual well-being through medical and wellness activities. Global Wellness Institute (GWI) defines health tourism as a broad category of activities that includes everything from surgical operations to yoga retreats.

Because wellness creates jobs, encourages the expansion of regional agricultural products and protected designations of origin, and empowers women, it acts as a stimulant for economic growth. Wellness is related to good habits and can help to restore conventional wellness methods while reducing the frequency of mental health issues. Wellness not only safeguards natural and cultural resources but also advocates for environmental conservation and encourages sustainable tourism. Wellness enhances both the overall well-being and the social connections of individuals, leading to an improved quality of life (Global Wellness Institute, 2019).

The increasing acceptance of the multidimensional approach to wellness is linked to several factors: a shift in the popular understanding of health and wellness (Medina-Munõz & Medina Munõz, 2013), the high levels of stress in modern society (Frow & Payne, 2009), the potential benefits of social tourism, the connection between co-creation and well-being, and the impact of tourism experiences on the well-being of workers (Diekmann & McCabe, 2016; Dekhili & Hallem, 2020; Lee et al., 2018). A broader definition of wellness tourism is slowly taking the place of the more traditional focus on health. This change is supported by many studies that show the shift to a holistic view (Kamassi et al., 2020).

RESEARCH METHOD

This study employs a qualitative research design using in-depth, semi-structured interviews with key stakeholders from travel companies and Hotels in Ho Chi Minh City (HCMC). Purposive sampling is used to select participants who are knowledgeable and experienced in wellness tourism and the travel industry. The interview questions are designed to explore the potential for wellness tourism development, strategies for local businesses, and challenges faced by enterprises. Content analysis is used to transcribe and code the interview data, identifying key themes and patterns. Content analysis is conducted to categorize and interpret the data, providing a detailed understanding of the potential, strategies, and challenges associated with wellness tourism in HCMC.

Table 1: Interview profiles

No.	Code	Age	Gender	Job title	Years of experience	Number of employees
1	TravelCo001	31	Male	Director	2	5
2	TravelCo002	30	Female	Lodging Service Associate	9	100 - 500
3	TravelCo003	41	Female	Assistant for General Manager	17	300 - 500
4	TravelCo004	32	Female	Learning Development and Quality Compliant Consultant	9	35
5	TravelCo005	40	Male	Director	10	20
6	TravelCo006	35	Male	Director of Rooms	15	300 - 400
7	TravelCo007	31	Male	Guest Experience Manager	5	15-20
8	TravelCo008	35	Female	Inbound Tour Operator	11	20
9	TravelCo009	47	Male	Director of Public and Communication	24	200
10	TravelCo010	45	Male	Tourguide	20	200
11	TravelCo011	65	Male	Director	35	5.- 10
12	TravelCo012	40	Female	Front Office Manager (5 star hotel)	16	300 - 500
13	TravelCo013	48	Male	International Tourguide (Outbound - Korea)	25	150
14	TravelCo014	29	Male	Banquet & Restaurant Manager	10	100
15	TravelCo015	39	Male	Tour operator, Tourguide	16	15-20
16	TravelCo016	29	Male	Operator Chief of Department	4	13 - 17
17	TravelCo017	33	Male	Tour Leader	7	40
18	TravelCo018	30	Female	Accountant	8	70-100
19	TravelCo019	45	Male	Guidebook	20	30 - 50
20	TravelCo020	27	Female	Lifestyle consultant	5	35

FINDINGS

The findings from the interviews indicate significant potential for wellness tourism development in Ho Chi Minh City due to its geographical advantages, healthcare facilities, and existing tourist attractions and infrastructure. The city's connectivity and proximity to cooler climate regions enhance its appeal as a wellness tourism destination. The robust healthcare infrastructure, with skilled medical professionals and leading hospitals, provides a strong foundation for integrating wellness tourism. Effective promotion and marketing strategies, along with strategic partnerships between hospitals, wellness service providers, and travel companies, are crucial for developing this sector. However, challenges such as inadequate infrastructure, low market awareness, and environmental issues need to be addressed. The results suggest that investing in specialized wellness facilities, enhancing market awareness through targeted branding, and improving environmental conditions are essential for the successful development of wellness tourism in HCMC.

Table 2: Coding mechanisms for the interview textual data

Theme	Sub-Theme	Axial Coding	Feature	Example
Potential for Wellness Tourism Development	Geographical Advantages	HCMC's connectivity, accessibility	Central hub with easy access to regions	"HCMC has many flights, both international and domestic, making it convenient for customers to go for wellness tourism."
	Healthcare Facilities and Human Resources	Skilled medical staff, leading hospitals	Availability of high-quality medical staff and advanced facilities	"The city has a team of highly skilled medical doctors and leading hospitals and cosmetic clinics."
	Tourist Attractions and Infrastructure	Existing attractions, good infrastructure	Presence of diverse tourist attractions and robust infrastructure	"Developed facilities comparable in terms of accommodation, dining, and shopping."
	Promotion and Marketing	Developing wellness products, promotional channels	Effective promotion and marketing strategies	"Promote by building wellness tourism products, including tours, online and offline information channels."
Strategies for Local Businesses	Collaboration and Partnerships	Partnering with hospitals, wellness providers	Building partnerships between hospitals, wellness providers	"Linking hospitals and tourism businesses, such as Kangnam Cosmetic Hospital and Thu Cuc Hospital."
	Service Quality and Training	Training for staff, high service quality	Training staff to ensure high service quality	"Local businesses need a professional team, English speakers, and a list of modern medical facilities."
	Infrastructure and Facilities	Subpar facilities, lack of wellness-specific infrastructure	Need for improved wellness-specific infrastructure	"Facilities are inferior to other areas, and HCMC almost does not have outstanding products to promote."
Challenges and Obstacles	Market Awareness and Branding	Poor awareness, need for strong branding	Enhancing market awareness and building a strong brand	"Vietnam has not yet built a brand for wellness tourism; it is only small-scale."
	Environmental and Climatic Conditions	Harsh weather, pollution issues	Addressing adverse weather conditions and environmental factors	"The weather and climate in HCMC are sunny and rainy in 2 seasons, not as mild and green as some other areas."

DISCUSSIONS

The potential for wellness tourism in Ho Chi Minh City is evident from the findings, highlighting the city's strengths in geographical location, healthcare facilities, and tourism infrastructure. However, the challenges identified, such as subpar facilities and low market awareness, require strategic interventions. The application of Social Exchange Theory suggests that enhancing the perceived benefits and reducing the costs associated with wellness tourism can improve tourist engagement and satisfaction. Collaborative efforts between the government, local businesses, and international partners are necessary to address infrastructure and environmental issues, ensuring a sustainable and attractive

MANAGERIAL IMPLICATIONS

Local businesses and travel companies need to focus on developing high-quality wellness tourism products and services, investing in staff training, and building strong partnerships with healthcare providers. Effective marketing strategies that highlight the unique wellness offerings of HCMC can attract a broader audience. Policymakers should support the development of wellness tourism through infrastructure investments, regulatory frameworks, and promotional campaigns. Addressing environmental issues and improving the overall tourist experience are crucial for positioning HCMC as a leading wellness tourism destination.

FUTURE RESEARCH DIRECTIONS

Future research should explore the long-term impacts of wellness tourism on the local economy and community well-being in HCMC. Quantitative studies can provide insights into tourist satisfaction and the economic benefits of wellness tourism. Additionally, comparative studies with other wellness tourism destinations can identify best practices and innovative strategies. Investigating the role of technology in enhancing wellness tourism experiences, such as virtual wellness tours and telemedicine, can also provide valuable insights for the industry.

REFERENCES

- Dekhili, S., & Hallem, Y. (2020). An examination of the relationship between co-creation and well-being: An application in the case of tourism. *Journal of Travel & Tourism Marketing*, 37(1), 33-47.
- Diekmann, A., & McCabe, S. (2016). Social tourism and health. In M. Smith & L. Puczko (Eds.), *The Routledge Handbook of Health Tourism* (pp. 103-112). Taylor & Francis.
- Frow, P. E., & Payne, A. F. (2009). Customer relationship management: A strategic perspective. *Journal of Business Market Management*, 3, 7-27.
- Global Wellness Institute. (2019). Understanding wellness: Opportunities & impacts of the wellness economy for regional development. Global Wellness Institute.
- Lee, C. S., Park, S. H., & Jang, H. Y. (2018). Double mediating effects of growth mindset and hope between tourism experience and psychological well-being. *Indian Journal of Public Health Research & Development*, 9(9), 1221-1228.
- Medina-Muñoz, D. R., & Medina-Muñoz, R. D. (2013). Critical issues in health and wellness tourism: An exploratory study of visitors to wellness centres on Gran Canaria. *Current Issues in Tourism*, 16(5), 415-435.
- Smith, M. K., & Diekmann, A. (2017). Tourism and wellbeing. *Annals of Tourism Research*, 66, 1-13.
- Voigt, C., & Pforr, C. (2013). *Wellness tourism: A destination perspective*. Routledge.

95. Digital Entrepreneurship and Marketing Responsibility: A Bibliometric Analysis

Susilowati*¹

University of Brawijaya, Indonesia

*Correspondence E-mail: Sussy_1405@ub.ac.id

Keywords: Digital; Entrepreneurship, Marketing, Scopus, Bibliometric.

EXTENDED ABSTRACT

This paper presents a bibliometric analysis of the interplay between digital entrepreneurship and marketing within the contemporary business milieu. Recognizing digital entrepreneurship as a catalyst for innovation and economic expansion, this study scrutinizes its synergy with responsible marketing practices, which are increasingly pivotal for ethical and sustainable business operations. Employing bibliometric tools and a literature review, we chart the evolution and emerging trends of these intersecting domains. Digital technologies and online platforms have transformed entrepreneurial and marketing landscapes, highlighting the crucial role of ethical and social accountability in shaping digital-age marketing strategies.

The core objective is to unearth research patterns, dominant themes, and lacunae in scholarly discourse, offering insights into the facilitation of ethical and sustainable economic development by digital entrepreneurial ventures. Additionally, we examine the incorporation of marketing responsibility into digital business strategies as a value-creation mechanism for diverse stakeholders. The inquiry extends to the implications of technological innovations like big data and AI on personalized, target-specific marketing while concurrently navigating ethical quandaries around data privacy. The synthesized literature accentuates the necessity for organizations to embrace cutting-edge technological and innovative marketing approaches aligned with stringent ethical standards and sustainable imperatives. This paper contributes to the academic, business, and policy-making spheres, delineating a roadmap for devising efficacious and responsible digital entrepreneurship strategies. It also identifies fertile avenues for future scholarly endeavors, ensuring the ethical and societal alignment of digital business practices.

LITERATURE REVIEW

The aim of this article is to systematically analyze existing literature, identify major trends, relationships, and gaps in research on digital entrepreneurship and marketing responsibility, as well as evaluate its impact on sustainable and ethical business practices. The research gaps in the study “Digital Entrepreneurship and Marketing Responsibility: Bibliometric Analysis” can be identified through the synthesis of relevant literature. The existing literature has extensively explored the relationship between marketing and entrepreneurship, emphasizing the integrated role of these major responsibilities in companies and the

relation between these responsibilities in different environmental conditions (Webb et al., 2010). However, there is a theoretical gap regarding corporate digitization in international entrepreneurship and marketing and the consequences of the interaction between digitization and internationalization (Vadana et al., 2019).

The research questions are as follows.

RQ1: How does digital entrepreneurship affect marketing responsibility practices in modern organizations?

RQ2: What is the impact of technological innovation in digital entrepreneurship on ethical and sustainable marketing strategies?

RQ3: How does the digital business model interact with the principles of marketing responsibility in creating value for stakeholders?

RQ4: In the context of marketing ethics, how do digital companies deal with regulatory compliance challenges and build consumer confidence?

RQ5: What is the role of social media in shaping marketing responsibility in the digital age and its impact on brand reputation?

RQ6: How do bibliometric analysis and literature surveys reveal current trends and knowledge gaps in digital entrepreneurship and marketing responsibility?

RQ7: What are the challenges and opportunities that digital entrepreneurship faces in integrating ethics and social responsibility into its marketing strategy?

RQ8: How can digital entrepreneurship contribute to sustainable economic growth through responsible marketing practices?

We use bibliometric analysis for the current study. With the help of the Scopus database, biblioshiny and VOSviewer, we target keyword statistics, citation analysis, globally most cited documents and co-citation analysis.

RESEARCH METHOD

A thorough analysis of a few chosen publications considerably adds to the collection of existing material. We employ a two-step research approach to promote a thorough understanding of the context and multilevel links between Digital Entrepreneurship and Marketing. The bibliometric analysis shows the direction in which the study field is evolving, whereas the literature review summarizes the current state of the literature. The proper keyword selection is essential for literature reviews. The process has five parts: screening, assembling, organizing, drafting, and presenting the outcomes (Dhamija & Bag, 2020; Kamila & Jasrotia, 2023).

RESULTS

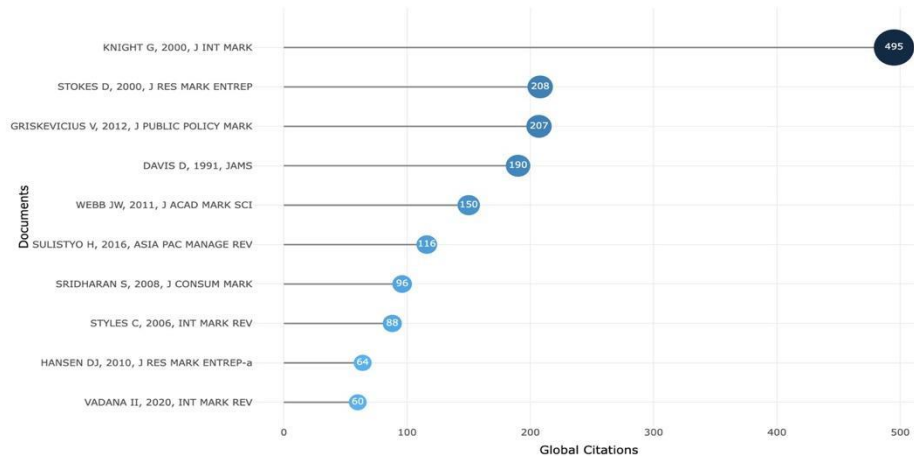
Keyword Statistics and Most Commonly Searched Words

One of the critical components of search engines is keywords. The proper keyword selection is crucial for obtaining more contributions. Following is a list of the top search terms where marketing responsibility is the primary keyword. (Fig. 4; Fig. 5).

Keywords Plus	Occurrences
marketing	25
commerce	15
entrepreneurship	8
article	5
human	5
commercial phenomena	4
humans	4
marketing strategy	4
students	4
adult	3



Figure 1. A. A schematic diagram of the experimental setup. B. A photograph of the experimental setup.



Source: Scopus database; bibliometrix; bib- lioshiny tools, Till January 18st, 2024, and authors' collection.

DISCUSSIONS

We first looked for primary keywords and search results for a broad region of ethics and marketing responsibility. With the help of the Scopus database and a combination of related keywords, initially, we got 33.933 results. After further refinement and limitation, we got 13 results for our study. In the part of descriptive statistics, we use the above 13 results. The results show that substantial articles were contributed in 2023 (16 articles) and 2024 (1 articles as of January 18st, 2024).

MANAGERIAL IMPLICATIONS

Managers should strengthen privacy policies and develop marketing strategies that take into account social and environmental impacts, strengthen brand integrity, and provide added value for stakeholders. Thus, an ethical and sustainable management approach not only supports responsible growth but also strengthens competitive positions in a thriving digital economy.

FUTURE RESEARCH DIRECTIONS

This is the first paragraph under the main heading. The scope of future research should focus on assessing the long-term impact of digital entrepreneurship on consumer behaviour and market dynamics. Future research should explore how advanced technologies like AI and big data can advance responsible marketing without compromising consumer privacy.

REFERENCES

- Ameen, N., Madichie, N., & Anand, A. (2021). Between handholding and hand-held devices: marketing through smartphone innovation and women's entrepreneurship in post conflict economies in times of crisis. *Information Systems Frontiers*, 25(1), 401-423. <https://doi.org/10.1007/s10796-021-10198-6>
- Alqahtani, N. and Uslay, C. (2022). Marketing/entrepreneurship interface research priorities (2023–2026). *Journal of Research in Marketing and Entrepreneurship*, 24(2), 405-419.

<https://doi.org/10.1108/jrme-11-2021-0151>

- Bizhanova, K., Mamyrbekov, A., Umarov, I., Orazymbetova, A., & Khairullaeva, A. (2019). Impact of digital marketing development on entrepreneurship. *E3s Web of Conferences*, 135, 04023. <https://doi.org/10.1051/e3sconf/201913504023>
- Eng, T., Ozdemir, S., Gupta, S., & Kanungo, R. (2020). International social entrepreneurship and social value creation in cause-related marketing through personal relationships and accountability. *International Marketing Review*, 37(5), 945-976. <https://doi.org/10.1108/imr-12-2018-0360>
- Ferreira, C., Ferguson, S., & Pitt, L. (2019). Entrepreneurial marketing and hybrid entrepreneurship: the case of jm reid bamboo rods. *Journal of Marketing Management*, 35(9-10), 867-885. <https://doi.org/10.1080/0267257x.2019.1637921>
- Griskevicius, V., Cantu, S., & Vugt, M. (2012). The evolutionary bases for sustainable behaviour: implications for marketing, policy, and social entrepreneurship. *Journal of Public Policy & Marketing*, 31(1), 115-128. <https://doi.org/10.1509/jppm.11.040>
- Hua, X., Liu, J., & Zhang, H. (2021). Application of big data technology in marketing practice under the background of innovation and entrepreneurship., 460-467. https://doi.org/10.1007/978-981-16-5857-0_58
- Hultman, C. and Hills, G. (2011). Influence from entrepreneurship in marketing theory. *Journal of Research in Marketing and Entrepreneurship*, 13(2), 120-125. <https://doi.org/10.1108/14715201111176408>
- Kapinga, A., Montero, C., & Mbise, E. (2019). Mobile marketing application for entrepreneurship development: codesign with women entrepreneurs in iringa, tanzania. *The Electronic Journal of Information Systems in Developing Countries*, 85(2). <https://doi.org/10.1002/isd2.12073>
- Miles, M., Crispin, S., & Kasouf, C. (2011). Entrepreneurship's relevance to marketing. *Journal of Research in Marketing and Entrepreneurship*, 13(2), 126-136. <https://doi.org/10.1108/14715201111176417>
- Nyström, H. (1998). The dynamic marketing–entrepreneurship interface: a creative management approach. *Creativity and Innovation Management*, 7(3), 122-125. <https://doi.org/10.1111/1467-8691.00099>
- Quach, S., Weaven, S., Thaichon, P., Grace, D., & Frazer, L. (2020). A model of entrepreneurship education in franchising – application of outside-in marketing with a behavioural focus. *Journal of Business and Industrial Marketing*, 35(1), 116-133. <https://doi.org/10.1108/jbim-07-2018-0210>
- Ratten, V. (2013). Cloud computing: a social cognitive perspective of ethics, entrepreneurship, technology marketing, computer self-efficacy and outcome expectancy on behavioural intentions. *Australasian Marketing Journal (Amj)*, 21(3), 137-146. <https://doi.org/10.1016/j.ausmj.2013.02.008>
- Stokes, D. (2000). Putting entrepreneurship into marketing: the processes of entrepreneurial marketing. *Journal of Research in Marketing and Entrepreneurship*, 2(1), 1-16. <https://doi.org/10.1108/14715200080001536>
- Sridharan, S. and Viswanathan, M. (2008). Marketing in subsistence marketplaces: consumption and entrepreneurship in a south indian context. *Journal of Consumer Marketing*, 25(7), 455-462. <https://doi.org/10.1108/07363760810915671>
- Uslay, C. and Teach, R. (2008). Marketing/entrepreneurship interface research priorities (2010-2012). *Journal of Research in Marketing and Entrepreneurship*, 10(1), 70-75. <https://doi.org/10.1108/01443571010996244>
- Vadana, I., Torkkeli, L., Kuivalainen, O., & Saarenketo, S. (2019). Digitalization of companies in international entrepreneurship and marketing. *International Marketing Review*, 37(3), 471-492.

<https://doi.org/10.1108/imr-04-2018-0129>

Yang, M. and Gabrielsson, P. (2018). The interface of international marketing and entrepreneurship research: review, synthesis, and future directions. *Journal of International Marketing*, 26(4), 18-37. <https://doi.org/10.1177/1069031x18809988>

96. The Tales of 3 Kampung: Enhancing Rural Tourism and Empowering B40 Communities in Kampung Kuala Juru, Sekinchan, and Kuala Sepetang

Irhanida AbdulKadir*¹, Chew Leon Ni²

¹ Irhanida AbdulKadir, UOW Malaysia KDU Penang University College, Malaysia

² Chew Leon Ni, UOW Malaysia KDU Penang University College, Malaysia

*Correspondence E-mail: irhanida@uow.edu.my

Keywords: B40; Community Empowerment, Rural Tourism, Sustainable Development Goals, Smart Tourism.

EXTENDED ABSTRACT

This research explores the effectiveness of rural tourism development in enhancing the community development and economic empowerment in Kampung Kuala Juru, Sekinchan, and Kuala Sepetang. Using qualitative methods, including observations and semi-structured interviews, the study identifies key themes such as job creation, income diversification, cultural preservation, and community engagement. The findings highlight the potential of rural tourism to improve the livelihoods of B40 communities and achieving Sustainable Development Goals. Challenges in sustainable tourism development and community resilience are also discussed. The study offers managerial implications and suggests future research directions involving augmented reality, social media promotion, and smart tourism initiatives.

INTRODUCTION

Rural tourism has proven to be an effective tool for enhancing the livelihoods of lower-income communities in Malaysia. By creating employment opportunities, stimulating local economies, and preserving cultural heritage, rural tourism can significantly contribute to poverty alleviation and community empowerment. However, the success of these initiatives depends on sustainable and inclusive planning practices that involve the local communities.

LITERATURE REVIEW

Rural tourism in Malaysia has emerged as a significant strategy for alleviating poverty and empowering lower-income communities, particularly those within the B40 group. The development of rural tourism has been highlighted in numerous studies for its potential to enhance the socioeconomic status of rural areas by creating employment opportunities, stimulating local economies, and preserving cultural heritage.

One of the keyways rural tourism benefits lower-income communities is by creating new employment opportunities. According to Saad et al. (2020), rural tourism generates various job opportunities, from direct employment in tourism services such as hospitality and guiding to indirect employment in sectors like agriculture and handicrafts. This diversification of income sources is crucial for rural communities,

which often rely heavily on agriculture and face risks associated with fluctuating agricultural yields and market prices. Furthermore, rural tourism has been shown to stimulate local economies by increasing demand for local products and services. The influx of tourists leads to higher consumption of local food, crafts, and other products, which directly benefits local businesses and entrepreneurs (Hamzah & Ismail, 2021). This economic stimulation can lead to a multiplier effect, where increased spending by tourists results in higher income for local residents, who then spend more within their community, thereby further boosting the local economy.

The impact of rural tourism extends beyond mere economic benefits. Rural tourism directly contributes to several SDGs, including Goal 1 (No Poverty), Goal 8 (Decent Work and Economic Growth), and Goal 11 (Sustainable Cities and Communities). By providing alternative livelihoods, rural tourism helps reduce poverty and promote inclusive economic growth. The sector's emphasis on sustainable practices also supports the creation of resilient and sustainable communities. For instance, the increased income from tourism can be reinvested into community infrastructure, education, and healthcare, thereby improving overall living standards (Hamzah & Ismail, 2021). Additionally, the focus on sustainable tourism practices ensures that the natural and cultural resources of these areas are preserved for future generations, fostering long-term environmental sustainability.

RESEARCH METHOD

Field observation and thematic analysis were pivotal in analysing the research data from Kampung Kuala Juru, Sekinchan, and Kuala Sepetang, demonstrating their effectiveness in capturing the intricate realities of rural tourism and its impact on B40 communities. Field observation allowed for the systematic recording of behaviours, interactions, and events in their natural settings, providing detailed data about local culture, community dynamics, and tourism activities. This method highlighted patterns and themes essential for understanding the socioeconomic fabric of these villages and offered insights that might not be accessible through other methods (Bengtsson, 2019).

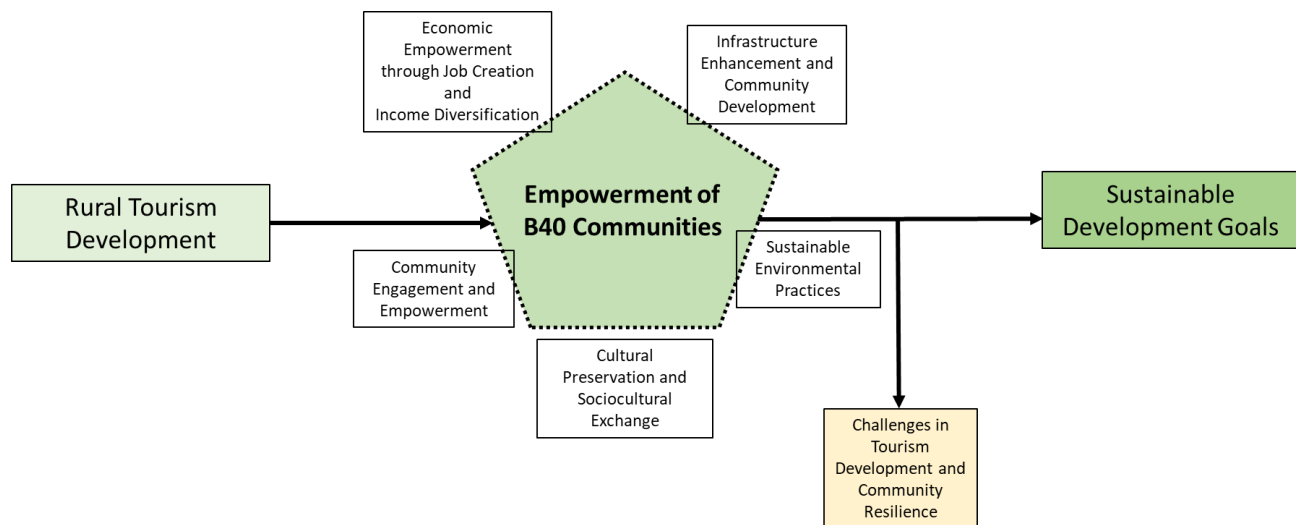
Thematic analysis, a flexible method for identifying, analysing, and reporting patterns within data, was applied to the semi-structured interviews and field notes. The process involved familiarisation with the data, coding, theme development, and reviewing themes, allowing for the organisation of data into meaningful groups and the identification of recurring themes related to rural tourism's impacts (Braun & Clarke, 2021). This method highlighted both explicit and implicit meanings within the data, facilitating a deeper understanding of the multifaceted impacts of rural tourism (Maguire & Delahunt, 2017).

The combination of field observation and thematic analysis allowed for triangulation, enhancing the credibility and validity of the findings. This approach ensured that interpretations were grounded in the actual experiences and perspectives of community members, providing a comprehensive framework for analyzing the data and drawing meaningful conclusions about the impact of rural tourism on B40 communities (Fusch et al., 2018).

RESULTS

Thematic analysis of semi-structured interviews yielded various themes to understand the effectiveness of rural tourism development in enhancing and empowering B40 communities in Kampung Kuala Juru, Sekinchan, and Kuala Sepetang.

Figure 1: The Results of the Inductive Thematic Analysis



DISCUSSIONS

The findings from this research reveals significant economic, sociocultural, infrastructural, and environmental benefits. Tourism has created employment opportunities, diversified income sources, and supported local business growth, contributing to economic empowerment. Cultural preservation and sociocultural exchange are enhanced through tourist-local interactions, showcasing traditional practices and involving youth. Infrastructure improvements benefit community development, while community engagement fosters pride and leadership. Sustainable environmental practices are crucial to protecting the local ecosystem. Despite challenges like seasonal tourist fluctuations and competition, community resilience is evident through adaptive strategies and educational programs. Overall, rural tourism acts as a catalyst for sustainable development, ensuring benefits are inclusive and long-lasting.

MANAGERIAL IMPLICATIONS

This research reveals key managerial implications. To optimise economic benefits, tourism stakeholders of the rural development should create sustainable jobs, support local businesses, and offer training programs. Culturally, promoting local traditions and educating tourists on customs can enhance cultural preservation and sociocultural exchange. Infrastructure improvements and community involvement in planning are crucial for development and empowerment. Environmental sustainability requires adopting eco-friendly practices and conservation efforts. Addressing challenges like seasonal fluctuations through strategic marketing and providing training can help communities adapt. Policy support is needed to align

with these strategies for sustainable tourism growth (Liu & Chou, 2020; Kim et al., 2021).

FUTURE RESEARCH DIRECTIONS

Future research on rural tourism should explore the integration of augmented reality (AR) to enhance visitor experiences and engage tourists with local culture in immersive ways. Additionally, investigating the effectiveness of social media as a promotion strategy can offer insights into how digital platforms influence tourist behaviour and destination visibility. Research into smart tourism, leveraging technologies like Internet of Things (IoT) and data analytics, can further optimize tourism management and sustainability practices. These advancements can improve visitor engagement and operational efficiency, aligning with trends in digital transformation and enhancing the overall impact of rural tourism (Gretzel et al., 2020; Li et al., 2021).

REFERENCES

- Ahmad, N. (2015). *The maritime heritage of Kampung Kuala Juru*. Maritime Heritage Publishing.
- Awang, K. W., Aziz, Y. A., Ramli, Z., & Samsudin, M. (2020). The impact of tourism on community-based development in Malaysia. *Journal of Sustainable Tourism*, 28(2), 215–233.
- Bengtsson, M. (2019). How to plan and perform a qualitative study using content analysis. *NursingPlus Open*, 6, 8–14.
- Braun, V., & Clarke, V. (2021). One size fits all? What counts as quality practice in (reflexive) thematic analysis? *Qualitative Research in Psychology*, 18(3), 328–352.
- Fusch, P. I., Fusch, G. E., & Ness, L. R. (2018). Denzin's paradigm shift: Revisiting triangulation in qualitative research. *Journal of Social Change*, 10(1), 19–32.
- Gretzel, U., Koo, C., & Litvin, S. W. (2020). The role of augmented reality in tourism experiences. *Journal of Travel Research*, 59(2), 239–253.
- Hamzah, A., & Ismail, N. (2021). Economic benefits of rural tourism in Malaysia. *Tourism Economics*, 27(3), 465–482.
- Kim, K., Uysal, M., & Sirgy, M. J. (2021). How does tourism in rural areas contribute to quality of life? *Journal of Travel Research*, 60(2), 320–334.
- Li, X., Wang, Y., & Zhang, L. (2021). Smart tourism and the use of social media for destination marketing. *Tourism Management*, 82, 104234.
- Liu, C.-H., & Chou, S.-F. (2020). Impact of tourism on local communities: An empirical study. *Journal of Hospitality and Tourism Management*, 45, 423–434.
- Maguire, M., & Delahunt, B. (2017). Doing a thematic analysis: A practical, step-by-step guide for learning and teaching scholars. *All Ireland Journal of Higher Education*, 9(3), 3351–3364.
- Ng, H. S. (2018). *Agricultural traditions and tourism development in Sekinchan*. Agricultural Press.
- Nor, A. N. M., Azman, I., & Zainuddin, S. (2019). Cultural heritage and rural tourism: A case study of the Mah Meri community in Malaysia. *International Journal of Heritage Studies*, 25(6), 603–618.
- Razzaq, A. R. A., Hussin, R., & Latif, M. (2020). Community involvement and sustainable rural tourism development: A case of rural tourism destinations in Malaysia. *Sustainability*, 12(19), 8291.
- Saad, M. S. M., Nasir, N. M., & Sanusi, Z. A. (2020). Rural tourism development and its impacts on community livelihoods: A case study in Langkawi, Malaysia. *Journal of Rural Development*, 39(3), 403–418.

97. Global Competencies and Employability of Hospitality Management Graduates and Factors Influencing Adoption Decision Practices in Knowledge Process Outsourcing for Hospitality Industry

Maria Nimfa Diaz; Adamson University, Philippines

*Correspondence E-mail: marianimfa.diaz188@gmail.com

Keywords: Business Process Outsourcing, Competencies, Hotel's Dilemma, Knowledge Process Outsourcing, Supplier Performance Capability.

EXTENDED ABSTRACT

The study examined the socio-demographic profile of the respondents and relationship of Knowledge Process Outsourcing to the hiring process of hospitality industry perceived by the respondents of the following dimensions: cost, suppliers, revenue and resources and risk in hiring graduates of hospitality management. The research study covers three major activities: investigate existing outsourcing practices and identify factors influencing outsourcing adoption decision practices when hiring graduates of hospitality management. and lastly, evaluation of the global competencies of graduates. The study found out to what degree the hotels can benefit from outsourcing when hiring Hospitality graduates and also, from this study of Hotels in Metro Manila, researcher found out what factors contributed to the employability of Hospitality Management graduates, that the hypothesized outcomes of global competencies of graduates and the factors influencing outsourcing adoption decision within an organization, that is said to be valid. This has been shown in the decision on analytical technical skills, interpersonal skills, oral skills, leadership skills and other relevant skills was accepted and not significant as to the global competencies of Hospitality Management graduates.

It has been found that the Outsourcing adoption has a perfect positive correlation since the computed value is 1. It also means that hotel's dilemma has no significant effect on the practices of outsourcing adoption decision. The findings disclosed that the two groups of respondents have no significant differences in perception relative to the knowledge process outsourcing as implemented by most of the hotel industry. It could be inferred that the acceptance of knowledge process outsourcing in the hotel industry and the factors influencing adaption decision is significant at .05 level.

LITERATURE REVIEW

Outsourcing is defined as a subcontracting service or a third party for strategic use of firm's resources to generate revenue and income. Hotels are adopting business process outsourcing and are now being implemented through its payroll system, human resource and property management system.

Several literature and studies were collated from foreign materials. Unfortunately, none local studies in pedagogy made yet in the Philippines. The data are collated from the internet, journals, magazines and several libraries in Metro Manila and highlighted to broaden the understanding on the under investigation.

There are three levels of outsourcing namely tactical, strategic and transformational (Mazumder & Garg, 2021). Tactical outsourcing is used by organizations to resolve specific problems being experienced by a firm, viz. a lack of financial resources to make capital investments, inadequate in-house managerial competence or a desire to downsize, etc. Strategic outsourcing innovation is one such benefit that is expected nowadays in outsourcing engagements. The rising importance of innovation has been noticed and acknowledged not only in the Information Systems (IS) literature, but also in other management streams such as innovation and strategy (Gambal, et.al., 2022).

Knowledge process outsourcing is significantly impacting companies. The impacts on companies are as follows: employee reactions, executives taking part in operational and strategic decisions, elimination of bureaucracy, customer service improvements, growth of self-service platforms, skimming down staff, cost savings, and model will serve to guide other organizational functions as revealed by U Dude Zitkiene & Kazlauskienė, (2020).

According to the study made by Lesina, M., & Dmitrovic, L. G. (2021), found that the outsourcing model is still dominant and that a large number of companies. Lot of them are operating on this model for more than 25 years, and they are still maintaining full independence regarding proprietorship even do they are coordinating business strategy and make decisions along with the outsourced.

Hypothesis

The study focused on four factors i.e. cost, suppliers, revenue and resources and risk, therefore, the hypotheses were developed:

H1: There is no significant relationship between the factors influencing adaption practices of outsourcing based on the following dimensions: cost, suppliers, revenue and resources and risk.

H2: No significant differences on the constructs influencing outsourcing adoption decision as perceived by the respondents when they grouped into Hotel Departmental Managers and Hospitality Management graduates.

H3: Hospitality Management graduates are not competent in terms of analytical, technical, interpersonal, communication, leadership skills and other relevant competencies.

RESEARCH METHOD

The descriptive-survey research method was used in this study. The descriptive research describes and interprets prevailing conditions or relationships that exist or does not exist, practices that prevail, beliefs or points of view or attitude that are held.

Purposive sampling was used to identify the sample, as it obtains information about the hotel's activities from those who are most readily or conveniently available that is the management level managers. Based on the hotels listing, there were 571 hotels in Metro Manila. The listing of hotels was taken from the

tripadvisor.com. The selection of target hotels was based on the following criteria. (1) The hotels must be located in Metro Manila. (2) The hotels should be rated as 3 to 5 stars hotels. Questionnaires were distributed to the Personnel involved in outsourcing decisions in each hotel. Initial contact was made to identify the most appropriate personnel.

Table 1: Correlations between Adoption and Independent Constructs

	Outsourcing Adoption	Cost	Suppliers	Outsourcing Risk	Revenue and Resources	Hotel's Dilemma
Pearson Correlation	1	.680**	.786**	.750**	.615**	.467*

**Correlation is significant at .01 levels (one-tailed)

Range of values	Interpretation
+/- <u>1.00</u>	Perfect positive (negative) correlation
+/- <u>.91</u> to +/- .99	Very high positive (negative) correlation
+/- <u>.71</u> to +/- .90	High positive (negative) correlation
+/- .51 to +/- .70	Moderately positive (negative) correlation
+/- .31 to +/- .50	Low positive (negative) correlation
+/- .01 to +/- .30	Negligible positive (negative) correlation
0.00	No correlation

Table 2: Result of Hypothesis Testing on the significant relationships on the factors influencing adoption practices of outsourcing of the two respondents

Particulars	Responses	SD	WM	Critical Value	Computed Value t-test	Decision on Ho	Verbal Interpretation
Cost	HM Graduates	.954	3.14	2.390	1.90	Accept	Not Significant
	Managers	.878	3.28	2.526	.730	Accept	Not Significant
Suppliers Preference and Capability	HM Graduates	.706	3.27	2.390	1.11	Accept	Not Significant
	Managers	.860	3.17	2.526	.533	Accept	Not Significant
Outsourcing Risks	HM Graduates	.662	2.76	2.390	3.78	Reject	Significant
	Managers	.564	3.08	2.526	4.43	Reject	Significant
Revenue and Resources	HM Graduates	.954	3.34	2.390	4.91	Reject	Significant
	Managers	.878	2.74	2.526	3.13	Reject	Significant
Hotel's Dilemma	HM Graduates	.706	3.22	2.390	1.22	Accept	Not Significant
	Managers	.860	3.11	2.526	.028	Accept	Not Significant

Significance level pegged at .05

RESULTS

Of the 200 surveys distributed only Eighty-six (86) has been returned and collated. The sample size meets the requirements for factor analysis, 100 or larger, and regression analysis, observations per predictor variable. All data were entered into SPSS for analysis.

DISCUSSIONS

1. The demographic profile of the respondents in terms of age, gender, year graduated, work experienced, educational attainment, job position, areas for job position, length of service, present employment status, gross monthly income, hotel's rank and did function fit to work?
2. Level of global competencies of Hospitality graduates with regard to: Analytical skills, Technical/Information technology skills, Interpersonal skills, Oral and written communication skills, and Leadership Skills
3. Types of functions outsourced and the level of outsourcing:
4. Factors influencing outsourcing adaption decision practices among hotels on the following dimensions: cost As to the Cost, suppliers' performance and capability, outsourcing risk, and revenue and resource distribution?
5. Is there any significant differences on the constructs influencing outsourcing adaption decision practices as perceived by the respondents when they grouped into Hotel Departmental Managers and Hospitality Management graduates?

6. Significant relationship between the factors influencing adaption practices of outsourcing based on the following dimensions: cost, suppliers, revenue and resources and risk
7. Reasons for outsourcing or why hotel's prepared knowledge process outsourcing?
8. Manpower requirements in the different areas of the hotel
9. Issues and concerns facing Hospitality Management who wish to be employed in hospitality industry
10. A bright future in capturing the global Knowledge Process Outsourcing market in the competencies of Hospitality Management graduates as perceived by the graduates and hospitality Managers?
11. What are the factors contributing to hotel's dilemma and its relationship?
12. What will be recommended to improve the knowledge process outsourcing on the dimensions mentioned in number 3?

MANAGERIAL IMPLICATIONS

It is evident that the graduates of Hospitality Management in Adamson University are competent, and they believed that global competency is a worthwhile subject to incorporate into hospitality management curriculums. It is also recognized as well as identified many benefits associated with global competency so that they can be hired and competently enough to function or perform their jobs. The universities or colleges offering hospitality programs all over the Philippines need a model that can successfully infuse global competencies into several areas of their hospitality programs.

FUTURE RESEARCH DIRECTIONS

The researcher expected that the study on the Knowledge process outsourcing and its factors influencing adoption decision practices in hiring hospitality graduates as perceived by organizational stakeholders will reduce turn-over by hiring the right people, create a healthy, supportive environment, compensate fairly, establish benefits programs, ensure career advancement, reduced cost, empower team members, improve or develop personnel by improving their efficiency and increase productivity. This will be useful to hotels' management in helping them make outsourcing decisions in the future and academe as well.

REFERENCES

- Dūdė, U., Žitkienė, R., & Kazlauskienė, E. (2022). An Assessment of the Impact of the Drivers of Outsourcing on Service Delivery in Organisational Networks. *Montenegrin journal of economics. Podgorica: Economic Laboratory Transition Research (ELIT)*, 2022, vol. 18, iss. 3.
- González-Salamanca, J.C.; Agudelo, O.L.; Salinas, J.(2020), Key Competences, Education for Sustainable Development and Strategies for the Development of 21st Century Skills. A Systematic Literature Review. *Sustainability* **2020**, *12*, 10366. <https://doi.org/10.3390/su122410366>
- Marfri-Jay Gambal, Aleksandre Asatiani, Julia Kotlarsky, "Strategic innovation through outsourcing – A theoretical review", *The Journal of Strategic Information Systems*, Volume 31, Issue 2, 2022, 101718, ISSN 0963-8687, <https://doi.org/10.1016/j.jsis.2022.101718>
- Mazumder, S., & Garg, S. (2021). Decoding digital transformational outsourcing: The role of service providers' capabilities. *International Journal of Information Management*, 58, 102295.

Talawanich, Suwadee & Wattanacharoensil, Walanchalee (2020), “Transforming graduates into successful hotel management trainees: Exploring important management trainee competencies”.
<https://doi.org/10.1080/15313220.2020.1809049>

98. The role of Personal Traits on Gen Z's willingness to pay for technology adoption in restaurant services

Duy V.D^{*1}, Hieu D.N², Anh V.T.N³, Chanh T.H⁴, Thanh X.T⁵, Bao S.H⁶

¹ Duy Duc Vo, Van Lang University, Vietnam

² Hieu Duc Nguyen, Van Lang University, Vietnam

³ Anh Van Thi Nguyen, Thu Dau Mot University, Vietnam

⁴ Chanh Trung Ho, FPT University, Vietnam

⁵ Thanh Xuan Tran, The Arrivals Hotel Saigon, Vietnam

⁶ Bao Son Ha, Van Hien University, Vietnam

*Correspondence E-mail: duy.vd@vlu.edu.vn

Keywords: Generation Z, Willingness To Pay, Robot Services, Restaurant, Personal Traits.

EXTENDED ABSTRACT

This paper examines how individual traits affect Generation Z's willingness to pay for restaurant robotic services. Robotic technologies are being used in travel, tourism, and hospitality to cut costs and improve service. Thus, understanding customer willingness to pay for these advancements is crucial. This study examines Generation Z's attitudes and willingness to pay for these services based on the Big Five personality traits. The study collected 158 valid responses from Generation Z in Ho Chi Minh City, Vietnam. The results show that extraversion, agreeableness, and openness positively affect attitudes toward robotic services, increasing willingness to pay. The study shows that hospitality managers can boost customer satisfaction and revenue by customizing robotic services for Generation Z.

LITERATURE REVIEW

Robot Services in Hospitality

Customer perceptions, attitudes, and acceptance of service robots in travel, tourism, and hospitality are a research topic (Lu et al., 2019). Another study examines human-robot interaction in hospitality services, including service recovery robots (Ho et al., 2020). Studies have shown that robots can improve the customer experience by building rapport, improving brand evaluations in budget and midscale hotels, and making guests feel welcome. The findings show that prospective customers trust and like travel, tourism, and hospitality robots (Park, 2020). However, consumers are less likely to trust robots with specific tasks, and some robotic technologies are more popular. Consumers are skeptical of all self-driving vehicles, unlike other travel, tourism, and hospitality robots (Webster and Ivanov, 2020).

Willingness To Pay

Willingness to pay (WTP) in the tourism and hospitality literature is a topic of considerable interest, with studies focusing on travellers' WTP for green products (González-Rodríguez et al., 2020), accommodation (Fragkogianni, 2019), museums (Garcia-Madariaga et al., 2020), restaurants (Nicolau et al., 2020), airline security (Shahrabani and Teitler Regev, 2019), and other related areas. Moreover, research has also

examined the WTP for technological products including technological advancements within the tourism and hospitality (TTH) context, such as in-room technologies (Erdem et al., 2019) and drone food delivery (Hwang & Choe, 2019).

Personally Traits

The Big Five are agreeableness, conscientiousness, neuroticism, extraversion, and openness to experience (Yoo & Gretzel, 2011). Openness to experience boosts curiosity, open-mindedness, creativity, imagination, and intelligence. Organization, discipline, determination, dedication, perseverance, and goal setting are associated with conscientiousness. Extraversion is linked to gregariousness, sociability, positive emotions, and verbal expression. In various demographic groups, Diener et al. (1992) found that extroverts are happier. Agreeableness promotes compassion, generosity, and cooperation. Kindness, understanding, and confidence are also associated with agreeableness (O'Neill & Xiao, 2010). On the other hand, neuroticism increases anxiety, aggression, depression, anger, and insecurity (Kim et al., 2009).

The Theory of Reasoned Action

The theory of reasoned action (Fishbein, 1975) proposes that individuals evaluate the potential outcomes of different behaviours before deciding to engage in them, ultimately choosing to perform behaviours that they believe will lead to desirable results. According to this model, a person's behavioural intentions determine their actions. Fishbein suggests that behavioural intention (BI) is influenced by two factors: attitude toward the behaviour and subjective norms.

Hypotheses Development

The hypothesis of the study has developed according to the goals and literature review from theoretical and empirical research. The following hypotheses will examine the influence of personal traits on attitudes toward robot services in restaurants, and positive attitudes towards robot services would lead to greater willingness to pay.

H1: Extraversion is positively associated with attitudes toward green hotels.

H2: Agreeableness is positively associated with attitudes toward green hotels.

H3: Agreeableness is positively associated with attitudes toward green hotels.

H4: Attitudes toward and WTP for green hotels are positively related.

RESEARCH METHOD

Research Design

The survey included 22 items rated on a five-point Likert scale. The items related to extraversion, agreeableness, and openness were based on the Big Five Trait Theory (John & Srivastava, 1999). On the other hand, the items measuring attitudes toward robot services in restaurants and WTP were taken from Han et al. (2009).

Sampling and Data Collection

The survey was conducted in Ho Chi Minh City, Vietnam, to test the research hypotheses. Data was

collected between March 2024 and May 2024. A total of 175 questionnaires were collected, with 17 deemed invalid. For our statistical analyses, we used 158 questionnaires.

RESULTS

Demographic Profile

Table 1 demonstrates that the sample comprised 33.5% men and 66.5% women. Respondents of the 22 to 25-year age group accounted for 36.7% of the sample, followed by those who were in the age group 18 to 21 years (36.7%) and the age group 25 to 27 years (16.5%) which were completely in the age group of generation Z. Most of the respondents, specifically 77.2%, were undergraduates.

Table 1: Demographic profile

Characteristics	Frequency	Percentage
<i>Gender</i>		
Male	53	33.5
Female	105	66.5
<i>Age (in years)</i>		
18-21	58	36.7
22-25	74	46.8
26-29	26	16.5
<i>Education</i>		
Highschool	5	3.2
Undergraduate	122	77.2
Postgraduate	31	19.6
<i>Monthly income (in VND)</i>		
Up to 5,000,000	55	34.8
From 5,001,000 to 10,000,000	38	24.1
From 10,001,000 to 15,000,000	33	20.9
From 15,001,000 to 20,000,000	20	12.7
Over 20,000,000	12	7.6
<i>Experience frequency</i>		
Rarely	39	24.7
Sometime	84	53.2
Usually	29	18.4
Always	6	3.8

Descriptive Statistics

The mean, which fell between 3.587 and 4.106 was good. The factor loadings, which ranged from 0.677 to 0.957, were higher than the cutoff value 0.6 (Hair et al., 2017). (See Table 2)

Table 2: Descriptive Statistics (N = 158)

Items and Construct	Factor loading	M	SD
<i>Extraversion (E)</i>		3.587	0.961
E1: I really like making friends with others	0.831	3.608	0.863
E2: I find it easy to start conversations with others	0.685	3.563	0.984
E3: At a party I usually talk a lot with people	0.832	3.247	1.041
E4: When I feel happy, I express my emotions easily	0.757	3.892	0.952
E5: I'm very diplomatic	0.795	3.627	0.964
<i>Agreeableness (A)</i>		3.880	0.829
A1: I sympathize with other people's feelings	0.828	4.146	0.719
A2: I like helping others	0.793	4.063	0.760
A3: I am very interested in other people's lives	0.703	3.430	0.97
A4: I can feel other people's emotions	0.747	3.880	0.867
A5: I consider myself a person with a kind heart	0.733	3.880	0.830
<i>Openness (O)</i>		4.106	0.828
O1: I love the beauty of nature	0.747	4.367	0.782
O2: I like to reflect on things	0.854	4.165	0.810
O3: I like to immerse myself deeply in music	0.816	4.057	0.873
O4: I like creativity	0.804	4.108	0.784
O5: I can see beauty in things others cannot see	0.677	3.835	0.892
<i>Attitude (AT)</i>		4.037	0.780
AT1: I have a positive attitude about the service experience in a technology-enabled restaurant	0.899	4.070	0.756
AT2: I feel worthy when experiencing service in a restaurant that uses technology	0.918	4.082	0.771
AT3: I feel that the restaurant's use of technology in service is very attractive	0.893	4.000	0.849
AT4: I feel that the restaurant uses technology in service serve very well	0.871	3.994	0.742
<i>Willing to Pay (WTP)</i>		3.398	1.005
WTP1: I am willing to pay more to use services at restaurants that use technology	0.943	3.373	0.964
WTP2: I accept paying more to experience a restaurant that uses technology in service than a normal restaurant	0.942	3.411	1.02
WTP3: I feel happy when I pay extra money to experience a restaurant that uses technology in service	0.957	3.411	1.032

The Fornell-Larcker criteria, as proposed by Hair et al. (2017), was employed to evaluate the discriminant validity of the measurement model using cross-loading indicators. The model's discriminant validity is supported by the fact that the square root of all Average Variance Extracted (AVE) values exceeded their corresponding squared inter-construct correlations (see Table 3).

Table 3: Construct Reliability and Validity

Constructs	CR	Alpha	AVE	E	A	O	AT	WTP
E	0.887	0.848	0.611	0.782				
A	0.874	0.819	0.581	0.460	0.762			
O	0.886	0.839	0.611	0.445	0.661	0.782		
AT	0.942	0.917	0.801	0.491	0.640	0.608	0.895	
WTP	0.963	0.943	0.898	0.477	0.457	0.335	0.601	0.957

Structural Model

The path coefficients and p values of all proposed hypotheses are shown in Table 5 and Figure 2. Extraversion values, Agreeableness values and Openness values significantly and positively affected Attitude ($\beta_{E \rightarrow ATD} = 0.199$ $p = 0.005$, $\beta_{A \rightarrow ATD} = 0.365$ $p < 0.001$, $\beta_{O \rightarrow ATD} = 0.278$ $p = 0.001$), supporting H1, H2 and H3. Attitude significantly and positively affected Willing to Pay ($\beta_{AT \rightarrow WTP} = .601$, $p < .001$), confirming H4.

Figure 1: The Structural Equation Model

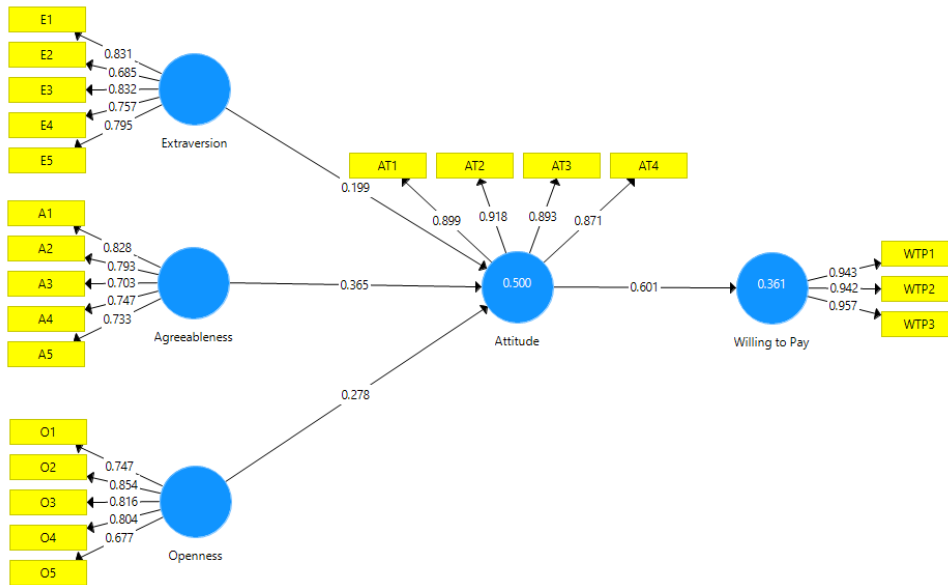


Table 4. Result of the Structural Model

Hypothesis	Path	Path Coefficient	T Value	P Value	Supported
H1	E → AT	0,199	2,783	0.005	Yes
H2	A → AT	0,365	4.373	0.000	Yes
H3	O → AT	0,278	3.305	0.001	Yes
H4	AT → WTP	0,601	11,573	0.000	Yes

DISCUSSIONS

This study examines how personal traits affect Generation Z's willingness to pay (WTP) for restaurant robotic services. This study has major implications for hospitality management. The results show that extraversion, agreeableness, and openness strongly influence people's attitudes toward these services and WTP. Extraverts, known for their sociability and love of new experiences, have positive views of robotic services, increasing their WTP. Agreeable people, who are cooperative and trusting, view robotic services as efficient and beneficial, increasing WTP. Open-minded, curious, and creative people also like robotic services, which boosts their WTP.

MANAGERIAL IMPLICATIONS

This study has practical implications for hospitality managers trying to serve Generation Z. Marketing robotic services as innovative, interactive, and efficient can attract extroverted, open-minded people. Highlighting the reliability and effectiveness of these services can attract happier customers. Customizing robotic interactions and using early adopter word-of-mouth can boost revenue and customer loyalty.

FUTURE RESEARCH DIRECTIONS

Neuroticism, conscientiousness, and other personality traits should be studied across age and location. Longitudinal studies could help explain how robotic services affect attitudes and WTP.

REFERENCES

- Barrick, M. R., & Mount, M. K. (1991). The big five personality dimensions and job performance: a meta-analysis. *Personnel psychology*, 44(1), 1-26.
- Fishbein, M. (1979). A theory of reasoned action: some applications and implications.
- Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, 1(2), 107-123.
- Han, H., Hsu, L. T. J., & Lee, J. S. (2009). Empirical investigation of the roles of attitudes toward green behaviours, overall image, gender, and age in hotel customers' eco-friendly decision-making process. *International journal of hospitality management*, 28(4), 519-528.
- Ivanov, S., Gretzel, U., Berezina, K., Sigala, M., & Webster, C. (2019). Progress on robotics in hospitality and tourism: a review of the literature. *Journal of Hospitality and Tourism Technology*, 10(4), 489-521.
- John, O. P., & Srivastava, S. (1999). The Big-Five trait taxonomy: History, measurement, and theoretical perspectives.
- Kim, H. J., Shin, K. H., & Swanger, N. (2009). Burnout and engagement: A comparative analysis using the Big Five personality dimensions. *International Journal of Hospitality Management*, 28(1), 96-104.
- Lu, L., Cai, R., & Gursoy, D. (2019). Developing and validating a service robot integration willingness scale. *International Journal of Hospitality Management*, 80, 36-51.
- Nicolau, J. L., Guix, M., Hernandez-Maskivker, G., & Molenkamp, N. (2020). Millennials' willingness to pay for green restaurants. *International Journal of Hospitality Management*, 90, 102601.
- O'Neill, J. W., & Xiao, Q. (2010). Effects of organizational/occupational characteristics and personality traits on hotel manager emotional exhaustion. *International Journal of Hospitality Management*, 29(4), 652-658.
- Webster, C., & Ivanov, S. (2020). Demographic change as a driver for tourism automation. *Journal of Tourism Futures*, 6(3), 263-270.

99. Understanding the Tourists' Perspective and Behaviours of Social Sustainability in Tourist Destinations

T Hidayat*¹, Mutaqin², Salsabila³ and Argyanti⁴

¹ Taufiq Hidayat, Sekolah Tinggi Ilmu Ekonomi Pariwisata YAPARI, Indonesia

² R Rizki Mutaqin, Sekolah Tinggi Ilmu Ekonomi Pariwisata YAPARI, Indonesia

³ Delta Aztianisa Salsabila, Sekolah Tinggi Ilmu Ekonomi Pariwisata YAPARI, Indonesia

⁴ Raissa Shafa Argyanti, Sekolah Tinggi Ilmu Ekonomi Pariwisata YAPARI, Indonesia

*Correspondence E-mail: taufiqhi7912@gmail.com

Keywords: Sustainable Tourism Development, Social Sustainability, Tourists' Perspective, Tourist Destinations.

EXTENDED ABSTRACT

Tourism, a global phenomenon, significantly impacts social, economic, and environmental aspects of destinations around the world. In tourist destinations where local heritage, traditions, and communities are an integral part of the experience, the concept of social sustainability becomes crucial. Social sustainability refers to practices that guarantee the well-being of the local population, the preservation of cultural heritage, and the fair distribution of income.

Cultural sensitivity, economic considerations, and personal values are some of the factors that influence tourist behaviour at different destinations. This study looks at how tourist behaviour aligns with principles of social sustainability, which include respecting local customs, participating in cultural activities, and supporting community-led initiatives. The results of this research are important for policymakers, tourism operators, and local community members. By understanding tourist perspectives and behaviour, stakeholders can design more effective policies and programmes that promote sustainable tourism practices.

LITERATURE REVIEW

In order to mitigate the negative impact of tourism, sustainable tourism development (STD) aims to address the tourism management challenges by considering economic, environmental, and socio-cultural sustainability. The relationship between the three dimensions is ideally complementary and mutually supportive (Böstrom, 2012). However, until now, the environmental and economic aspects have been given priority over the social aspects of research. (Bebbington & Dillard, 2009). This is due to the fact that the economic and environmental aspects are considered more able to cooperate and enable regulation and change of the environment. Even some studies show that social aspects are often ignored and overlooked (Dobson, 1999; Agyeman et.al, 2003) so social sustainability is the least developed and most often discussed dimension of sustainable development related to economic or environmental sustainability. (McKenzie, 2004).

The existence of different concepts of the social dimension makes it difficult to reach agreement on the understanding of social dimensions. It differs from the environmental and economic dimensions that have clear dimensions, such as the amount of pollution caused by tourism or the money spent by tourists. Thus, studies that develop measurement tools to assess social sustainability are still very limited (Zhang et.al, 2017), in addition to measuring the perception of tourists in terms of social durability. As for building sustainable tourism, at least three dimensions that support it must be able to run in balance, that is, not ignore the social dimension and focus only on the economic and environmental dimensions. Harris and Goodwin (2001), suggested that a socially sustainable system should equity in distribution and opportunity, the creation of satisfactory social services, including education and health, gender justice, political accountability and also participation. Dillard et. al. (2009), combines several concepts of social sustainability from some scholars who use working definitions of the social aspects of sustainability.

RESEARCH METHOD

To examine social sustainability in tourist destinations from the demand side - that is, from the viewpoint of visitors - this study uses literature on sustainable social attributes, while trying to adapt this to the tourist perspective. The study was conducted in the context of domestic tourists, using a sample of tourists who visited the tourist destination Rancabali district of Bandung Indonesia. An initial exploratory study was conducted to better understand the topic. This qualitative research is based on systematic literature review analysis to establish the construction of the social dimension. The conceptual model of the social dimensions of sustainable development refers to Nugraheni et.al (2020) and is described in Table 1.

Table 1: Aspects in the Social Dimension of Sustainable Tourism Development

Aspects in the Social Dimension	
Employment	The tourist's view of the aspects of employment in the development of sustainable tourism
Health	Tourist views on health aspects in the development of sustainable tourism
Social Cohesion, inclusion and coherence	Increasing the sense of solidarity, strengthening social networks in communities, equal opportunities, active participation, in accordance with values and norms
Equality	Equal access for all societies, equality in economic and educational benefits
Education and knowledge	Supporting educational and training programmes, awareness and knowledge, capacity-building
Social infrastructure and housing	Supporting the development of health, education, sports, housing, access and quality infrastructure facilities
Good governance	Governance and Management of Destinations, Resource and Conflict Management, Public Participation and Engagement
Local purchasing	Buying Preferences and Local Product Support, Buying

Public participation	Behaviour
Protecting and enhancing cultural heritage, local identity and assets	Knowledge and attitudes towards sustainable tourism
Sustaining tourist satisfaction	Knowledge and Engagement, Experience and Views on Local Identity
Ethics	What factors most influence the level of satisfaction
	Knowledge and attitude towards tourism ethics, assessment of existing ethical practices

The social sustainability tourist behaviour questionnaires were then compiled with reference to those 12 aspects. Each aspect is outlined based on its operational definition and then a statement is compiled for a tourist behaviour questionnaire on Social Sustainability. Exploratory Factor Analysis (EFA) is used to evaluate the elements that exist within the social dimension.

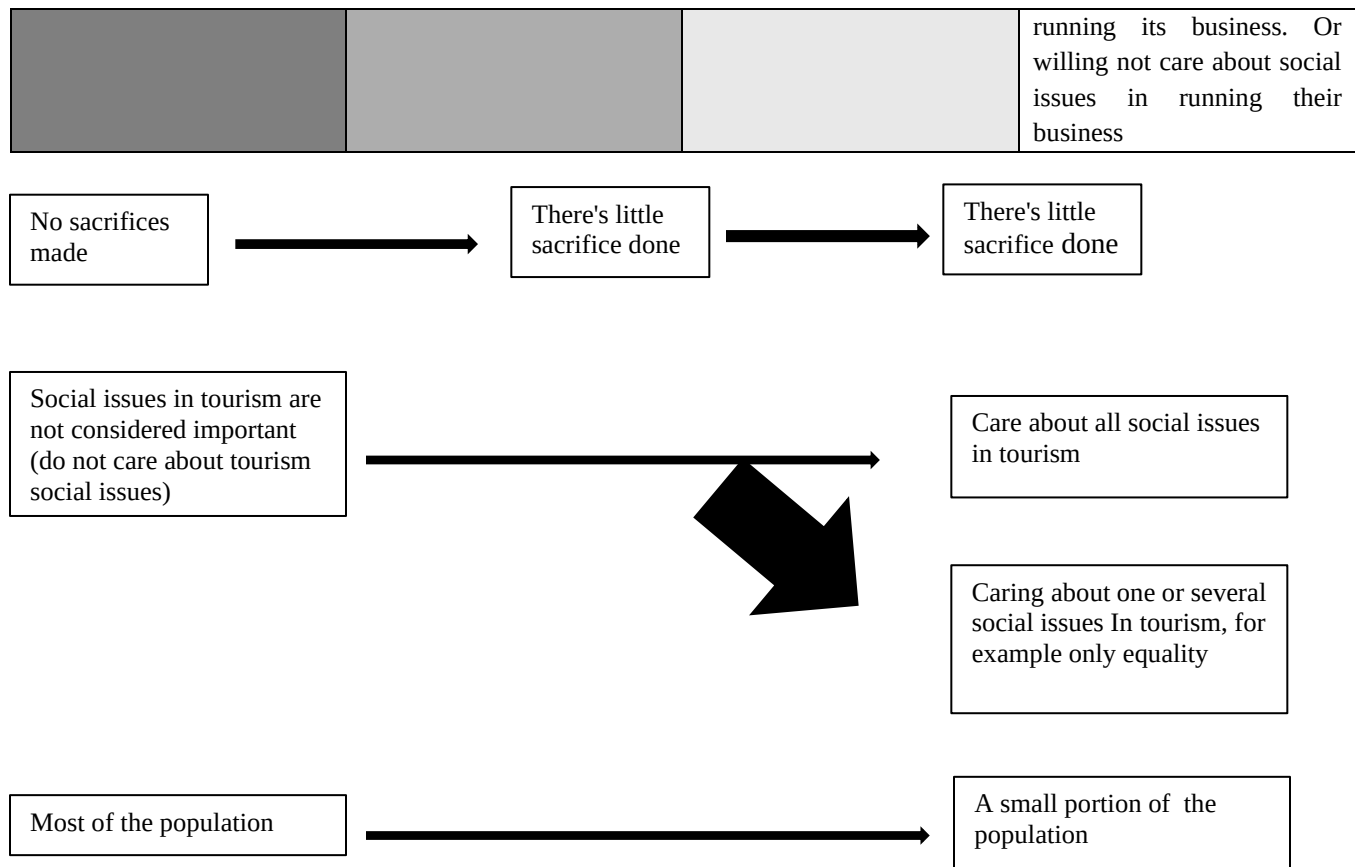
RESULTS

An exploratory factor analysis of the importance of sustainability, as shown in Table 1, identifies six factors with own values that are greater than one: local purchasing, social cohesion, inclusion and coherence, sustaining tourist satisfaction, good governance. These factors explain more than 71% of the variation, although the first factor, Education and knowledge, ethics covers more than 41% of it. A construction is considered reliable if the Average Variance Extracted (AVE) value is above 0.5

Through the Exploration Factor Analysis (EFA) with 120 respondents on the 12 social dimension aspects of sustainability tourism there is an average index value calculated from the respondents is 107.372671, which indicates a high level of socially responsible perception. Based on Nugraheni (2020), the classification of socially friendly tourists is divided into four, then the categorization of socially friendly travellers is split into four as in Figure 1.

Figure 1: Classification of Social Sustainability Tourists

Black	Dark gray	Light gray	White
Don't know and don't care about social issues in tourism	Know a little about social issues in tourism, but only know (passively) without any desire to find out more (know but don't care because they don't really think this issue is important)	Consider social issues is tourism important and actively seek to know more about certain social problems (there is concern and action to seek further information). Apart from actively seeking information, you can also get involved in certain groups related to social issues	Considering social issues in tourism are very important and travel decisions. The level of concern is very high so decisions. The level of concern is very high, so they are very selective in choosing destination, trips and tourist accommodation that suit their perceptions. Willing to pay more for attraction, amenities and accommodation that really cares about social issues in



The average index value calculated from respondents was 107,372671, indicating a high level of socially responsible perception, categorized as “bright white” tourists in this study. Although some respondents fell into the grey category with low social attention, most participants showed a tendency to have a high social perception in tourism. The research sets the classification of tourists based on their level of social sustainability, ranging from “black” (low social responsible) to “white” (high social responsible). Understanding and assessing the perception of tourists is essential to developing effective strategies to reduce social problems in tourism and enhance sustainable tourism development

DISCUSSIONS

Understanding the perceptions of tourists can help in implementing effective mitigation and adaptation strategies to reduce human vulnerability to global and local impacts and sustainable tourism development. The study contributed to filling gaps in research by focusing on the social dimensions of sustainable tourism development and tourist perception, which were relatively limited in previous studies. By developing measurement instruments for social sustainability perceptions of tourists, the study provides a valuable tool to evaluate and classify tourists based on their perception of social responsibility. The results highlighted the need for further research and initiatives to promote social sustainability in tourism, in addition to environmental and economic considerations, to a more holistic approach to sustainable development of tourism.

MANAGERIAL IMPLICATIONS

The research findings can help managers in implementing targeted measures to enhance social responsibility in the tourism industry. By focusing on promoting social-responsible behaviour among tourists, managers can contribute to the long-term sustainability of tourist destinations and build positive relationships with local communities.

FUTURE RESEARCH DIRECTIONS

Investigate the role of technology in shaping tourist perceptions of social sustainability tourism practices. Future research may explore how digital platforms, social media, and virtual experiences influence the behaviour and attitudes of tourists towards social responsibility in tourism settings. Understanding the intersection of technology and social responsibilities can inform the development of innovative strategies to involve tourists in sustainable practices.

REFERENCES

- Agyeman, J., R. Bullard, & B. Evans (Eds.). (2003). *Just Sustainabilities: Development in an Unequal World*. London: Earthscan.
- Boström, M. (2012). A missing pillar? Challenges in theorizing and practicing social sustainability: introduction to the special issue. *Sustainability: Science, Practice and Policy*, 8(1), 3-14. doi: 10.1080/15487733.2012.11908080.
- Bebbington, J. & Dillard, J. (2009). Social sustainability: an organizational-level analysis. In J. Dillard, V. Dujon, & M. King (Eds.), *Understanding the Social Dimension of Sustainability*, 157–173. New York: Routledge.
- Colantonio, A., & Dixon, T. (2009). *Measuring socially sustainable urban regeneration in Europe*. Oxford Institute for Sustainable Development (OISD) School of the Built Environment^[1] Oxford Brookes University.
- Dobson, A. (Ed.). (1999). *Fairness and futurity: essays on environmental sustainability and social justice*. New York: Oxford University Press.
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 39-50.
- Harris, J. M., Wise, T. A., & Kevin, P. (2001). Gallagher, and Neva R. Goodwin eds., *A Survey of Sustainable Development: Social and Economic Dimensions*. Washington, D.
- J. Dillard, V. Dujon and M. King (Eds.), *Understanding the Social Dimension of Sustainability*. New York: Routledge, 2009.
- McKenzie, S. (2004). Social sustainability: towards some definitions. In *Hawke Research Institute Working Paper Series, No 27*. Magill, South Australia: Hawke Research Institute, University of South Australia.
- Nugraheni, A. I. P., Priyambodo, T. K., Sutikno, B., & Kusworo, H. A. (2020). *Perancangan Framework Pengukuran Persepsi Wisatawan Ramah Sosial*.

Zhang, L., Luo, Z., Mallon, D., Li, C., & Jiang, Z. (2017). Biodiversity conservation status in China's growing protected areas. *Biological conservation*, 210, 89-100.

100. Tourism for All- Collaboration of Stakeholders in Development of Accessible Tourism by Adopting Universal Design in Malaysia

Loo Poh Theng*¹

¹ Loo Poh Theng, Xiamen University Malaysia

*Correspondence E-mail: pohtheng.loo@xmu.edu.my

Keywords: Accessible Tourism, Stakeholder, Universal Design, Development, Malaysia

EXTENDED ABSTRACT

Sustainability is a global term recognized by worldwide nations, governments, organizations and individuals. In United Nations 2030 Agenda identifies 17 Sustainable Development Goals (SDGs), which promote and aim to achieve worldwide sustainable growth from different aspects- economic, social and environmental and the SDGs are also emphasizing the needs of diversity and inclusivity (United Nations, 2020). The sustainable and inclusive topics are also capturing substantial attention in travel and tourism sector. In 2021, the World Travel & Tourism Council (WTTC) introduced comprehensive guidelines focus on inclusion and accessibility of travelers with disabilities (WTTC, 2021). Furthermore, the research stream of accessible tourism is growing, which motivates more studies offer solutions of making the tourist destinations and services more accessible and inclusive for all (Rossato & Baratta, 2023).

Accessible tourism in Malaysia is still at the infancy stage but it is growing. In the National Tourism Policy of Malaysia 2020-2030, one of the transformation strategies include sustainable and responsible tourism correspond to the SDGs of United Nations, which emphasizes on sustainable, responsible and inclusive aspects. One of the strategic actions is to practice inclusive tourism development focus on women, youth and disadvantaged groups (Ministry of Tourism, Arts and Culture, 2020). From the worldwide until nation is focusing on sustainability which covers the aspect of inclusivity, the goals, plans and execution of plans involve diverse parties and stakeholders of tourism including Malaysia. A comprehensive empirical study to obtain feedback, opinions and facts about accessible tourism development particularly in universal design is necessary to offer all stakeholders a clearer picture about the challenges and gaps exist as well as possible solutions towards the plans and execution of strategies and approaches.

LITERATURE REVIEW

Accessible Tourism and Universal Design

Accessible tourism is recognized as an emerging and growing tourism market (Liasidou et al., 2022). According to Zajadacz (2015, p. 190), summarizes a comprehensive definition of accessible tourism as “a form of tourism involving collaborative processes between stakeholders that enables people with access requirements, including mobility, vision, hearing and cognitive dimensions of access, to function independently and with equity and dignity through the delivery of universally designed tourism products,

services and environments. This definition adopts a whole of life approach where people throughout their lifespan benefit from accessible tourism provision. These include people with permanent and temporary disabilities, seniors, obese, families with young children and those working in safer and more socially sustainable designed environments”. In other words, tourism is for all throughout all walks of life and age groups regardless their physical and mental health conditions and disabilities. A recent study on accessible tourism define all people include seniors, the obese, people with disabilities and people with luggage, pets or children (Qiao et al., 2022).

In the World Tourism Organization’s agenda for sustainable tourism development by 2030 aims to reduce inequalities and eradicate discrimination (Liasidou et al., 2022) such as gender, age, social class, disability and nationality. The accessibility of tourism products and infrastructure, environment and services required substantial attention and resources, which cover multidimensional support needs of all people. The universal design is one of the key concepts in understanding and developing of accessible tourism as universal design covers products and environments that are usable by all people of ageing, disability and people with the ability over their lifespan (Darcy et al., 2010). Furthermore, the importance of universal design in accessible tourism is acknowledged as it should enhance the competitiveness of tourism destinations as well as organizations (Michopoulou et al., 2015). Thus, it is vital to adopt the concept and ideas of universal design in accessible tourism development and enhancement.

Stakeholder Theory and Accessibility Tourism

Tourism can be employed as the key drive or tool for developing communities, reducing inequalities and transforming cities if all key players as well as the local people are involved (Liasidou et al., 2022). There are tourism studies conducted that have applied stakeholder theory to explore stakeholder collaboration (see in Dimitrovski et al., 2021; Nguyen et al., 2019; Nyanjom et al., 2018; Serravalle et al., 2019). A stakeholder refers to “any group or individual who can affect or is affected by the achievement of the organization’s objectives” (Freeman, 1984, p. 46). Stakeholder collaboration is recognized as an important determinant factor for developing accessible solutions as well as identifying the value of the market and capitalization of the development (Michopoulou et al., 2015). Byrd (2007) pointed out that do not necessary to involve stakeholders equally in decision making, however, it is necessary to recognize all interests from key stakeholders (Michopoulou & Buhalis, 2011). The stakeholder theory offers the government regulation and control perspective and recommends stakeholder management based on resources, time and leadership (Byrd, 2007).

RESEARCH METHOD

Research Approach

This study will adopt qualitative and quantitative a mixed method approach. Survey about feedback from stakeholders toward the importance and practicality of the universal design standards of ISO 21902 will be conducted against the relevant stakeholders involve. Participants of interviews will be invited to fill in the survey about two weeks prior to the interviews. Some interview questions will be designed based on the results of survey results.

Interviews are appropriate approach for studies that aim to collect detailed information through conversation (Silverman, 2005). Semi-structured interviews will be conducted according to the interview protocol, which aligned with the aims of the study. Besides that, focus group interview will be conducted based on the needs and characteristics of stakeholders who shared the similar or same support needs or roles. Interview questions will cover the topics based on development planning of accessible tourism that parallel to United Nations Sustainable Development Goals 2030 include law and legislation, policy making and public administration for accessible tourism, accessible transport, accessible events, accessible accommodation, architecture and universal design, technology applications and others.

Sampling

According to Michopoulou and his colleagues (2015), the topic of accessible tourism development and improvement include diversified stakeholders – economists, local councils, policy makers, architects, designers, travelers with disabilities, historians and other communities involve or affected by accessible tourism.

EXPECTED CONTRIBUTION

The findings of this study will provide a clearer picture of the different stakeholders' perceptions and ideas toward accessible tourism with the fundamental of universal design concepts. A comprehensive framework could be proposed based on this study to offer the stakeholders of accessible tourism in Malaysia for development.

REFERENCES

- Byrd, E. T. (2007). Stakeholders in sustainable tourism development and their roles: Applying stakeholder theory to sustainable tourism development. *Tourism Review*, 62(2), 6–13.
- Dimitrovski, D., Lemmetyinen, A., Nieminen, L., & Pohjola, T. (2021). Understanding coastal and marine tourism sustainability-A multi-stakeholder analysis. *Journal of Destination Marketing & Management*, 19, 100554.
- Rossato, C. & Baratta, R. (2023). *Chapter 1: Accessibility and accessible tourism: The conceptual evolution through the analysis of the literature*. In Cassia, F., Castellani, P. & Rossato, C. (Eds.), *Accessible tourism in the digital ecosystem* (pp. 1-16). Springer.
- Liasidou, S., Fella, K., & Stylianou, C. (2022). A sustainable destination is an accessible destination: Examining the relationship as a remedy to seasonality. *Worldwide Hospitality and Tourism Themes*, 14(5), 481–491. <https://doi.org/10.1108/WHATT-07-2022-0078>
- Michopoulou, E., Darcy, S., Ambrose, I., & Buhalis, D. (2015). Accessible tourism futures: The world we dream to live in and the opportunities we hope to have. *Journal of Tourism Futures*, 1(3), 179–188.
- Michopoulou, E., & Buhalis, D. (2011). *Stakeholder analysis of accessible tourism*. In D. Buhalis & S. Darcy (Eds.), *Accessible tourism: Concepts and issues* (pp. 260–273). Bristol: Channel View Publications.

- Ministry of Tourism, Arts and Culture (2020). *Executive Summary- National Tourism Policy 2020-2030*. (Report: <https://www.motac.gov.my/en/download/category/114-dasar-pelancongan-negara-dpn-2020-2030>)
- Nguyen, T. Q. T., Young, T., Johnson, P., & Wearing, S. (2019). Conceptualising networks in sustainable tourism development. *Tourism Management Perspectives*, 32, 100575.
- Nyanjom, J., Boxall, K., & Slaven, J. (2018). Towards inclusive tourism? Stakeholder collaboration in the development of accessible tourism. *Tourism Geographies*, 20(4), 675–697. <https://doi.org/10.1080/14616688.2018.1477828>
- Qiao, G., Ding, L., Zhang, L., & Yan, H. (2022). Accessible tourism: A bibliometric review (2008–2020). *Tourism Review*, 77(3), 713–730.
- Serravalle, F., Ferraris, A., Vrontis, D., Thrassou, A., & Christofi, M. (2019). Augmented reality in the tourism industry: A multi-stakeholder analysis of museums. *Tourism Management Perspectives*, 32, 100549.
- Silverman, D. (2005). *Doing Qualitative Research: A Practical Handbook*, Sage: New York, NY.
- United Nations (2020). The Sustainable Development Goals Report 2020. (Report: <https://unstats.un.org/sdgs/report/2020/>)
- WTTC (2021). *WTTC releases major new paper for Inclusive & Accessible Guidelines to aid global Travel & Tourism recovery*. <https://wttc.org/news-article/wttc-releases-major-new-paper-for-inclusive-accessible-guidelines-to-aid-global-travel-tourism-recovery>
- Zajadacz, A. (2015). Evolution of models of disability as a basis for further policy changes in accessible tourism. *Journal of Tourism Futures*, 1(3), 189–202. <https://doi.org/10.1108/JTF-04-2015-0015>

101. Evaluating Tourism Potential and Community Engagement in Rural Tourism Development: Enhancing Economic Opportunities for the B40 Community – A Case Study of Bukit Tengah

Chew, LN^{*1}, and Irhanida, AK²

¹Chew Leon Ni, UOW Malaysia KDU Penang University College, Malaysia

²Dr. Irhanida Abdul Kadir, UOW Malaysia KDU Penang University College, Malaysia

*Correspondence E-mail: chew.leonni@gmail.com

Keywords: community participation, MOA model, Sustainable Development Goals (SDGs), tourism assessment, Weighted Score Method (WSM).

EXTENDED ABSTRACT

Tourism site evaluation studies are crucial for identifying locations with tourism potential, aiding in strategic development and prioritisation. This research assessed Bukit Tengah's potential as a rural tourism destination to promote sustainability and economic opportunities for B40 communities in Kampung Kuala Juru, Kampung Sekolah Juru, and Kampung Sungai Semilang. The findings provide baseline data for future tourism development, promotion, and marketing decisions. The study used the weighted score method (WSM) to evaluate tourism sites, differing from previous qualitative approaches focused on interviews. Community perceptions and participation levels were assessed using a 5-point Likert scale through surveys among residents, while in-depth interviews with key stakeholders offered additional insights. The Motivation-Opportunity-Ability (MOA) model was employed to analyse community participation, revealing that only "ability" mediates the relationship between perception and participation. Results showed the villages have notable tourism potential, with local support influenced by Social Exchange Theory (SET), which suggests that positive attitudes arise when locals perceive benefits. Local authorities also foresee successful and sustainable tourism development. The research highlights that tourism development can provide financial benefits to communities, assist local authorities in assessing feasibility, guide policymakers in sustainable tourism regulation, and offer a model for future rural tourism studies in Malaysia. This supports sustainable development goals (SDGs) by focusing on economic growth and community well being.

LITERATURE REVIEW

The literature review assesses tourism resources, potential, and assessment techniques, defining tourism as interactions between tourists and their environments. Gamidullaeva et al. (2022) liken tourism to an ecosystem, emphasising its interdependence and the need for sustainability. Tourism, one of the fastest-growing sectors globally, significantly impacts Malaysia's GDP (Isa et al., 2022). Domestic tourism growth is driven by political, socioeconomic, and pandemic factors (Gamidullaeva et al., 2022). Local communities, crucial as hosts and guides, require training to manage interactions effectively (Salazar, 2013). Tourism development enhances livelihoods by creating job opportunities

(Nasa & Hassan, 2016). Sustainable tourism planning depends on stakeholder engagement from both public and private sectors (Nowacki et al., 2018; Stone & Stone, 2020), supporting environmental protection and socio-economic benefits (Khalid et al., 2019; Wondirad & Ewnetu, 2019). Nonetheless, stakeholders should prioritise long-term socio-economic gains and environmental conservation (Nasa & Hassan, 2016).

Tourism Assessment and Weighted Score Method (WSM) in Sustainable Development

Tourism assessment is essential for managing tourism products, aiming for visitor satisfaction and sustainable development. Identifying high-quality resources enables stakeholders to design appropriate activities. Multi-Criteria Decision Making (MCDM) models, such as the Weighted Score Method (WSM) in this case, assist in evaluating alternatives by quantifying attributes through ranking and scales. WSM is effective in assessing tourism potential, as demonstrated in research from Kota Kinabalu, Thousand Islands, and Buriram Province. The method's standardisation is facilitated by local perspectives, improving decision-making. Indicators, weighted and classified into levels, guide sustainable planning. Practical indicators like service standards and governance aid in rural tourism policy-making. WSM simplifies decision-making by focusing on relevant criteria and numerical weights, thus supporting tourism planners in evaluating multiple criteria and enhancing sustainability.

Achieving Sustainable Tourism and Community Development through SDGs

Gamidullaeva et al. (2022) define sustainable tourism as considering economic, social, and environmental implications while meeting consumer and community needs. Achieving sustainable tourism requires cooperation among tourism stakeholders and balances environmental and economic factors (Yang et al., 2021). This aligns with Sustainable Development Goal 8, which promotes economic growth, employment, and innovation (United Nations, n.d.). Tourism can provide significant employment and entrepreneurship opportunities, especially in regions like the villages in Bukit Tengah, where locals currently rely on inconsistent incomes from fishing and small businesses. Involving the community in tourism development fosters ownership and leadership, reducing dependence on government aid. Additionally, the research aligns with Sustainable Development Goal 11, which focuses on creating favourable socio-economic and environmental conditions in rural areas. Addressing disparities between Penang Island and Seberang Perai is crucial, particularly for B40 households in Kuala Juru. The aim is to foster a sustainable community where locals meet basic living standards while preserving their environment, achieving sustainable tourism and community simultaneously.

Hypothesis

Th These hypotheses underscore the importance of addressing motivation, opportunity, and ability as mediating factors in fostering community participation in rural tourism development. By understanding the dynamics, tourism planners and stakeholders can create targeted interventions that leverage positive community perceptions, resulting in active participation and successful tourism

development.

H1: Motivation mediates the relationship between local community's perception and community participation in rural tourism development.

H2: Opportunity mediates the relationship between local community's perception and community participation in rural tourism development.

H3: Ability mediates the relationship between local community's perception and community participation in rural tourism development.

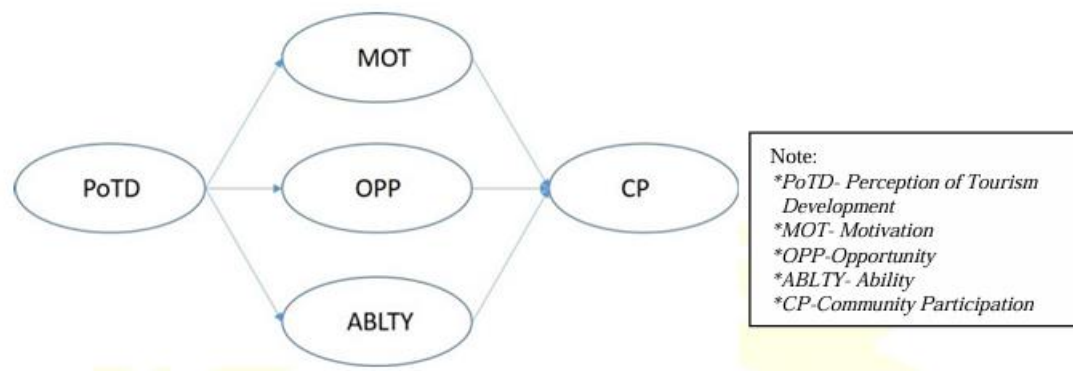
RESEARCH METHOD

The research employed an exploratory design, also known as interpretive research, beginning with qualitative data collection to investigate a novel problem with limited existing literature (Cobanoglu, 2023; Pung & Chiappa, 2020). The study utilised a mixed-method approach combining both qualitative and quantitative methods to provide comprehensive insights, which is increasingly common in social science research (Dawadi et al., 2021). The exploratory sequential mixed-method design was chosen to assess tourism potential in Bukit Tengah, focusing on the three villages. Initially, qualitative data was gathered to assess tourism potential and community participation determinants. This was followed by quantitative data collection to explore factors influencing rural tourism development and further qualitative data for a nuanced understanding of community roles in sustainable tourism.

RESULTS

The research included purposive sampling and thematic analysis to select participants and interpret qualitative data, respectively. An inventory of tourism resources was conducted using the simple weighted score method. Surveys and in-depth interviews were carried out among locals to identify interest in tourism development and explore obstacles, aiming to achieve the research objectives related to community participation and economic opportunities for the B40 communities. Kampung Kuala Juru, Kampung Sekolah, and Kampung Sungai Semilang in Bukit Tengah, Seberang Prai, benefit from easy access to transportation hubs and proximity to UNESCO heritage sites in George Town, offering potential for tourism integration. The villages feature natural beauty and cultural heritage, including eco-tourism and river activities, but lack formal accommodation, transportation, and recreational amenities. Opportunities exist for developing homestays, local dining, and basic facilities. Local involvement in tourism planning is limited, though there is potential for cultural preservation, community-based economic empowerment, and environmental stewardship. The area's natural resources, such as Bukit Juru hill and the Juru River, present significant tourism potential but face challenges like pollution. Seberang Prai's proximity to Penang Island enhances its appeal for both domestic tourists seeking heritage and nature experiences and international visitors interested in unique, eco-friendly options.

Figure 1: Proposed Research Model



DISCUSSIONS

The study reveals that local communities in Bukit Tengah lack motivation to engage in tourism development, contradicting Hypothesis 1. Despite awareness of potential economic benefits, the locals express concerns about expanding their businesses due to fears of increased operational costs and potential losses. Some are content with their current situation or rely on government aid, affecting their willingness to participate in tourism development. Hypothesis 2 is rejected, indicating that perceived opportunities do not influence participation, with locals citing cramped space and environmental issues like river pollution as barriers. However, Hypothesis 3 is supported; enhanced abilities through tourism development could drive local participation. Interviews highlight that while stakeholders support tourism, locals are focused on immediate issues rather than long-term benefits. Concerns include inadequate infrastructure and the impact of tourism on their daily lives. Suggestions for improvement include forming a tourism committee and starting small-scale projects, such as promoting local businesses. The research indicates a gap between authorities, who see tourism as a long-term solution, and locals, who prioritise immediate needs and infrastructure improvements. Education on the benefits of tourism may help bridge this gap and secure broader community support.

MANAGERIAL IMPLICATIONS

Rural tourism development in the three villages offers significant economic potential for B40 communities while promoting sustainability. Key strategies include training locals as tour guides and artisans, preserving cultural heritage, and adopting eco-friendly practices like responsible waste management and sustainable activities. Infrastructure development is managed to minimise impacts, and economic diversification includes agriculture and handicrafts. Support for B40 entrepreneurs involves micro-financing and market linkages. Effective tourism growth requires careful planning, visitor quotas, and off-peak tourism, with collaboration among stakeholders essential for long-term success.

FUTURE RESEARCH DIRECTIONS

The study on rural tourism development in Bukit Tengah offers valuable insights but has limitations. Generalisability is a concern as findings may be specific to Bukit Tengah and not applicable to other

rural areas with different socio-economic, cultural, and environmental contexts. The systematic weighted scoring of tourism products involves subjective judgement, potentially leading to biases based on evaluators' perspectives. Additionally, the study may not have engaged all relevant stakeholders, limiting the understanding of challenges and opportunities. Future research should address these limitations by including a comparative analysis of rural tourism in different regions, providing a broader understanding of success factors and enhancing the robustness of findings.

REFERENCES

- Cobanoglu, D. (2023, August 28). What is exploratory research: Definition, types & examples. forms.app. <https://forms.app/en/blog/exploratory-research>
- Dawadi, S., Shrestha, S., & Giri, R. A. (2021). Mixed-methods research: A discussion on its types, challenges, and criticisms. *Journal of Practical Studies in Education*, 2(2), 25-36. <https://doi.org/10.46809/jpse.v2i2.20>
- Gamidullaeva, L., Vasin, S., Tolstykh, T., & Zinchenko, S. (2022). Approach to regional tourism potential assessment in view of cross-sectoral ecosystem development. *Sustainability*, 14(22), 1-24. <https://doi.org/10.3390/su142215476>
- Isa, M. I., Rahman, N. A., Abdullah, K., Ahmad, A. L., Mohamad, M. R., Rahmat, A., & Omar, F. N. (2022). Development of rural tourism in Perak Tengah district based on local authority perspectives. *Journal of the Malaysian Institute of Planners*, 4, 405-419. <https://doi.org/10.21837/pm.v20i23.1175>
- Khalid, S., Ahmad, M. S., Ramayah, T., Hwang, J., & Kim, I. (2019). Community empowerment and sustainable tourism development: The mediating role of community support for tourism. *Sustainability*, 11(22). <https://doi.org/10.3390/su11226248>
- Nasa, M., & Hassan, F. B. (2016). Assessment of tourism resource potential at Buriram Province, Thailand. *Asian Social Science*, 12(10), 27-34. <http://dx.doi.org/10.5539/ass.v12n10p27>
- Nowacki, M., Kowalczyk-Aniol, J., Krolkowska, K., Pstrocka-Rak, M., & Awedyk, M. (2018). Strategic planning for sustainable tourism development in Poland. *International Journal of Sustainable Development & World Ecology*, 25(6), 562-567. <https://doi.org/10.1080/13504509.2018.1432513>
- Pung, J. M., & Chiappa, G. D. (2020). An exploratory and qualitative study on the meaning of transformative tourism and its facilitators and inhibitors. *European Journal of Tourism Research*, 24. <https://doi.org/10.54055/ejtr.v24i.406>
- Salazar, N. B. (2013). Community-based cultural tourism: Issues, threats and opportunities. *Journal of Sustainable Tourism*, 20(1), 9-22. <https://dx.doi.org/10.1080/09669582.2011.596279>
- Stone, M. T., & Stone, L. S. (2020). Challenges of community-based tourism in Botswana: A review of literature. *Transactions of the Royal Society of South Africa*, 75(2), 181-193. <https://doi.org/10.1080/0035919X.2020.1715510>
- Wondirad, A., & Ewnetu, B. (2019). Community participation in tourism development as a toll to foster sustainable land and resource use practices in a national park milieu. *Land Use Policy*, 88. <https://doi.org/10.1016/j.landusepol.2019.104155>
- Yang, J., Yang, R., Chen, M-H., Su, C-H(J.), Zhi, Y., & Xi, J. (2021). Effects of rural revitalization on

rural tourism. *Journal of Hospitality and Tourism Management*, 47, 35-45.
<https://doi.org/10.1016/j.jhtm.2021.02.008>

Pérez, A., & Rodríguez del Bosque, I. (2015). Corporate social responsibility and customer loyalty: exploring the role of identification, satisfaction and type of company. *Journal of Services Marketing*, 29(1), 15-25.

United Nations. (n.d.). The 2030 agenda for sustainable development - United Nations.
<https://sustainabledevelopment.un.org/content/documents/21252030%20Agenda%20for%20Sustainable%20Development%20web.pdf>

102. English for Hospitality: How Is It Taught at Tertiary Level?

Dini Kurnia Irmawati*

Department of Business and Hospitality, Faculty of Vocational Studies, Universitas Brawijaya, Indonesia

*Correspondence E-mail: dinikurnia@ub.ac.id

Keywords: English for hospitality, teaching method, English for Specific Purposes (ESP), English Language Teaching, Tertiary Level

ABSTRACT

Hospitality is one of exceedingly essential key components in boosting tourism. In relation to this, mastering English as one of international languages would be greatly helpful in presenting hospitality for foreign tourists. In other words, proficiency in English has become crucial in the hospitality industry due to the global nature of the industry and the importance of effective communication in delivering excellent service. Teaching English for hospitality at the tertiary level aims to equip students with the necessary language skills and cultural competence to succeed in a multicultural and multilingual environment. Thus, this study aims to investigate how English for hotel industry is taught at Faculty of Vocational Studies Universitas Brawijaya Indonesia. Mixed method research design using embedded approach was implemented in the present study. This study also involved 5 English lecturers and 60 students of hotel management study program. Then data collection was done through questionnaire distribution and in-depth interviews. The data were then analysed quantitatively using descriptive statistics which include the calculation of mean and standard of deviation as well as qualitatively involving data reduction, triangulation, data display and conclusion drawing. The results of the present study show that a variety methods have been done in teaching English for hospitality, namely *collaborative learning (role-play, group presentation, making dialogue in pairs)*, *genre-based approach (Building Knowledge of Field, Modelling of Text, Joint Construction of Text, Independent Construction of Text)*, *jigsaw-technique, inquiry, project-based learning (PBL), case-based learning (CBL), problem-based learning*. The most highlighted English skill during the teaching and learning activities is speaking, so the lecturers have done a lot of speaking practices through interactive activities to enhance students' productive skill. However, several students showed passive performance during the teaching and learning process especially in Question-and-Answer session due to their lack of confidence and vocabulary. Thus, they often make their friends as "dictionary" to help them prepare what to say during that session. In order to enhance vocabulary, the lecturers also often give materials dealing with English for tourism and hospitality. Therefore, in prior to speaking activities, the students can get more variety of input dealing with what to say for their speaking practices. Future researchers are recommended to investigate how low achiever and high achiever students learn English in the context of tourism and hospitality to contribute more to the body of knowledge dealing with the teaching of English for Specific Purposes (ESP) at tertiary level.

103. Responsible Practices and Transforming Communities through Social Entrepreneurship: A Study of the Shri Mata Vaishno Devi Shrine Model

Ashaq Hussain Najar
Department of Tourism Studies
Central University of Kashmir

*Correspondence E-mail: Ashaq.najar@cukashmir.ac.in

Keywords: Eco-friendly Practices, Local Community, Social Entrepreneurship, Shri Mata Vaishno Devi Shrine.

ABSTRACT

This study examines the influence of religious tourism on regional development, with a specific focus on eco-friendly practices and social entrepreneurship. Religious pilgrimages play a significant role in stimulating the tourism sector, hence creating economic prospects on a global scale. Nevertheless, the extent of scholarly investigation about the impact of implementing eco-friendly practices on nearby communities, particularly within the context of religious pilgrimage destinations, remains minimal. The primary objective of this research centres on the Shri Mata Vaishno Devi shrine located in Jammu and Kashmir renowned for its widespread praise and profound cultural importance. A qualitative methodology was employed to conduct face-to-face interviews with key players involved in religious tourism services and entrepreneurship, including Yatris (pilgrims) and the local community. Thematic analysis was utilized in this study to identify eco-friendly activities that are being adopted at a shrine, which emerged with the following themes i.e., environmental conservation, green transportation, healthy living, green foods, green infrastructure, and green packaging. These practices have not only made significant contributions to the preservation of the environment, but they have also facilitated the advancement of local communities, the creation of employment possibilities, and the growth of social entrepreneurship. The study suggests that the adoption of eco-friendly practices has the potential to stimulate regional development and yield economic advantages. The results of this study provide a foundation for the development of sustainable tourism strategies and the promotion of community engagement.

The pursuit of spirituality and religion is one of the primary drivers of the tourism industry, which in turn creates jobs and generates cash. A large population worldwide serves religious and spiritual pilgrims (Pourtaheri et al., 2012). Pilgrimage generates employment, regional income, and taxes, as do other forms of tourism (Jude et al., 2018; Vijayanand, 2012). Therefore, the academic world has given religious tourism a lot of attention, and it is now seen to be the primary engine of economic development in many countries (Kouchi et al., 2018). Lopez (2013) states that religious tourism and pilgrimages should safeguard natural resources, cultural heritage, and community values while providing high tourist satisfaction, meaning, and unique experiences for long-term economic and social benefits. Sociocultural sustainability and environmental protection are promoted by several practices (Tanguay et al., 2010), but economics were previously prominent (Shackley, 2001; Mangeloja, 2003).

Many studies have been conducted to determine how religious tourism affects the pillars of sustainability and, by extension, regional sustainable development (Acha-Anyi, 2018; Hvizdová, 2018; Jawabreh et al., 2022; Shinde and Olsen, 2023). However, there is little research on how eco-friendly practices affect local communities, especially religious pilgrimage sites. So, this study examines how religious tourism affects regional development through eco-friendly practices and social entrepreneurship. This research expands the literature by linking eco-friendly practices at religious sites to local community growth through social entrepreneurship. Local product interest has developed along with an understanding of sustainable practices through people solving difficulties. Some argue that purchasing locally is better for the environment, cheaper, caters to Yatris⁶, and creates local jobs. Due to their popularity, local products are powerful advertising tools. Usually used to refer to local food, "local produce" is used in a broader sense here. Thus, this study seeks to determine how pilgrimage sites' use of area resources affects local economies and tourist destination employment by encouraging social entrepreneurship. By supporting local businesses, religious institutions may reveal that they value the community as a whole, not simply their religious views (De Ascaniis and Cantoni, 2016; Lemmi, 2020).

The primary purpose of this study is to analyse the prospects of religious tourism to drive and support the development of sustainable tourism at one of the most prominent Hindu pilgrimage destinations in Jammu and Kashmir. Jammu and Kashmir(J&K), branded as "Paradise on Earth," is a popular tourist attraction that caters to the demand of every sort of traveller. Besides, it also features world-renowned pilgrimage sites such as Shri Mata⁷ Vaishno Devi Ji and Amarnath Ji shrine, which draw a huge number of people each year. The increase in tourist footfall in JandK is seen as a blessing since it improves money and job opportunities for the local populace (Singh and Bahadur, 2018). Based on the fact that Shri Mata Vaishno Devi (SMVD) is one of the top pilgrimage destinations in India, this study examines how SMVD has fostered the long-term expansion of local and tourism systems in regions where multi-actor association promotes social and economic growth.

Literature Review

Religious Tourism and Sustainability

Religious tourism encompasses a journey to sacred destinations, driven by faith and various other motivations (Santos, 2003). The interplay between religion and tourism allows religious travellers to pursue fulfilling experiences, blending spirituality and entertainment (Strausberg, 2011). In the modern age, information and communication technologies play a transformative role in promoting sustainable religious tourism. They facilitate the co-creation of enriched travel experiences, changing the opinion regarding religious places and rituals, and creating the destination's brand image (Lemmi, 2020; De Ascaniis and Cantoni, 2016;). Pilgrimages play a vital role in fostering the growth of sustainable tourism (Roxas et al., 2020) through a comprehensive integrated methodology. It embraces a collaborative strategy

⁶ An individual who goes on a pilgrimage.

⁷ Mata is a Hindi term for mother that also serves as a shorthand for a goddess.

that cultivates partnerships and enhances the proficiencies of public and corporate organizations, shaping policies that align with the expectations of tourists (Henderson, 2011). As a subset, pilgrimage promotes a relationship-focused perspective on tourism development (Beritelli and Laesser, 2011), emphasizing collaboration among various actors (Fernandes et al., 2012) to plan pilgrimage routes and enhance community well-being. This approach uses a framework for organizational expertise and a shared perspective to create value tactics and procedures for sustainable change (Espejo and Dominici, 2017; Gazzola et al., 2019a; Bratianu et al., 2006).

Environmental Concerns and Greening Hindu Pilgrimage

The significant influx of pilgrims to religious sites in India diverts the attention of scholars and government officials regarding the detrimental environmental impact of these mass gatherings (Sharma et al., 2012; Patange et al., 2013; Raj, 2018; Luthy, 2019). As shown in Table 1, a great deal of research has focused on the unique environmental problems that arise during Hindu pilgrimages, and this has driven the necessity for measures to lessen the ecological impact of these massive gatherings. As the world becomes more interconnected, more and more people are making pilgrimages, which has increased the pressure to clean up our environment. With the rapid progress of globalization, the growth of pilgrimages has urged efforts towards environmental cleanliness. To safeguard the planet and cultivate a stronger environmental consciousness, various eco-development initiatives have emerged. These programs aim to awaken individuals to their environmental responsibilities through profound experiences, leading them from awareness to enlightenment and ultimately contributing to the promotion of peace. Initiatives like the Green Pilgrimage Network (GPN) have simplified the process (Singh, 2016). Concerns regarding the environmental impact of pilgrimages have led to the establishment of the Green Pilgrimage Network in Europe. This network is dedicated to promoting sustainable pilgrimage practices that respect the natural environment (Palmer and Hilliard, 2011). In India, the Green Kumbha Foundation spearheads multiple "green campaigns" aimed at ensuring environmental sustainability during the Kumbha Melās. The Kerala state government in India has initiated the "Mission Green Sabarimala" program, which involves distributing eco-friendly cloth bags in exchange for plastic bottles, along with distributing postcards reminding pilgrims not to pollute the river during the Sabarimala pilgrimage season (Olsen and Timothy, 2022). Likewise, there are notable examples of green initiatives implemented in prominent temples across India as shown in Table 2. These efforts promote environmental sustainability and religious community ecological responsibility. The table highlights specific measures undertaken by these temples to minimize their environmental footprint and protect the natural surroundings. By implementing innovative practices and adopting eco-friendly approaches, these temples would reflect an inspiring model for sustainable pilgrimage and contribute to the larger cause of conservation and preservation.

Table 1: Research Work on environmental issues related to Hindu pilgrimages

S.No.	Environmental issue	Examples of academic sources
1.	Water pollution	Sharma et al. (2012); Khan (2013); Shweta and Satyendra (2015); Vortmann et al. (2015); Chowdhury et al. (2019)

2.	Solid waste disposal	Kaushik and Joshi (2011); Singh and Gupta (2011); Chandrappa and Das (2012); Bashir and Goswami (2016); Abdulredha et al., (2018).
3.	Human waste disposal/sanitation	Agoramoorthy and Hsu (2009); Doron and Jeffrey (2014); Mozaffar (2014); Mara and Evans (2018)
4.	Congestion/health issues	Vortmann et al. (2015); Griffin et al. (2018)
5.	Lack of governance	Shinde (2007, 2018, 2020)

Source: Olsen and Timothy (2022)

Table 2: Green initiatives in some prominent temples in India

S.No.	Temple/Ashram	Green Measures
1	Golden Temple (Tamil Nadu)	Waste management, biogas generation, organic farming, herbal gardens, afforestation, and solar energy utilization.
2	Tirumala temple (Andhra Pradesh)	Solar-powered community kitchen, afforestation, and wind energy utilization.
3	Shirdi Sai Baba Temple (Maharashtra)	Solar cooking and lighting.
4	Ambaji Temple (Gujarat)	Solar steam cooking system, waste management, tree plantation,
5	Golden Temple (Amritsar)	Zero plastic waste and solar lighting and solar water heating systems.
6	Jagannath Temple (Odisha)	Renewable sources of energy
7	Lotus Temple of Bahai (New Delhi)	Solar-powered cooling and lighting
8	Temples in Uttar Pradesh	Flower recycling initiative. <i>(Empower 1260 women to transform 8.4 tonnes of floral waste from temples and mosques into eco-friendly products like charcoal-free incense, organic vermicompost, and biodegradable packaging materials).</i>

Source: Yadav, 2022 and Shivangi (2021)

Pilgrimage Economic Implications and Social Entrepreneurship

Like all other types of tourism, religious and spiritual tourism have enormous economic consequences for sacred destinations (Bokhari, 2019; Collins-Kreiner and Gatrell 2006; Din, 1982; Nayak and Prabhu, 2015; Nyikana, 2017; Pourtaheri et al. 2012; Rizzello and Trono 2013; Shackley, 2006a). The economic value of religious tourism is particularly notable in places that rely on pilgrimage for the majority of their tourism receipts. Despite religious tourism, pilgrimage, and spiritual travel having similar economic outcomes for destinations to other types of tourism, several unique perspectives pertain directly to these specific markets which can be solved by social entrepreneurs. Employing their participation in entrepreneurial endeavours such as providing transportation services via ponies, local sweets, and other worship necessities, they can

address the employment issues of the local community. Moreover, their involvement in the establishment of a facility for Yatris contributes to a positive societal transformation.

Shri Mata Vaishno Devi and its religious significance

It is widely acknowledged that a pilgrimage to the sacred shrine of Shri Mata Vaishno Devi Ji is among the holiest pilgrimages that can be undertaken in our current era. Shri Mata Vaishno Devi Ji lives in a holy cave in the hollows of the three-peaked mountain Trikuta (also spelt as Trikoot). Katra, a small but popular town, serves as the starting point for the pilgrimage to the shrine. It is located about 50 kilometres from Jammu region, the winter capital of J&K UT (Gupta and Raina, 2008). Every year, millions of worshippers make the pilgrimage to the holy cave. The Mata's holy cave is situated at an elevation of 5200 feet above sea level. From Katra's starting point, the Yatris must travel a distance of about 12 kilometres. The Yatris' journeys culminate in the Sanctum Sanctorum, where they are granted the darshans of the mother Goddess. These darshans take the form of three Pindies, which are distinctive natural rock formations (devoted to Maha Lakshmi, Maha Kali, and Maha Saraswati). Darshans are open round the clock throughout the year. All year long, pilgrims flock to Mata Vaishno Devi shrine, however during the Navratras⁸ period when special worship is being performed at the shrine, the shrine receives maximum Hindu worshippers besides the general festive seasons and holidays when the arrivals go on peak. According to Erndl (1993), Mata Vaishno Devi is not a wife, but rather a mother and a virgin (*Kunwari*). She appears as a virgin in devotees' visions or dreams. This type of virginity has been celebrated in several ritual practices, such as the Navarattras, where young girls under the age of seven are revered as goddess manifestations (Singh, 2021).

Research Questions:

1. To explore the eco-friendly practices adopted at Shri Mata Vaishno Devi shrine.
2. To identify the local community development opportunities through the adoption of eco-friendly practices at religious destinations.

Methodology

A qualitative method of analysis was applied in this study. The researchers opted for this strategy because it provides them with a lot of scope for exploration and observing reality from a client's perspective, exploring new issues that may arise, and understanding the associations between the things and ideas being analyzed (Krueger, 1994; Lederer, 2010; Brito, 2011). Since the study was designed as a case study and hence the case study technique was used in the qualitative approach. As per De Massis and Kotlar (2014), the case study can be a technique that results in a deep and sophisticated understanding of the organizations involved if the study is done correctly (Larsson, 1993; Eisenhardt, 1988). The disadvantage of this method is that the findings cannot be generalized (Ghisellini and Thurstone, 2005). As a result, the study intends to help develop ideas that may be compared in subsequent quantitative research. The study focuses on India's biggest revenue-generating religious attraction, "Shri Mata Vaishno Devi shrine". It earns roughly

⁸ A period when Hindus honor Durga for killing the evil being "Mahishasura". Nava means nine and Ratri means nights. A Durga incarnation appears each day.

Rs. 500 crores and is the centre of Hindu religious beliefs. The second most visited temple in India, after Tirupati, receives around 8 million pilgrims every year.

The study adopted an inductive research strategy for having the research deficit in the area and getting first-hand information (Brinkmann and Kvale, 2018; Charmaz and Thornberg, 2021; Ayon et al., 2017). Also, face-to-face semi-structured interviews were employed as part of a qualitative research methodology for this study. The information was gathered via a semi-structured interview as advised by Bryman (2016) to get the friendlier and more natural thought process of respondents.

Sampling Methods

Purposive sampling was used in the study to collect data from particular respondent groups i.e.; Yatris (pilgrim tourists) and locals for being the important players in the development of sustainable tourism (Elgammal, 2022). Purposive sampling, as described by Najar et al. (2023) and Saunders et al. (2009), permits the researcher the autonomy to sample as per the study's objectives. Yatris were chosen to learn about the SMVD shrine's incorporation of eco-friendly practices. In the meantime, residents were selected to evaluate their involvement in offering tourism services to improve the community's well-being as a consequence. The demographic profiles of respondent groups are shown in Table 4. The technique of sampling was used so that the authors could freely choose respondents following the study goals (Saunders et al., 2009). Qualitative studies cannot estimate sample size and vary based on study design and time. Due to data saturation given by Guest et al. (2020), only 22 respondents were contacted for interviews. The interviews took place in both English and Urdu. The taped interviews were first translated into English, then the transcripts were created.

Table 4: Demographic Profile of Sample

Variables		Yatris	Locals	
			Locals in employment	Locals in Business
Age	Up to 30 years	1	1	1
	30-40 years	3	3	3
	40-50 years	4	1	5
Gender	Male	3	4	6
	Female	5	1	3
Education	Up to Matric	2	1	6
	12 th	4	3	1
	Graduate and above	2	1	2
Total		8	5	9
Total Respondents		22		

The respondents for the survey constituted two groups: Yatris (36%) and locals (64%). Among the 64% of locals who were interviewed, 23% were employed and 41% were involved in business establishments. There were three distinct age groups represented by the respondents: those under 30 years (14%), those between 30 and 40 years (41%), and those between 40-50 years (45%). Male respondents made up more

than half (59%) of the overall sample, while female respondents made up 41% of the total. Further, as per the education qualification of respondents, the bulk of the sampled respondents (41%) lay in the category of up to 10th, while 36% lay in the category of 12th, and 23% of surveyed respondents were graduates or above.

Data Analysis Technique and Procedure

This study employed "Grounded Theory" for theoretical evaluations. Grounded theory is a widely used non-mathematical research design (Charmaz and Thornberg, 2021; Faija et al., 2017) that helps researchers collect, understand, organize, and develop a convincing theoretical understanding of a broad qualitative investigation from respondents' experiences, beliefs, and perceptions. This concept has been refined multiple times by other researchers since its 1967 inception by American sociologists "Barney Glaser" and "Anselm Strauss" (Glaser and Strauss, 1967; Faija et al., 2017). Strauss and Corbin (1990) state that grounded theory emerges from the procedure of creating, engaging with, and analyzing qualitative data. The inductive technique underlies this theoretical framework. There were a total of four stages involved in the analysis procedure. The first sets of codes were developed using a theory that was grounded in the facts that had been collected. This phase's goal was to discover, refine, and understand the knowledge embedded in the data that had been gathered; as a result, data were first compared with other data, then with codes, and finally with other codes (Thornberg et al., 2013). These codes were regarded as initial or preliminary codes. Initial codes were subsequently divided into nine final codes for this study based on similarities and differences (Tables 5 and 6). The final code "**Entrepreneurship Developments**" was developed, for instance, by combining the initial codes "MSMEs," "Women empowerment," "Hotel Chains Growth," "Local Business Development," "Middle-Class Trades' Expansion," "Homestay Concept's Initiation," "Locally run Souvenir shops," and "Local Food Outlets".

Results and Analysis

With the use of thematic analysis, authors were able to extract many themes from the transcripts, which were then reorganized into nine distinct categories under environmentalism and community building through social entrepreneurship. Local community uplift, local employment, and social entrepreneurship development are some of the themes that emerge from these practices of environmental conservation and preservation, green transportation, healthy living, green foods, green infrastructure, and green packaging. The following are the comprehensive findings of this study and the synthesis of the theme analysis.

Figure 1: NVIVO generated Word Cloud Picture



The majority of respondents confirmed the existence of various conservation and preservation practices at the shrine and praised the managing body of the shrine (SMVD Board) for the upkeep and natural preservation. Besides, the common eco-friendly practices, respondents pointed out a few rare practices that are not found usually at other religious places including special vehicles and tracks for waste carriage, water treatment plants, a recycling plant, and more importantly the implementation of the carrying capacity concept at the shrine. According to Olukole (2022), religious tourist sites should collaborate with host communities to promote environmental and cultural preservation and visitor arrivals are not permitted to compromise the host community's security. One of the local male respondents selling fast food 29 years age elucidated as under:

[Local Respondent-08].

Tourism and Peace: Promote Peaceful and Inclusive Societies for Sustainable Development -593

"We Yatris have always examined the Shrine Board's green efforts for environmental safety, whether they take the shape of trek dustbins, a polythene ban, battery-powered vehicles, or the cleanliness of the temple, among other things."

[Yatri-05]

2. Green Transportation

According to Abdel Wahed Ahmed and Abd El Monem's (2020) research, developing a sustainable and environmentally friendly transportation system is necessary to mitigate the negative environmental impacts of the transportation sector. Green modes of transportation offer numerous advantages. They cut down on greenhouse gas emissions, save money, improve health and quality of life, help build a healthy economy, reduce traffic congestion, and make people less reliant on finite energy sources. The SMVD shrine has become the most eco-friendly destination to visit in terms of its various accessibility options as expressed by almost all respondents. The shrine is not only accessible through natural ways of travel like trekking but encompasses other green means of transportation as well like cable cars, battery cars, palki, and pony rides, and are also in the process of cable cars for a whole 12 km track. An elder Yatri lady of 47 years said:

"Since we have been visiting for years, we have used a variety of transit options to suit the needs of our many family members. Knowing that there is a 12-kilometre walk required to reach the shrine gives you several options for how to go about it: on foot, on horseback, in a palki or a helicopter, or, after five and a half kilometres, by battery car. Analysing each accessibility option shows that, they are all environment friendly".

[Yatri 03].

Other Local male respondents of 33 years of age selling locally made Gift items stated:

"The Shrine Board is working hard to get approval for the 12-kilometer cable car that will run directly from the base to the shrine. However, the project is still in the planning stage".

[Local Respondent 06].

3. Healthy Living

Maximum of the locals who were involved in some earning setups near the shrine have affirmed that the shrine has proven to be instrumental in making the local lives healthy and pollution-free through various initiatives to make the destination greener in comparison to other tourism destinations be it religious, leisure or cultural where the huge rush of tourists always ends up with negative impacts on the local environment and natural habitats. As per the research carried out by Hamurcu and Eren (2020), the favourable effects of eco-friendly practices on human health become more obvious when air quality is taken into account. Many parts of the world now have unhealthy levels of air pollution, which causes millions of premature deaths annually. The effects of global warming, to which automobile emissions contribute heavily, have made the issue worse, hence, eco-friendly practices, such as the use of electric vehicles, are the solutions to these atmospheric difficulties and the promotion of good health and sustainability, as they produce no carbon emissions. One of the young educated Yatri woman aged 27 years said:

“From the perspective of locals, I didn’t see any initiative here, and from the perspective of the tourists, everywhere, I saw that anywhere there was a maximum number of arrivals, the environment itself was being destroyed. As visitors, we typically throw the snacks and discard the packages into the environment without waiting for the dustbins. However, as a visitor, I was able to get a sense of the shrine’s management body through their various initiatives, which go a long way towards keeping the shrine’s paths and atmosphere clean. As a result, they indirectly contribute to the well-being of the locals who live nearby. Although the shrine may be their primary objective, the local ecology and wildlife are also benefited”.

[Yatri-01].

A local pony Wala⁹ 42 years of age also mentioned:

“Not only are we extremely fortunate to live in this hallowed location where Mata has come to stay for us believers, but we are also grateful to the shrine board for maintaining the area and its natural surroundings in such a way that the negative effects of an increased tourist flow have never compromised our quality of life.”

[Local Respondent-05].

5. Green Foods

According to a few of the responders, the cultural diversity of religious sites attracts tourists. Religious tours provide ample opportunities for visitors to enjoy local foods and experience the local cultures which is in tandem with the study of Zarb (2020), which portrays that the real guest experience stays real only when the local community is involved in religious activities, based on real customs and local traits. The shrine has also made its name in terms of locally made sweets and delicious local street foods like *Kalhadi Kulcha* (prepared from paneer and served as a local burger), *Kachaloo* (prepared from sweet potatoes and served as a chart), and even more special street food i.e.; ice-cream whose speciality lies in its serving on a green leaf which gives tourists an authentic feel of green eating. Besides, the shrine is also involved in the process of organic farming as declared by one of the *Palki Wala*¹⁰ of 46 years of age:

“It is understandable that the large amounts of horse manure that are left on walkways as a result of the significant influx of visitors and their use of pony rides would irritate any of us residents who must walk the entire distance to earn a living. However, this board has installed a manure plant. They gather this manure and transport it to a manure plant, where it is processed into organic manure”.

[Local Respondent-03].

One of the Yatri ladies aged 34 years also said:

“Out of all the street food options, my favourite was the ice cream served on a green leaf. In addition to being delicious, the ice cream looked lovely on a green leaf”.

[Yatri-07].

⁹ An individual who transports pilgrims on their horses or ponies.

¹⁰ An individual who transports the elderly and infirm in palanquins.

6. Green Infrastructure

Green infrastructure encompassing the system of parks, rivers, gardens, forests, green corridors, street trees, and rural areas that has positive effects on people's health, the economy, and the environment (Mell, 2008) was observable at the shrine through the majority of the surveyed respondents with their mentioned elements that contributed to the exceptional rise in making the overall infrastructure of the destination greener apart from being just better infrastructure. Meanwhile, respondents have also acknowledged the important role performed by the shrine board in the development of the shrine's green infrastructure through a ban on construction and deforestation in the area, imposition of no smoking zone in the whole 12 km trek, and non-allowance of textile gifts by Yatris after completion of darshan. Additionally, the trek has been sealed up from the sides with a net to prevent waste throwing and the shrine is encircled by the green corridor. The same has been supported by one of the 39-year-old Yatri Male respondents:

"Although I usually smoke, our guide informed me that the entire area from the Katra base is a no-smoking zone, which is a great example of keeping the place and destination's infrastructure greener."

[Yatri-04].

Another 45-year-old female Yatris said:

"The sealing of peripheries to prevent wrapper throwing into the jungle is one of the amazing things that I have seen here that is not usually found at other destinations." Generally, open areas and mountain passes draw more tourists because of the picturesque views they offer, but DMOs often overlook the possibility that an increase in tourism could eventually cause the area to become more contaminated"

[Yatri-08].

7. Green Packaging

Green packaging, also known as 'eco-friendly packaging' or 'sustainable packaging' uses eco-friendly materials while ensuring product effectiveness and safety for humans and the environment (Wandosell et al., 2021). The majority of respondents affirmed the mechanism of green packaging at the shrine. The major work areas included a ban on polythene bags. Also, prasad and sweets at the shrine's counter are given inside the locally made biodegradable packets and locally made boxes which is concurrent with the study of Tabash et al. (2023) that guides the policymakers to promote the use of environmentally friendly products items by the Pilgrims. The same has been endorsed by one of the 47-year-old Yatri Man:

"As the sweets we bought from the shrine's sweets counter were also sold in locally made boxes, as stated on the box itself, I have noticed during my numerous previous visits that prasad is served in jute or biodegradable packets, which are likely being purchased locally and prepared by local labour"

[Yatri-02].

Another 38-year-old Yatri lady also expressed:

"Before our yatra, when I checked the dos and don'ts of Yatra online, I came across an incredible idea that every tourist destination should implement. It was a fantastic illustration of how to carry goods in an environmentally friendly manner, and that excellent step was the ban on carrying plastic bags during Darshan"

[Yatri-06].

(B) Eco-friendly Practices Adoption and Local Community Development**1. Local Community Upliftment**

Due to the large number of Yatris visiting the shrine every year, the site has undergone multiple infrastructural developments over a while and hence has become a tourist-friendly destination for all age groups and a better place to live for the local community as mentioned by the majority of respondents. The area is currently well connected to many transportation options from base camp up to Bhawan through different green means of transportation. The place has also developed many supporting amenities, such as the availability of roadside foods, drinking water, various lodging options, noise-free surroundings, banks, ATMs, and medical care. As per the study conducted by Bayih (2019), some parameters must be taken into consideration to increase the positive effects of religious tourism on the local community. It could take into account encouraging local community involvement, boosting the physical infrastructure, preserving, protecting, and maintaining the region's tangible and intangible cultural heritage, upholding equitable benefit and cost-sharing, and establishing connections between the various economic sectors. In addition, other local community developments constituted which the local respondents are appreciative and have mentioned are tie-ups of the shrine with health and education sectors which have eventually led to the community upliftment as cited by one of the local women respondents selling the Clava Bracelets of age 41 years:

“Additionally, SMVD Shrine Board is managing Narayana Hospital (Multi Speciality Hospital) in partnership with Mumbai-based Narayana Health Care group. It is in the format of a public-private partnership form. This hospital is in Kakriyal, 15 km away from Katra town. More than 75% of employees are locals there, either from Katra town, Reasi, Akhnoor, or Udhampur”.

[Local Respondent-10].

Another local Photographer running a Photo Studio shop of age 35 years old said:

“Because of this auspicious pilgrimage location, my children attend a Vedic school affiliated with SMVD, and I am delighted that they are learning about both Hindu scriptures and the Vedas in addition to ordinary education”.

[Local Respondent-07].

2. Local Employment

The majority of locals responded that religious tourism encompassing various eco-friendly practices has an important role in generating jobs for people of all ages in general especially the residents of rural areas. The main areas involved are the service industries that are directly related to tourism for having maximum staff at hotels and food outlets. Likewise, the local manpower is being extensively observed in eco-friendly transportation means at the shrine involving ponies, palki, battery cars and waste carriage transports which is consistent with the conclusion of Lasso and Dahles's (2021) study that, for the sake of local employment and ecotourism growth, residents must play an active role in all conservation efforts at a site. Many of the

respondents claimed that religious tourism directly supports their livelihoods as well as the livelihoods of their families. Moreover, the maximum local hiring done by the shrine board either for its working Narayana hospital (constituting 75% local staff) or other associated units and hiring of local labour for all its developmental projects has also given a boost to local employment as expressed by one of the local persons working as Security Guard of 43 years old age :

“To the best of my knowledge, the shrine prioritises hiring local workers for development projects rather than using labourers from other states. To reduce the distance to the shrine, where local labourers like myself may be found, new pathways to Vaishno Devi are presently being built. This is because the shrine allows residents to obtain employment, even if it is manual labour. It is uncommon in other parts of Jammu where the majority of the labour force is drawn from Bihar due to cost considerations”.

[Local Respondent-04].

Another local woman working on the registration counter of age 34 years old said:

“Concerning job generations, the Shrine Board has improved our people's quality of life to a good degree. Both my spouse and I have our sources of income and own a small restaurant”.

[Local Respondent-01].

[Local Respondent-12].

Discussion and Conclusion

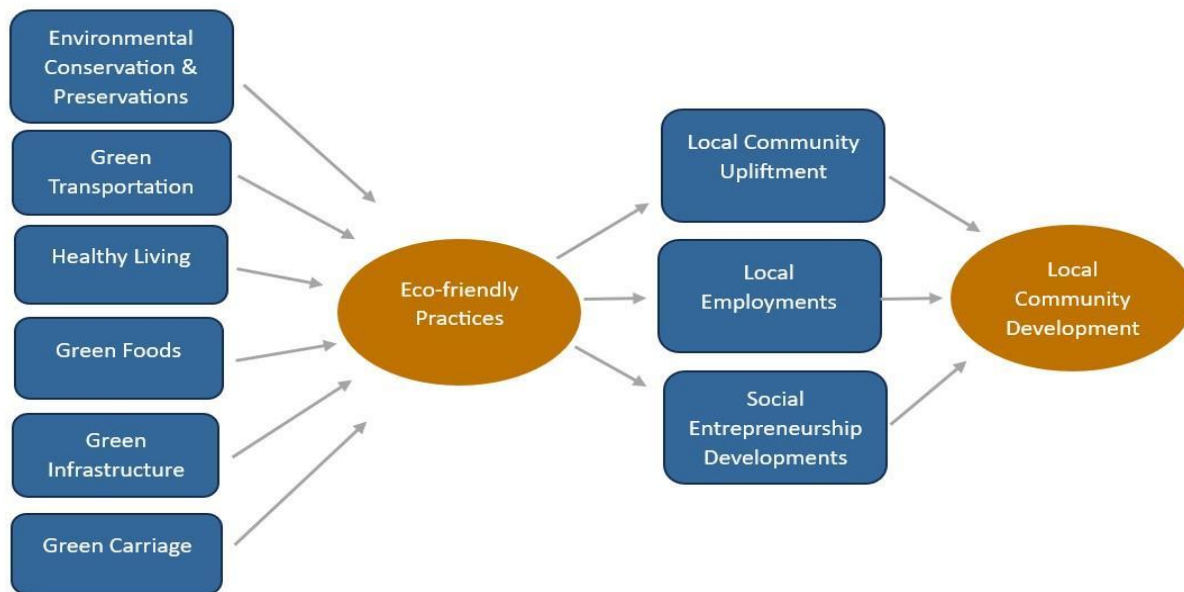
Using the thematic analysis technique of qualitative data investigation, this research adopts an open and exploratory approach to develop new themes, which adds to the existing body of knowledge by opening up new research directions, providing fresh perspectives, and elucidating the importance of eco-friendly practices to the long-term viability of religious tourism hotspots. The study's findings in light of the methodology adopted highlight the prevalence of six eco-friendly practices at SMVD: environmental conservation and preservation, green transportation, healthy living, green foods, green infrastructure, and green packaging, which have expanded the literature to discuss how these practices can be used to promote communal prosperity through three dependent themes: local community upliftment, local employment, and social entrepreneurship development as shown in Fig 2. Findings from the analysis show that pilgrims mostly ride palkis and ponies to get to the shrine, and they eat local sweets and other special street foods like *Kalhadi Kulcha*, *Khachaloo*, and locally made ice creams on green leaves, all of which contribute to environmental protection and validate the authenticity of the region's ethnic cuisine and support the local community.

Also, the analysis revealed the importance of green infrastructure and waste treatment initiatives for the overall preservation of the environment, biodiversity conservation and natural resources protection which aligns with the research of Mell (2008), which suggests that green infrastructure planning can integrate numerous distinct policy domains, such as natural resource management, public health, nature conservation, recreation, landscape, and regeneration. Further, the involvement of the maximum local produce at the destination not only leads to healthy living through minimal CO₂ emissions and reduced

polythene packages but also promotes community progress by including as many locals as possible in their procedures, such as those for green foods and green packaging resulting in community-based tourism at a destination which has also been suggested by Zarb (2020), that religious tourism must include the community as a significant stakeholder if it is to endure beyond the short-term vision of the business goals. Similar to the preceding practices, the largest number of residents have been involved in the implementation of green transportation measures, and this has provided a source of income for a large fraction of the local population which involves *Pithu Walas*¹¹, *Pony Walas* and *Palki Walas* (Singh, 2021; Jain, 2007). As a result of these practices, locals have gained access to better employment possibilities and have developed the entrepreneurial abilities necessary to thrive in the modern global economy. The results of the research also emphasized the most distinctive component of local community development via upliftment, with the controlling body of the shrine actively participating in the improvement of many communal sectors, including healthcare, education, and local infrastructure through their huge donations received at the shrine. Strategic state assistance, infrastructural improvements, and extensive promotional efforts have transformed the Vaishno Devi shrine into a shining example of community uplift. Benefiting not only the Yatris but also the surrounding community and the larger national landscape, its transformation from a regional refuge to a nationally known pilgrimage site exemplifies the tremendous impact of collaborative efforts (Reader, 2013; Foster and Stoddard, 2010). The research has also demonstrated that religious sites go beyond their traditional functions and serve as drivers of entrepreneurial opportunities, particularly for the local communities via souvenir stores (Reader, 2013). The shrine's eco-friendly initiatives have expanded its influence beyond commerce. The societal impact of the shrine is represented by small businesses, such as Katra, and nearby female artisans from neighbouring villages who craft Clava bracelets. These bracelets, crafted from various strands, symbolize the empowerment of local women and artistic expression, thereby promoting sustainable enterprise. Weaver et al. (2022) and Lorio and Corsale (2014) effectively highlighted the idea that enhancing the standard of living in specific communities through maximum community involvement in tourism businesses is a fundamental element of modern engagements with sustainable tourism. The authors further assert that community-based tourism serves as a primary catalyst for this objective, as it fosters fair distribution of benefits, substantial citizen participation in tourism decision-making and entrepreneurship, and local empowerment. Therefore, the study concludes that adopting as many eco-friendly practices as possible at a religious destination not only contributes to environmental safety but also to societal development. This conclusion was drawn from ideas presented in studies by Nain (2022) and Romanelli et al. (2021) regarding the use of religious tourism for destination socioeconomic development. Thus, regional governments should give religious tourism the attention it deserves to encourage local community engagement in the tourism business and foster its growth.

Figure 2: The authors created a Conceptual Map based on generated Codes

¹¹ An individual who transports children pilgrims on their back.



Research Implications

The study results may serve as a blueprint for other religious establishments all around the world to follow in their efforts to become major drivers of environmental sustainability and communal growth. This study's empirical foundation guarantees that the analytical findings are credible, relevant, workable, modifiable, and resonant. This research triangulates the advantages of eco-friendly practices at a religious destination for employment, environmental conservation, and diversification of the local economy beyond souvenir selling.

The research is useful for policymakers, businesses, and academia since it sheds new light on the connections between eco-friendly product acceptance and regional progress. Moreover, using eco-friendly practices as a lens, this study's empirical analysis enlightens how religious tourism contributes to regional development and growth and suggests actionable strategies for reducing the negative effects of tourism on the environment and fostering sustainable economic growth. The findings of this research will likewise be useful for local company owners to better capitalize on opportunities for expansion in this sector of the tourism industry. The study's findings may also pave the door for other religious destinations to use donations earned in community prosperity and raise citizens' living standards.

Nevertheless, the current inquiry findings are restricted by several constraints. The first is that the study was conducted as a case study on a single religious site, making generalizations about other religious sites is not appropriate. Therefore, it is suggested to investigate other significant religious places to formulate a more comprehensive hypothesis. The second restriction is based on the methodology itself. To generalize the results, alternative quantitative analyses may be built upon the qualitative technique utilized in this research, which uncovered accepted practices at the shrine and the community development.

REFERENCES

- Abdel Wahed Ahmed, M.M. and Abd El Monem, N., 2020. Sustainable and green transportation for better quality of life case study greater Cairo–Egypt. *HBRC Journal*, 16(1), pp.17-37.
- Abdellah, A. and Ibrahim, M., 2013. Towards Developing a Language Course for Hajj Guides in Al-Madinah Al-Munawwarah, a Needs Assessment. *International Education Studies*, 6(3), pp.192-232.
- Abdulredha, M., Al Khaddar, R., Jordan, D., Kot, P., Abdulridha, A. and Hashim, K., 2018. Estimating solid waste generation by hospitality industry during major festivals: A quantification model based on multiple regression. *Waste Management*, 77, pp.388-400.
- Agoramoorthy, G. and Hsu, M.J., 2009. India needs sanitation policy reform to enhance public health. *Journal of Economic Policy Reform*, 12(4), pp.333-342.
- Baldacchino, D.R., 2010. Caring in Lourdes: An innovation in students' clinical placement. *British Journal of Nursing*, 19(6), pp.358-366.
- Bashir, S. and Goswami, S., 2016. Tourism induced challenges in municipal solid waste management in hill towns: Case of Pahalgam. *Procedia Environmental Sciences*, 35, pp.77-89.
- Beritelli, P. and Laesser, C., 2011. Power dimensions and influence reputation in tourist destinations: Empirical evidence from a network of actors and stakeholders. *Tourism Management*, 32(6), pp.1299-1309.
- Bokhari, A.A.H., 2021. The economics of religious tourism (Hajj and Umrah) in Saudi Arabia. In *Research Anthology on Religious Impacts on Society* (pp. 148-168). IGI Global.
- Bratianu, C., Vasilache, S. and Jianu, I., 2006. In search of intelligent organizations. *Management and Marketing*, 1(4).
- Caidi, N., 2019. Pilgrimage to hajj. *The International Journal of Information, Diversity, and Inclusion*, 3(1), pp.44-76.
- Chandrappa, R. and Das, D.B., 2012. *Solid waste management: Principles and practice*. Springer Science and Business Media.
- Roy Chowdhury, S., Bohara, A.K., Katuwal, H., Pagán, J.A. and Thacher, J.A., 2019. The impact of ritual bathing in a holy Hindu river on waterborne diseases. *The Developing Economies*, 57(1), pp.36-54.
- Comerio, N. and Strozzi, F., 2019. Tourism and its economic impact: A literature review using bibliometric tools. *Tourism economics*, 25(1), pp.109-131.
- Dalton, R.H. ed., 2004. *Sacred places of the world: A Religious Journey Across the Globe*. Abhishek.
- deAscaniis, S. and Cantoni, L., 2016. Information and communication technologies in religious tourism and pilgrimage. *International Journal of Religious Tourism and Pilgrimage*, 4(3), p.2.
- Doron, A. and Jeffrey, R., 2014. Open defecation in India. *Economic and political Weekly*, pp.72-78.
- Eck, D.L., 2012. *India: A sacred geography*. Harmony.
- Elgammal, I., 2022. What if the local community is already well-off enough? Stakeholders' conflicts over sustainable tourism development in remote communities. *Journal of Place Management and Development*, 15(4), pp.493-510.
- Erndl, K.M., 1993. *Victory to the Mother: The Hindu goddess of northwest India in myth, ritual, and symbol*. Oxford University Press.

- Espejo, R. and Dominici, G., 2017. Cybernetics of value cocreation for product development. *Systems Research and Behavioural Science*, 34(1), pp.24-40.
- Fernandes, C., Pimenta, E., Gonçalves, F. and Rachão, S., 2012. A new research approach for religious tourism: the case study of the Portuguese route to Santiago. *International Journal of Tourism Policy*, 4(2), pp.83-94.
- Foster, G. and Stoddard, R., 2010. Vaishno Devi, the Most Famous Goddess Shrine in the Siwāliks.
- Gazzola, P., Vatamanescu, E.M., Andrei, A. G. and Marrapodi, C., 2019a. Users' motivations to participate in the sharing economy: Moving from profits toward sustainable development. *Corporate Social Responsibility and Environmental Management*, 26(4), pp.741–751.
- Graave, E.J., Klijs, J. and Heijman, W.J.M., 2017. The Economic Impact of Pilgrimage: An economic impact analysis of pilgrimage expenditures in Galicia. *International Journal of Religious Tourism and Pilgrimage*, 5(3), pp.39-54.
- Griffin, D., Radhakrishnan, Y.P. and Griffin, K., 2018. 11 risk management or the right to ritual: attempting to control the masses at the Kumbh Mela. *Risk and safety challenges for religious tourism and events*, p.102.
- Gupta, S.K. and Raina, R., 2008. Economic impact of Vaishno Devi pilgrimage: An analytical study. *International Journal of Hospitality and Tourism Systems*, 1(1), p.86.
- Hamurcu, M. and Eren, T., 2020. Electric bus selection with multicriteria decision analysis for green transportation. *Sustainability*, 12(7), p.2777.
- Henderson, J.C., 2011. Religious tourism and its management: The hajj in Saudi Arabia. *International Journal of Tourism Research*, 13(6), pp.541-552.
- <https://economictimes.indiatimes.com/news/india/over-91-lakh-pilgrims-visited-vaishno-devi-shrine-in-2022-highest-in-nine-years/articleshow/96666143.cms> retrieved July 7, 2023
- https://en.wikipedia.org/wiki/Vaishno_Devi_Temple#cite_note-27 retrieved July 7, 2023
- <https://www.hindustantimes.com/india-news/places-of-religious-tourism-earned-1-34-543-crore-in-2022-reveals-govt-data-101679388028123.html> retrieved July 7, 2023.
- <https://www.maavaishnodevi.org/> retrieved July 7, 2023
- <https://www.maavaishnodevi.org/administrativereport17-18.PDF> retrieved July 7, 2023
- <https://www.maavaishnodevi.org/AdministrativeReport2016-17.pdf> retrieved July 7, 2023.
- <https://www.maavaishnodevi.org/Administrativereport202122.pdf> retrieved July 7, 2023.
- <https://www.maavaishnodevi.org/adminreport2019-20.pdf> retrieved July 7, 2023
- <https://www.maavaishnodevi.org/adminreport2020-21.pdf> retrieved July 7, 2023.
- <https://www.maavaishnodevi.org/admreport2018-19.pdf> retrieved July 7, 2023
- Jain, S.K., 2007. Study of Impact of Shrine Related Tourism on the Economy of Jammu and Kashmir. *Study Report Submitted to Shri Mata Vaishno Devi Shrine Board, Katra (Jammu and Kashmir)*. New Delhi: Department of Management Studies, IIT.
- Jude, O.C., Uchenna, O. and Ngozi, E., 2018. Impact of religious tourism in host communities: The case of Awhum Monastery. *American Journal of Social Sciences*, 6(3), pp.39-47.

- Kaushik, S. and Joshi, B.D., 2011. A comparative study of solid waste generation at Mansa Devi and Chandi Devi Temples in the Shiwalik Foothills, during the Kumbh Mela 2010. *Report and Opinion*, 4(8), pp.39-42.
- Khan, V.S., 2013. Hindu festivals: Hazards to environment and ecology. *Journal of Indian Research*, 1(1), pp.136-141.
- Kronenberg, K. and Fuchs, M., 2022. The socio-economic impact of regional tourism: an occupation-based modelling perspective from Sweden. *Journal of Sustainable Tourism*, 30(12), pp.2785-2805.
- Lemmi, E., 2020. Heritage and new communication technologies: development perspectives on the basis of the Via Francigena experience. In *Preceedings of the Heritage, Tourism and Hospitality International Conference–HTHIC2020: “Living Heritage and Sustainable Tourism”* (pp. 43-63). Elgin e Co.
- Iorio, M. and Corsale, A., 2014. Community-based tourism and networking: Viscri, Romania. *Journal of Sustainable Tourism*, 22(2), pp.234-255.
- Luthy, T., 2019. Bhajan on the Banks of the Ganga: increasing environmental awareness via devotional practice. *Journal of Dharma Studies*, 1(2), pp.229-240.
- Malla, M.R., Bhat, I.A. and Sharma, L.N., 2019. Jammu and Kashmir Tourism Industry-Sustainable economic growth and its management. *ZENITH International Journal of Multidisciplinary Research*, 9(2), pp.11-21.
- Mara, D. and Evans, B., 2018. The sanitation and hygiene targets of the sustainable development goals: scope and challenges. *Journal of Water, Sanitation and Hygiene for Development*, 8(1), pp.1-16.
- Mozaffar, P., 2014. *Open defecation and the human waste crisis in India* (Doctoral dissertation, University of Kansas).
- Najar, A.H., Kour, P. and Jasrotia, A., 2023. Recovery marketing for conflict sensitive destination: Stakeholders perspective on tourism revival in Kashmir Valley (India). *Conflict Resolution Quarterly*, 41(2), pp.143-161.
- Nayak, N.P. and Prabhu, N.B., 2015. Socio-Economic Impacts on Pilgrimage Tourism with Reference to Udupi Sri Krishna Temple, Karnataka. *The International Journal of Business and Management*, 3(1), p.41.
- Nyikana, S., 2017. Religious tourism in South Africa: Preliminary analysis of a major festival in Limpopo. *African Journal of Hospitality, Tourism and Leisure*, 6(1), pp.1-8.
- Olsen, D.H. and Timothy, D.J. eds., 2022. *The Routledge handbook of religious and spiritual tourism*. New York: Routledge..
- Palmer, M. and Hilliard, A., 2011. Green pilgrimage network: a handbook for faith leaders, cities, towns and pilgrims. *Bath: The Alliance of Religions and Conservation (ARC)*.
- Patange, P., Srinithiviahshini, N.D. and Mahajan, D.M., 2013. Pilgrimage and the environment: Challenges in a pilgrimage centre in Maharashtra, India. *International journal of environmental sciences*, 3(6), pp.2269-2277.
- Pintchman, T. ed., 2001. *Seeking Mahādevī: Constructing the Identities of the Hindu Great Goddess*. State University of New York Press.
- Poonam, C., 2003. Mata Vaishnodevi Ji and Sri Amarnath Ji, their intangible values.

- Pourtaheri, M., Rahmani, K. and Ahmadi, H., 2012. Impacts of religious and pilgrimage tourism in rural areas: The case of Iran. *Journal of Geography and Geology*, 4(3), p.122.
- Raj, N., 2018. Hindu pilgrimage: Issues and challenges in Kerala, India. *Evolving paradigms in tourism and hospitality in developing countries*, p.445.
- Reader, I., 2013. *Pilgrimage in the Marketplace*. Routledge.
- Rizzello, K. and Trono, A., 2014. The pilgrimage to the San Nicola Shrine in Bari and its impact. *International Journal of Religious Tourism and Pilgrimage*, 1(1), p.4.
- Roxas, F.M.Y., Rivera, J.P.R. and Gutierrez, E.L.M., 2020. Framework for creating sustainable tourism using systems thinking. *Current Issues in Tourism*, 23(3), pp.280-296.
- Sahu, A. and Bihari, T., Governance and Management of Religious Tourism: A Case Study of Vaishno Devi (Katra, JandK) Prof. Gyanaranajn Swain.
- Santos, M.G.M.P., 2003. Religious tourism: Contributions towards a clarification of concepts. *Religious tourism and pilgrimage*, 27, p.42.
- Saunders, M., Lewis, P. and Thornhill, A., 2003. Research methods for business students. *Essex: Prentice Hall: Financial Times*.
- Sharma, V., Bhadula, S. and Joshi, B.D., 2012. Impact of mass bathing on water quality of Ganga river during Maha Kumbh-2010. *Nature and Science*, 10(6), pp.1-5.
- Shinde, K.N., 2007. Pilgrimage and the environment: Challenges in a pilgrimage centre. *Current issues in tourism*, 10(4), pp.343-365.
- Shinde, K., 2018. Governance and management of religious tourism in India. *International Journal of Religious Tourism and Pilgrimage*, 6(1), p.7.
- Shinde, K.A., 2020. Managing the environment in religious tourism destinations: A conceptual model. *Religious tourism and the environment*, pp.42-59.
- Shivangi, S.C., 2021. Review Paper on-Ecofriendly Practice in Temple to Make Sustainable Approach toward Social and Environment. *Int. J. Res. Sci*, 6, pp.2024-2454.
- Shweta, S. and Satyendra, N., 2015. Water quality analysis of River Ganga and Yamuna during mass bathing, Allahabad, India. *Universal Journal of Environmental Research and Technology*, 5(5).
- Singh, A. and Gupta, G., 2011. Generated household and temple waste in Chitrakoot, a pilgrimage point in India: Their management and impact on river Mandakini. *Indian Journal of Science and Technology*, pp.750-758.
- Singh, R., 2014. Religious and Mythical Aspects of Mata Vaishno Devi Shrine: A Sociological Interpretation. *International Journal of Art and Humanity Science*, 1(3), pp.01– 11.
- Singh, R., 2021. Understanding the Concept of Shakti: Mata Vaishno Devi Shrine in Jammu. *Understanding Culture and Society in India: A Study of Sufis, Saints and Deities in Jammu Region*, pp.149-175.
- Singh, R.P., 2011. Holy places and pilgrimages: essays on India. *Planet earth and cultural understanding*, 8.
- Singh, R.P., 2016, February. Green pilgrimage initiatives for fostering peace and harmonising the world. In *SOUVENIR, International Symposium on "Fostering Tourism for Global Peace-Opportunities and Challenges" at SOA Bhubaneshwar* (pp. 1-3).

- Strausberg, M., 2011. Religion and tourism: Crossroads, destinations, and encounters. *London: Routledge*.
- Terzidou, M., Styliadis, D. and Szivas, E.M., 2008. Residents' perceptions of religious tourism and its socio-economic impacts on the island of Tinos. *Tourism and Hospitality Planning and Development*, 5(2), pp.113-129.
- Vijayanand, S., 2012. Socio-economic impacts in pilgrimage tourism. *International Journal of Multidisciplinary Research*, 2(1), pp.329-343.
- Vortmann, M., Balsari, S., Holman, S.R. and Greenough, P.G., 2015. Water, sanitation, and hygiene at the world's largest mass gathering. *Current infectious disease reports*, 17, pp.1-7.
- Wandosell, G., Parra-Meroño, M.C., Alcayde, A. and Baños, R., 2021. Green packaging from consumer and business perspectives. *Sustainability*, 13(3), p.1356.
- Wang, K.Y., 2015. Live with the deity: Presence and significance of Taiwanese Taoist temple affiliated pilgrim accommodation. *Review of religious research*, 57(1), pp.157-158.
- Weaver, D.B., Moyle, B. and McLennan, C.L.J., 2022. The citizen within: Positioning local residents for sustainable tourism. *Journal of Sustainable Tourism*, 30(4), pp.897-914.
- Yadav, S.C., 2022. Contribution and Practices of Green pilgrimage for sustainable tourism in India.

104. Exploring the Impact of Rural Short Videos on Sustainable Tourism: Case Studies from China

Baohong Jiang^{*1}

¹ Shandong Technology and Business University; Universiti Putra Malaysia (UPM)

*Correspondence E-mail: jbh2723@gmail.com

Keywords: Short Videos, Rural Tourism, Sustainable Development, Case Study, China Experience.

ABSTRACT

With the popularization of short video platforms such as Douyin and Kuaishou, rural tourism in China has embraced new development opportunities. Rural short videos showcase unique natural landscapes, cultural heritage, and rural lifestyles, attracting many tourists and promoting rural economic development. However, the specific impact of this phenomenon on sustainable tourism and its development path has not been fully studied. This paper analyzes the impact of rural short videos on sustainable tourism in China through several typical case studies, identifying key success factors and providing development recommendations. The research findings reveal that short videos significantly enhance the visibility of rural tourism, stimulate economic growth, and promote environmental conservation. Additionally, the interactivity and vividness of short videos enrich tourists' experiences, foster cultural exchange, and empower local communities. Based on these findings, the paper proposes sustainable development strategies for rural short videos, including content creation and optimization, platform selection and dissemination strategies, and policy support and collaboration mechanisms. These recommendations aim to achieve both economic benefits and environmental sustainability for rural tourism, offering practical guidance for policymakers and tourism practitioners.

105. The Attitude of Local Communities Towards Community Tourism Development in Mountainous Districts of Khanh Hoa Province, Vietnam

Nguyen Thanh Quang¹, Dao Anh Thu²

¹ Nha Trang University, Vietnam

² Nha Trang University, Vietnam

*Correspondence E-mail: quangnt@ntu.edu.vn

Keywords: Attitude, Community tourism, Khanh Hoa, Mountainous district.

EXTENDED ABSTRACT

This study aims to explore the local community's attitudes towards tourism development and offer some recommendations for tourism development in mountainous districts of Khanh Hoa province, Vietnam. The study conducted questionnaire surveys on a sample size of 180 people residing and participating directly in tourism in 2 mountainous districts in Khanh Hoa - Khanh Son and Khanh Vinh. The results show that positive attitudes of the local community towards aspects including Investment in the tourism business, The increase of tourists, Tourism resources protection, and Maintaining security and social safety have a strong and positive influence on the level of participation of local communities in community tourism development initiatives in mountainous districts of Khanh Hoa province. Based on the above research results, the authors propose recommendations to develop community tourism in these two places.

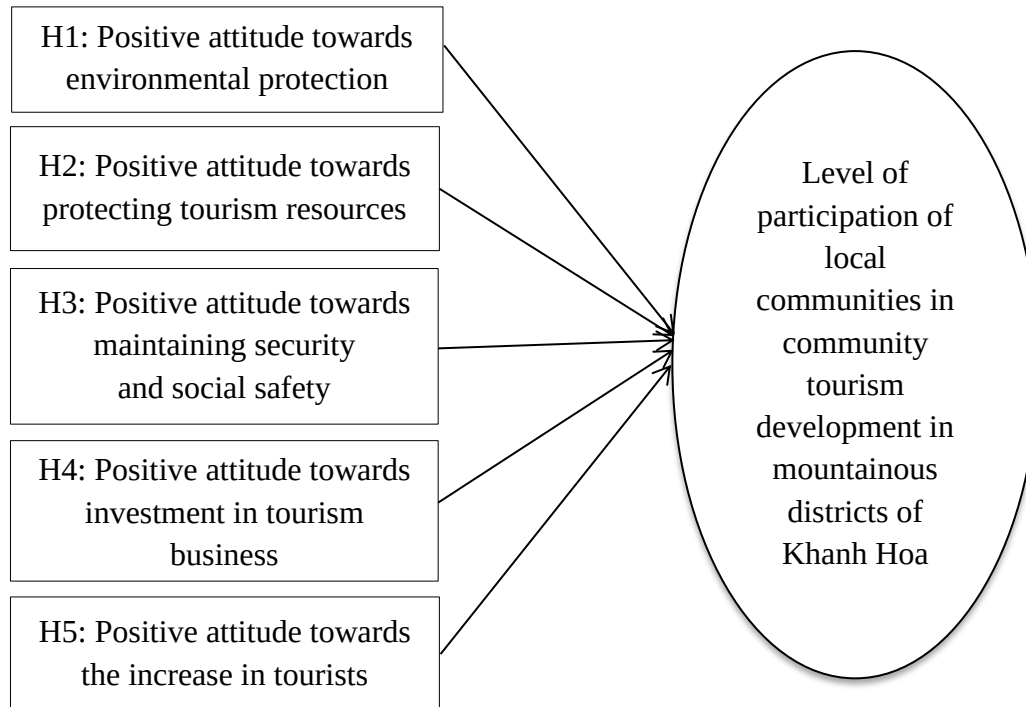
LITERATURE REVIEW

Community attitudes towards tourism play an important role in community participation in tourism activities (Murphy, 1983) and sustainable community development (Owen et al., 1993). Hanafiah et al. (2013) concluded that local community participation is directly related to the benefits of tourism business activities. This reflects the essence of social exchange theory applied in tourism, explaining community attitudes and participation based on benefits gained in economic, social, cultural and environmental aspects (Andereck et al., 2005).

Attitude is a psychological tendency expressed by evaluating a particular issue with some degree of favour or disfavour (Eagly & Chaiken, 1993). Individuals' attitudes can be classified along the following three dimensions: cognitive, affective, and behavioural (Carmichael, 2000). According to Getz (1994), attitudes are underpinned by perceptions and beliefs about reality but are closely related to firmly held values and personality. Eshliki and Kaboudi (2012) argued that local community participation in tourism is closely related to the resident's perceptions and attitudes. Furthermore, if the community perceives that the costs of tourism are more significant than the benefits gained, residents tend to oppose tourism activities, and vice versa (Lee, 2013). Attitudes towards community tourism development activities regarding the following factors: environmental protection, tourism resource protection, maintaining security and social

safety, and investing in the tourism business (Cong & Hai, 2015; Obradović et al., 2023). Based on previous studies, the research model is proposed in Figure 1 with five hypotheses.

Figure 1: Proposed research model and hypothesis



RESEARCH METHOD

The study surveyed 180 respondents by questionnaire in Dien Xuan, Giang Ly, and Khanh Phu communes (Khanh Vinh district) and Son Hiep commune, To Hap town (Khanh Son district). These are two mountainous districts with much potential to develop community tourism in Khanh Hoa province. The tourism resources include the indigenous culture of Ralay community, and diverse and attract natural resources such as rivers, streams, and forests. After the cleaning process, 170 valid responses were confirmed. Data analysis, including the Reliability test, Exploratory Factor Analysis, and Regression analysis to determine the influencing levels of each factor, was processed using SPSS23.

RESULTS

The descriptive statistical analysis results show the representativeness of the study sample (Table 1). Four hypotheses were accepted after performing Exploratory Factor Analysis (Table 2) and Regression analysis (Table 3). “Positive attitude towards investment in tourism business” (TGTB) has the most substantial influence on the attitude of the local community, followed by “Positive attitude towards the increase in tourists” (GTTB), then the “Positive attitude towards protecting tourism resources” (TNTB) and finally, “Positive attitude towards maintaining security and social safety” (ANTB). “Positive attitude towards environmental protection” (MTTB) was unaccepted due to the significance level of Sig. > 0.05.

Table 1: Statistics on Demographic Characteristics

Demographic characteristics	Description	Qty.	%
Location	Khanh Son	91	53
	Khanh Vinh	79	46,5
Sex	Male	86	50,6
	Female	84	49,4
Marital status	Married	114	67,1
	Single	56	32,9
Age	18-30	83	48,8
	31-40	52	30,6
	41-50	31	18,2
	Over 50	4	2,4
Education	High school	121	71,2
	Undergraduate	49	28,8
	Postgraduate	0	0,0
Occupation	Clerk	40	23,5
	Business	12	7,1
	Students	20	11,8
	Housewives	7	4,1
	Worker in agriculture/forestry	80	47
	Others	11	6,5
	Average income per month		
	Under 5 million VND	74	43,5
	5-10 million VND	73	43,0
	Over 10 million VND	23	13,5

Source: Authors, 2024

Table 2: Results of Exploratory Factor Analysis

Items	Factors				
	1	2	3	4	5
MTTB1→MTTB4	0,580→0,810				
TNTB1→TNTB3		0,625→0,694			
ANTB1→ANTB6			0,615→0,675		
TGTB2→TGTB4				0,705→0,777	
GTTB1→GTTB3					0,619→0,707
Eigenvalues	7,381	1,345	1,161	1,090	1,036
Variance extracted (%)	38,849	45,931	52,040	57,774	63,224
Cronbach's Alpha	0,821	0,800	0,795	0,777	0,604

Source: Authors, 2024

Table 3: Results of Regression analysis

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.	VIF	Hypothesis Acceptance
	B	Std.Error	Beta				
(Constant)	-0,405	0,263		-1,541	0,125		
MTTB	-0,006	0,074	-0,005	-0,082	0,935	1,941	Unaccepted
TNTB	0,181	0,063	0,178	2,861	0,005	1,935	Accepted
ANTB	0,209	0,084	0,162	2,491	0,014	2,101	Accepted
TGTB	0,450	0,052	0,499	8,654	0,000	1,654	Accepted
GTTB	0,202	0,064	0,169	3,148	0,002	1,441	Accepted

Source: Authors, 2024

DISCUSSIONS

The factors “Positive attitude towards investment in tourism business” and “Positive attitude towards the increase in tourists” have the most decisive impact, indicating the pragmatic, perceived economic costs-and-benefits approach of the community to the tourism development potential (Getz, 1994; Lee, 2013). The tendency of proactive participation in investing in tourism ventures, along with the positive perception of tourists, presents the open community, which is the antecedent of tourism growth. Similar to the findings of Obradović et al. (2023), the results show the significant role of “Positive attitude towards maintaining security and social safety” and “Positive attitude towards environmental protection”. Thus, protecting the tourism resources for all tourism stakeholders and the community's social well-being and quality of life requires significant consideration.

MANAGERIAL IMPLICATIONS

Firstly, there need to be policies to encourage people to participate in community tourism activities, offering training and support for residents as they engage in tourism business activities and ensuring socio-economic benefits for local communities from tourism activities. Secondly, local authorities and relevant stakeholders should consider local needs and opinions, especially regarding tourism resources and security issues. Thirdly, all initiatives in developing community tourism businesses should be publicised. These schemes should focus on supporting development to improve the community's quality of life and maintain harmony between local communities and tourists.

FUTURE RESEARCH DIRECTIONS

Since the survey respondents were local people with relatively low education levels, some questionnaires needed better response quality. Furthermore, this study did not indicate the attitudinal difference among groups in the sample toward tourism development in mountainous areas. These are key considerations for future research to explore attitudes and other factors influencing participation in local, sustainable tourism activities.

REFERENCES

Andereck, K.L.; Valentine, K.V.; Knopf, R.C.; Vogt, C.A (2005). Residents’ perceptions of community tourism ^[1]_[SEP] impacts. *Annals of Tourism Research*, 32, 1056–1076 ^[1]_[SEP]

- Carmichael, B. (2000). A Matrix for resident attitudes and behaviors in a rapidly changing tourist area. *Tourism Management*, 21, 601–611.
- Cong, L. C., Hai. V. H (2015), Research on the attitude of the local community for sustainable development of beaches tourism, *Economy and Forecast Review*, Vol.8, pp.42-44.
- Eagly, A., H., & S. Chaiken. (1993). *The psychology of attitudes*. Fort Worth, TX: Harcourt Brace Jovanovich.
- Eshliki, S.A., Kaboudi, M. (2012). Community Perception of Tourism Impacts and Their Participation in Tourism Planning: A Case Study of Ramsar, Iran. *Procedia - Social - Behavioral Sciences*, 36, 333–341. ^[L]_[SEP]
- Getz, D. (1994). Resident attitudes toward tourism: A longitudinal study of the Spey Valley, Scotland. *Tourism Management*, 15(4), 247–258.
- Hanafiah, M.H.; Jamaluddin, M.R.; Zulkifly, M.I. (2013). Local Community Attitude and Support towards Tourism ^[L]_[SEP]Development in Tioman Island, Malaysia. *Procedia - Social - Behavioral Sciences*. 105, 792–800
- Lee, T. (2013). Influence analysis of community resident support for sustainable tourism Development. ^[L]_[SEP]*Tourism Management*. 34, 37–46. ^[L]_[SEP]
- Murphy, P. (1983). Perceptions and attitudes of decision-making groups in tourism centers. *Journal of Travel Research*, 21(3), 8–12.
- Owen, E., Witt, S., & Gammon, S. (1993). Sustainable tourism development in Wales. From theory to practice. *Tourism Management*, 14 (6), 463–474.
- Obradović, S., Stojanović, V., & Lukić, T. (2023). Geotourism and Local Communities: Measuring Residents' Attitudes Toward Sustainable Tourism in the Fruška Gora National Park. *Geoheritage*, 15(3), 90.

106. The impact of Digital Transformation on Employee Performance in Promoting Tourism Wellbeing at Malaysian Art Galleries

Mageswari Kunasegaran^{1*}, Siti Nurani binti Adenan²

¹Department of Professional Development and Continuous Education, Faculty of Educational Studies, Universiti Putra Malaysia

²Galeri Balai Seni, Shah Alam, Selangor

*Correspondence E-mail: mageswari@upm.edu.my

Keywords: Art Galleries, Digital Art, Digital Transformation, Employee Performance, Malaysia, Mixed Methods.

EXTENDED ABSTRACT

In recent years, the advent of digital transformation has significantly affected the landscape of the art industry, particularly within art galleries in Malaysia. Art galleries are known for showcasing artistic handiwork through beautiful displays. Globally and regionally, art galleries have faced multiple challenges, starting with the COVID-19 pandemic in 2020 (Habelsberger & Bhansing, 2021) and continuing with the generative AI transformation in 2023 (Kane et al., 2023). These evolutions have pushed many art institutions, both public and private, to re-strategize their goals and directions.

The COVID-19 pandemic forced art galleries to close their doors temporarily, leading to a significant decline in foot traffic and revenue. In response, many galleries turned to digital platforms to maintain engagement with their audiences. Virtual tours, online exhibitions, and digital marketing became essential tools for survival. This shift highlighted the need for digital literacy and technological competence among employees.

The introduction of generative AI (Kane et al., 2023) further transformed the art industry by enabling the creation of new forms of digital art and enhancing curatorial practices. AI-driven tools assist in analysing visitor data, personalizing visitor experiences, and automating administrative tasks. Ideally, this sounds applicable; however, digital literacy and positive mindsets influence employees' willingness to adapt to changes. Consequently, art institutions must ensure that their workforce is equipped with the necessary skills to leverage these technologies effectively.

Basically, studies on digital art have captured on customer perception (Wang & Wang, 2021), digital blockchain auction (Moscufo, 2021), virtual digital experience (Wu et al., 2021), digital technology adaptation (Kirk & MacDonald, 2021), and virtual sales galleries (Hua, 2022). These studies often emphasize on how digital transformation can enhance customer experiences, broaden access to art, and generate new revenue streams. However, few research studies have focused on employee perceptions and preparations for digital transformation (Trenerry et al., 2021).

In this study, we focus on employee's role in the job performance that will be able to increase on tourism wellbeing and the art digital strategies of eco-tourism. Mindfully, art institutions must prioritize employee training and development to build digital competencies. This includes providing regular training sessions, workshops, and access to online learning resources. Furthermore, institutions must ensure that their employees are aware, upskilled, and competent as they undergo digital transformation. Human capital resources are among the most important elements driving digital transformation (Trenerry et al., 2021). Effective human resource development (HRD) strategies are vital to support this transition. HRD initiatives should focus on enhancing digital literacy, promoting adaptability, and encouraging collaboration across departments.

There is increasing recognition of the role of HRD in art tourism. HRD can be the bridge to close the gap between traditional art to modern and virtual art. By investing in employee performance, the gallery art in Malaysia able to generate income like in Europe countries. According to the Director of Yayasan Seni Selangor and National Art Gallery Malaysia, Prof Raja Dato' Zahabuddin bin Raja Yaacob, stated that "the right human resources capital will able to promote Malaysians contemporary art to digital art truly and meaningfully to global customer". Art gallery need to gear up their workforce that is not only proficient in digital tools but also capable of driving innovation and sustaining the institution's relevance in a rapidly changing environment. This study aims to examine the relationship between digital transformation on employee task performance and contextual performance at Malaysian art galleries. Besides that, it will explore to understand the employee adaptation towards tourism wellbeing in digitalisation. This research will be contributed on understanding the digital gap and competency among gallery art employees.

LITERATURE REVIEW

Digital Transformation and Employee Performance

Digital transformation is a complex and holistic performance process from the entire stakeholders in the organisation to change and achieve the goals (Kutnjak et al. (2019). Digital transformation involves integrating digital technology into all areas of a business, fundamentally changing how operations are conducted and how value is delivered to customers. According to Kane et al. (2015), digital transformation significantly impacts organizational performance by streamlining operations, enhancing communication, and fostering innovation. Mittal and Ahuja (2021) emphasize that digital tools in the workplace enhance efficiency, job satisfaction, and employee engagement. These tools facilitate real-time collaboration, automate repetitive tasks, and provide data-driven insights, allowing employees to focus on higher-value activities and decision-making processes.

Digital Art in Gallery Art

Art galleries are increasingly incorporating digital art and related technologies, such as virtual tours, interactive displays, and augmented reality. Strohmayer et al. (2020) emphasis the technologies advancement enhanced visitor engagement and accessibility, making art more interactive and immersive. Virtual tours allow remote visitors to explore galleries from anywhere in the world, while

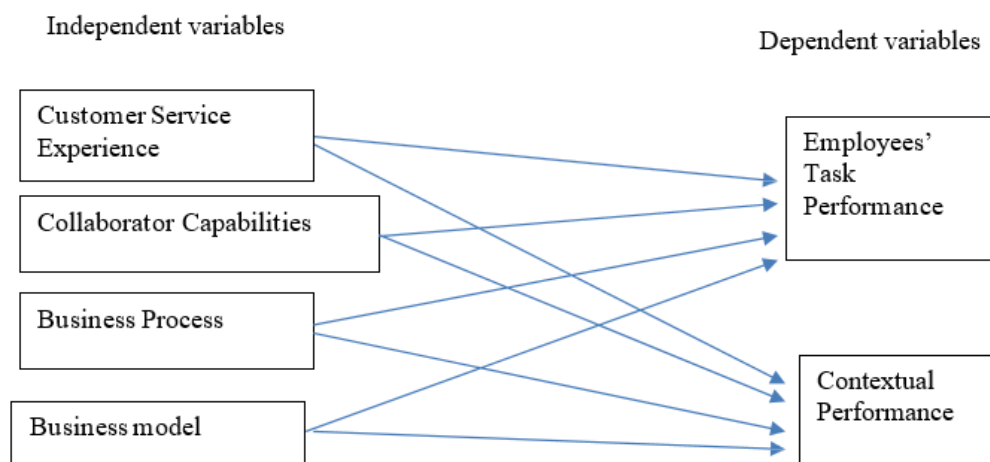
AR can bring static exhibits to life with additional layers of information and multimedia. However, the implementation of these tools requires employees to develop new technical skills and adapt to innovative curatorial and presentation methods. Staff training and a willingness to embrace new technologies are crucial for successfully integrating digital art into traditional gallery settings.

Employee Adaptation in Tourism Wellbeing

Adaptation is not an easy process for different level of employees and their mindsets. Wang et al. (2020) suggests that effective training able to increase employee confident and smoothen the adaptation process, make employees comfortable to accept the adjust. It is an important aspect towards tourism wellbeing. A study by Buhalis and Sinarta (2020) emphasized the importance of organizational culture in promoting the adoption and effective use of digital technologies. Cultivating a culture that values continuous learning, innovation, and open communication can help employees feel more comfortable and supported during the transition to digital tools.

Digital transformation on employee performance addressing two important aspects, people collaboration capacity through customer experiences and business process through employee's capacity in transforming limited resource into profitable pathway (Kutnjak et al., 2019; Guzmán-Ortiz et al., 2020). There were four independent variables such as customer experience, collaborator capabilities, business process and business model on employees' task performance and contextual performance (Koopmans et al., 2016).

Figure 1: Research Framework



RESEARCH METHOD

This study employs mixed methods to understand digital transformation among Gallery Art employees in Malaysia. The first research design starts with a quantitative approach into the I examine the two variables. This approach will able to explore and integrate the complex phenomena relationship and trends across the diverse population (Cresswell, 2017). The questionnaire was

designed through established scaling measurement.

A total of 130 employees were participated in the research and 125 were selected after a screening process. Purposive sampling techniques was chosen to speed up the data collection and researchers were specific collecting data on digital adaptation at workplace.

Questionnaires were designed and adopted from the established scale. The structure of the instrument presents 13 items for the digital transformation variable (four from customer service experience, three from collaborator capabilities, three from processes and three from business models) and 8 items for the employee performance variable (three from performance work and five of contextual performance).

The second stage of data collection were based qualitative approach. Semi-structured interviews conducted to collect qualitative data on the impact of digital transformation on employee adaptation and task performance. The interviews will be conducted with a sample of employees from the same organizations that participated in the survey. The interviews designed to explore employee experiences and perceptions of digital transformation, including the challenges they faced, the strategies they used to adapt to new technologies, and their suggestions for improving the change management process.

FINDINGS AND DISCUSSION

RO1: To examine the relationship of digital transformation on employee performance at Malaysian Art Galleries

RO2: To examine the relationship of digital transformation on contextual performance at Malaysian Art Galleries

The results indicate that the customer service experience significantly influences both task performance ($p < 0.05$) and contextual performance ($p < 0.05$). These findings align with those of Ying-Yu et al. (2016), who reported that web portal promotions, digital approaches, and cloud computing services significantly impact the performance of employees in Malaysian art galleries. Similarly, Itani et al. (2017) found that the effective use of social networks as digital tools positively affects employee performance.

RO3: To explore the changes in employee adaptation towards tourism wellbeing in digital transformation

The findings of this study offer valuable insights into employee adaptation is a process towards tourism wellbeing in organizational performance, and highlight best practices for managing digital transformation (Ipsen et al., 2021).

REFERENCES

- Buhalis, D., & Sinarta, Y. (2020). Real-time co-creation and nowness service: Lessons from tourism and hospitality. *Journal of Tourism Futures*, 6(2), 2–9. <https://doi.org/10.1108/JTF-10-2019-0080>
- Guzmin_Ortiza, C. V., Navarro-Acostaa, N. G., Florez-Gareiaa, W., & Vicente-Ramosa, W. (2020). Impact of digital transformation on the individual job performance of insurance companies in Peru. *International Journal of Data and Network Science*, 4, 337–346.
- Habelsberger, B. E. M., & Bhansing, P. V. (2021). Art galleries in transformation: Is COVID-19 driving digitisation? *Arts*, 10(3), 48. <https://doi.org/10.3390/arts10030048>
- Itani, O. S., Agnihotri, R., & Dingus, R. (2017). The use of social media in B2B sales and its impact on competitive intelligence gathering and adaptive selling: Examining the role of learning orientation as a facilitator. *Industrial Marketing Management*, 66, 64–79.
- Ipsen, C., van Veldhoven, M., Kirchner, K., & Hansen, J. P. (2021). Six key advantages and disadvantages of working from home in Europe during COVID-19. *International Journal of Environmental Research and Public Health*, 18(4), 1–19. <https://doi.org/10.3390/ijerph18041826>
- Kane, G. C., Palmer, D., Phillips, A. N., & Kiron, D. (2023). Digital leadership in a post-pandemic world. *MIT Sloan Management Review*, 64(2), 45–54. <https://doi.org/10.2139/ssrn.3561374>
- Kirk, M., & MacDonald, J. (2021). Exploring the cultural impacts of digital transformation in museums and galleries. *International Journal of Cultural Policy*, 27(4), 462–479.
- Koopmans, L., Bernaards, C. M., Hildebrandt, V. H., Lerner, D., de Vet, H. C., & van der Beek, A. J. (2016). Cross-cultural adaptation of the Individual Work Performance Questionnaire. *Work*, 53(3), 609–619.
- Kutnjak, A., Pihiri, I., & Furjan, M. T. (2019). Digital transformation case studies across industries – Literature review. In *2019 42nd International Convention on Information and Communication Technology, Electronics and Microelectronics (MIPRO)* (pp. 1293–1298).
- Moscufo, M. (2021, March 11). Digital artwork sells for record \$69 million at Christie's first NFT auction. *NBC News*. <https://www.nbcnews.com/business/business-news/digital-artwork-sells-record-60-million-christie-s-first-nft-n1260544>
- Mittal, S., & Ahuja, V. (2021). Effect of employee engagement on employee performance: A case study of IT sector. *Journal of Asian Finance, Economics and Business*, 8(2), 123–132. <https://doi.org/10.13106/jafeb.2021.vol8.no2.123>
- Paul, C. (2019). Digital art: A new movement in contemporary art. *Art Journal*, 78(3), 34–47.
- Trenerry, B. C. S., Wang, Y., Suhaila, Z. S., Lim, S. S., Lu, H. Y., & Oh, P. H. (2021). Preparing workplaces for digital transformation: An integrative review and framework of multi-level factors. *Frontiers in Psychology*, 12, Article 620766. <https://doi.org/10.3389/fpsyg.2021.620766>
- Wang, Y., Kung, L., & Byrd, T. A. (2020). Big data analytics: Understanding its capabilities and potential benefits for healthcare organizations. *Technological Forecasting and Social Change*, 126, 3–13. <https://doi.org/10.1016/j.techfore.2020.120337>
- Wang, V., & Wang, D. (2021). The impact of the increasing popularity of digital art on the current job market for artists. *Art and Design Review*, 9, 242–253.
- Wu, Y., Jiang, Q., Ni, S., & Liang, H. E. (2021). Critical factors for predicting users' acceptance of digital museums for experience-influenced environments. *Information*, 12(10), 426. <https://doi.org/10.3390/info12100426>



INTERNATIONAL CONFERENCE ON RESPONSIBLE TOURISM AND HOSPITALITY (ICRTH) 2024

*Tourism and Peace: Promote
Peaceful and Inclusive Societies
for Sustainable Development*

ICRTH2024



ISBN 978-0-648175-1-8

Published by:
Sarawak Research Society (SRS)
01 April 2025 | Kuching, Sarawak, Malaysia