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# Divers' Willingness to Pay for Conservation Efforts in Malaysia

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*Mobilizing Responsible Tourism into Actions: Towards Economic Prosperity, Socio-Cultural Inclusivity and Environmental Sustainability*

Edited by  
Hiram Ting, Jessica Ho, and Lenny Yusrini

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## International Conference on Responsible Tourism and Hospitality (ICRTH) 2022

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## Welcoming Message

Dear ICRTH2022 delegates,

**INTERNATIONAL CONFERENCE ON RESPONSIBLE TOURISM AND HOSPITALITY (ICRTH)** is an annual international conference initiated by Sarawak Research Society (under the initiative of Responsible Borneo) and the Ministry of Tourism, Creative Industry and Performing Arts Sarawak (Malaysia) as a call to partnership and collective action through responsible tourism as a vehicle for common good. ICRTH was first organized virtually in May 2021. The event featured 100 speakers from 28 countries and attracted more than 3,500 delegates from 96 countries. It culminated in the declaration of the **Sarawak Commitment to Responsible Tourism**.

With the theme “**Mobilizing Responsible Tourism into Actions: Towards Economic Prosperity, Socio-cultural Inclusivity and Environmental Sustainability**”, ICRTH2022 aimed to advance the knowledge and practice of responsible tourism for sustainable development. The event featured 150 professional speakers from 30 countries and brought more than 250 tourism and hospitality stakeholders (including officials, tourism and hospitality practitioners, academic institutions, associations as well as local communities) from 27 countries together to share their ideas and experiences as well as to network and build collaborations. It was also joined by officials from World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), United Nations Educational, Scientific and Cultural Organization (UNESCO), The International Ecotourism Society (TIES), World Tourism Association for Culture and Heritage (WTACH), Emerald Publishing etc. In addition, the conference would not be a success without the support from 16 national partners and 17 international partners.



As an industrial cum academic conference, ICRTH2022 also received more than 100 submissions of extended abstracts and accepted 82 of them for presentation. 46 of these extended abstracts are reviewed and subsequently published as the conference proceedings. These extended abstracts highlight some of the key topics pertaining to responsible tourism. These topics include technology and smart tourism, cultural and heritage tourism, medical tourism, ecotourism, gastronomy and food tourism, inclusive tourism, hospitality services and sustainable practice, and destination marketing. Hence, we are delighted to showcase these extended abstracts in our collection to perpetuate the discourse on responsible tourism for future research endeavors.

More than just an event, ICRTH is an avenue to mobilize the responsible tourism mission. For more information, please visit our website at [www.responsibleborneo.com](http://www.responsibleborneo.com). We look forward to your participation in ICRTH2023 which will be held in Bogor, Indonesia on 21-25 September 2023 and your contributions to our collective mission to drive and sustain tourism development for the well-being of the people, planet and future generation.

---

**Warmest regards**

On behalf of ICRTH2022 Committee

**Hiram Ting**

**Jessica Ho**

**Lenny Yusrini**

*Conference Chairs of ICRTH2022*





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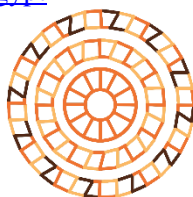
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**EXTENDED  
ABSTRACT  
SUBMISSIONS**

# 1. Improvement of Digital-Based Halal Tourism Governance in the Post Pandemic Era in Riau- Indonesia

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**Keywords:** Governance; Halal tourism; Post pandemic

## EXTENDED ABSTRACT

This is the argument of the research team to examine this problem. This study focuses on the role of digitalization in the governance of halal tourism in Riau. The main data sources of this research are primary sources and are supported by secondary data sources. Secondary data sources in the form of documentation. This type of research is descriptive to find a digital-based halal tourism which better governance model use. The research location is in Riau. The main data sources of this research are primary sources and are supported by secondary data sources. Primary data were obtained from policymakers for the management of halal destinations in Riau (local government) and players in the halal tourism industry in Riau (destination managers, hotel managers, travel agents, culinary delights, and other relevant elements). Researchers will also utilize data from local community leaders (traditional leaders, religious leaders, cultural observers, environmentalists, tourism-aware communities, and other relevant figures). Secondary data sources in the form of documentation. Data collection techniques used observation, in-depth interviews, focus group discussions, and written questions. Triangulation was used to test the validity of the data obtained. Data analysis used the descriptive-analytical method by describing the data that had been obtained related to the research problem and drawing conclusions.

## LITERATURE REVIEW

All marketing and product development effort that are directed at Muslims, even without completely religious motivations Ajeng et al. (2022) considered that Islamic tourism and Halal tourism are same concepts and defined Islamic tourism as simply tourism mainly by Muslims who prefer to stay within their culture.

Angga et al. (2021) Islamic tourism can be defined as “the activities of Muslims traveling to and Andro et al. (2021) As a niche market “halal friendly “tourism includes halal hotels, halal transport (halal airlines), halal food restaurants, halal tour packages and halal finance.

Purna cita nugraha et al. (2021) Traveling for tourism, as far as Islam is concerned, is a purposeful activity. When a Muslim traveler, he or she wants to achieve spiritual, social, and physical goals. The spiritual goal helps the Muslim to serve God in the best way. By traveling, for example, to visit relatives, a Muslim strengthens the social bonds. The physical goal lets the Muslim lead a life free of stress and become healthy.

Salman and Fan (2022) as a concept, halal traveling and tourism is composed of three elements: (1) strengthening and promoting Islamic culture and values, (2) creating economic advantages for Muslim societies, (3) improving Islamic self-esteem, identity, and beliefs.

Yudha (2022), Trishananto (2021) and Wahyudin (2021) Halal represents Islamic law based on the teaching of The Holy Quran and Sunnah and regulates every aspect of every Muslim's life. More specifically, Halal, literally meaning lawful or licit in Arabic, functions as a constitutive element of Islamic law, which is permitted, with respect to which no restriction exists, and the doing of which Allah has allowed.

Damarsiwi et al. (2020) Defined Islamic tourism as “The encouragement of tourists likely to meet their requirements of Sharia law”.

Christina et al. (2022) Defined Islamic tourism “as tourism in accordance with Islam, involving people of the Muslim faith who are interested in keeping with their personal religious habits whilst Traveling” Andro et al. (2021) Halal tourism is any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in tourism industry.

## RESEARCH METHOD

This study uses a type of library research and is qualitative in nature because it describes descriptive data and examines it spontaneously. This study looks for policies or ways to develop halal tourism in Riau to increase demand. This qualitative research aims to understand the solution of the phenomena experienced by the research subjects, holistically and through descriptive and author's point of view.

## RESULTS

Online marketing is a marketing strategy that utilizes the internet. Marketing activities to get consumers' attention are carried out by utilizing social media, websites, email, and even augmented reality. In close range marketing companies use Bluetooth and Wi-Fi to send promotions, products and services directly to consumers when they are shopping. As the name suggests, this type of digital marketing strategy uses email as a promotional medium for the company. This is an effective strategy because it is more personal and promotional emails go directly to the inboxes of potential customers. Inbound marketing is a digital marketing strategy that uses relevant and solution-based content and interactions to get consumers closer to the company's products and services. Through these platforms, companies provide quality content that will attract consumers' attention. This digital marketing should be run with clear metrics, so companies can monitor whether the content is really effective in improving marketing. This strategy is quite effective because now there are so many search engines. By using an SEM strategy, marketers can increase the likelihood of potential customers visiting a business website when they are looking for information. In addition to search engines, consumers also tend to search for various products and services needed through social media. So, coming to consumers and interacting with them through social media platforms has a great impact on business development.

## MANAGERIAL IMPLICATIONS

This research is expected to provide various benefits for the parties concerned, including:

1. For Riau local government: The results of this study can be used as material for consideration and evaluation of motivation, opportunities, problems, as well as to use suggestions from the authors summarized from various sources to leave the tourism center in the Riau area.

2. For academics, it is hoped that this research can be used to knowledge and complete the literature on the role of e-commerce on halal tourism.

## FUTURE RESEARCH DIRECTIONS

For further researchers, suggestions that can be given related to this research are expected to further researchers to find the cause of the decline in halal tourism in the Riau area internally and externally.

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## 2. Divers' Willingness to Pay for Conservation Efforts in Malaysia

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**Keywords:** Conservation; Diver motivation; Diver satisfaction; Responsible underwater behavior; Willingness to pay

### EXTENDED ABSTRACT

Malaysia is a popular destination for divers due to its abundance of marine resources and favorable climate. The largest diving certification body, Professional Association of Diving Instructors (PADI), reported that over 900,000 divers are certified annually, totaling 25 million certified divers worldwide.

Although the diving tourism contributes to employment and economic activities like training, boat operators, underwater guides, and dive masters, effective management of a diving tourism site and conservation is needed to minimize negative impacts caused by such activities (Booth et al., 2022). The economic and social gains do not outweigh the possible negative effects and impacts on the environment. As an example, marine species like sharks, rays, turtles, and cetaceans are some of the most imperiled in the animal kingdom due to human activities (Booth et al., 2022). This study examines whether divers' satisfaction, motivation, and responsible underwater behavior influence their willingness to pay a conservation fee or permit in Malaysian diving destinations.

### LITERATURE REVIEW

#### Willingness to Pay

Maritime activities that use marine biodiversity resources are undervalued since their cost is difficult to rationalize. Without enough collection, environmental deterioration could happen. Marine conservation can be helped by user fees. Properly managed user fees can fund environmental conservation. Users of the maritime environment should contribute to its sustainability by paying user fees, which fund conservation efforts. Entry, exit, and diving activities are charged.

#### Motivation of Divers and Willingness to Pay

Most tourism industries use travel motivation to determine tourist engagement and travel patterns. It is a driving factor that encourages tourists to travel to destinations that satisfy their desires. Divers are willing to pay extra for great marine life, decent water conditions, interesting underwater settings and sceneries, and a wide diversity of fishes (Grafeld et al., 2016; Schuhmann et al., 2019; Trujillo et al., 2016).

#### Responsible Underwater Behavior and Willingness to Pay

Divers' incompetence, lack of scuba diving abilities, knowledge, and specialization may cause irreversible coral damage (Pepe, 2010). Previous research has linked divers' specialization and training level to responsible underwater conduct, implying that educated divers are more likely to be

responsible (Allkins et al., 2021; Thapa et al., 2006). Divers who are educated and trained value the environment and are more willing to pay for conservation activities.

### Diver Satisfaction and Willingness to Pay

Studies show a link between diver satisfaction and conservation funding. An appealing site with outstanding service can meet the expectations of tourists and divers, maximizing earnings, supporting the local population, and protecting the environment (Duran-Roman et al., 2021). Satisfied tourists will pay more to improve their travel experience and reduce negative repercussions (Yu et al., 2018).

### Research Hypotheses

- H1** *Motivation of divers to engage in a dive expedition affects the divers' willingness to pay for conservation efforts.*
- H2** *Divers' responsible underwater behavior affects divers' willingness to pay for conservation efforts.*
- H3** *Diver's satisfaction affects divers' willingness to pay for conservation efforts.*

## RESEARCH METHOD

The quantitative study targets divers who have visited diving sites in Malaysia as primary respondents, with a minimum sample size target set at 74 as recommended by Tabachnick and Fidell (2007). The data were acquired using a non-probability survey questionnaire. Google Form was used due to COVID-19 constraints and shared in the Malaysian-based scuba social media groups including Scubajunkie, Malaysia Diving Community, and @clubnomad to reach potential respondents on Facebook, WhatsApp, and Instagram. To analyze the data, IBM SPSS Statistics version 26 was used.

The domestic divers' motivation measurement scale was adopted and adapted from Carvache-Franco et al. (2020), and the divers' responsible underwater behavior was based on Allkins et al. (2021). Diver satisfaction was measured using Musa et al. (2008), while the willingness to pay for conservation efforts was measured using Pedroso and Biu Kung'u (2019), and Schuhmann et al. (2019). In addition, three open-ended questions were asked about the respondents' understanding of conservation fees and their position on paying for marine park conservation fees. Table 1 shows the reliability of the scales, mean, and standard deviation.

**Table 1: Descriptive Statistics**

Variables	Cronbach's Alpha	Mean
WTP	.848	4.61
MD	.921	4.33
RUB	.917	4.48
DS	.938	4.18

Note: WTP - Willingness to Pay, MD - Motivation of Divers, RUB - Responsible Underwater Behavior, DS - Diver Satisfaction.

## Sample Profile

The total number of respondents obtained was 110. Of the 110 respondents, 54.5% were males. The majority age group was the 41-to-50 years old segment (34.30%). Majority of the respondents were employed (75.5%), while the unemployed categories were students (16.4%) and pensioners (8.2%). More than half (54%) earned an income of more than RM 6,000 monthly. Only 24.5% of the respondents earned less than RM 1,500 per month. The majority of the respondents (47.3%) were categorized as Advanced Open Water Diver and most of them dived with 4-to-6 fellow divers (50.9%). In terms of vacation duration, 61.8% of the respondents selected 4-to-6 days.

## RESULTS

### Multiple Regression Results

The R-square value obtained for the model was able to explain 53.5% of the variance in willingness to pay for conservation efforts. The tolerance values of independent variables are more than .10, while the VIF values, are less than 10, suggesting that there is no issue of multicollinearity.

**Table 2: Coefficient Analysis**

Variables	Std. Coef.	t-values	Sig.	Decision
MD	.649	8.934	.000	H1 Supported
RUB	.168	2.437	.016	H2 Supported
DS	.057	.794	.429	H3 Not Supported

Note: WTP - Willingness to Pay, MD - Motivation of Divers, RUB - Responsible Underwater Behavior, DS - Diver Satisfaction. a. Dependent Variable: Willingness to Pay.

### Hypotheses Testing

The results demonstrate a strong relationship between motivation of divers and willingness to pay for conservation efforts, with a beta value of .649 and a p-value of .000. H1 is accepted. The results show a positive relationship between responsible underwater behavior and willingness to pay for conservation, with a beta value of .168 and a p-value of .016. H2 is supported and accepted. The results indicate that there is no association between diver satisfaction and willingness to pay, as the beta value is .057 with a p-value of .429. H3 is rejected.

## DISCUSSIONS

This study's findings echoed prior research (Roberts et al., 2017) that divers value marine, reef, and biodiversity conservation. Divers who respect the natural environment, such as better coral and water quality, are willing to contribute to conservation (Schuhmann et al., 2019). Divers who respect nature and are environmentally concerned are more likely to dive responsibly.

Similar findings have been observed between environmental awareness and willingness to pay for marine conservation (Daly et al., 2015; Yu et al., 2018). Another study linked environmental awareness to higher education, implying educated people are more likely to help with conservation (Arin & Kramer, 2002). Interestingly, the results indicated that the divers were satisfied with their diving experience and the services provided but that does not make them eager to pay for conservation.

## FUTURE RESEARCH DIRECTIONS

More research is needed to generalize the findings. Policy goals like "a sustainable and equitable blue economy" may benefit from the underutilized income stream provided by the marine tourism industry, which might help fund marine conservation efforts (Booth et al., 2022). Future research should look on the non-divers' or marine-based recreational users' willingness to pay for conservation. Future research should give more attention to international divers in Malaysia. The effects of political and social considerations should also be examined.

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### 3. The Making of a Successful Chef in the Eyes of Culinary Practitioners and Culinary Educators in Quezon City

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**Keywords:** Chefs; Chef's competency; Culinary arts; Culinary competency; Polytechnic University of the Philippines

#### EXTENDED ABSTRACT

During the pandemic, the hospitality and tourism industry faced its most depressing situation. The food business contributes significantly to helping and reviving the dying industry at some point during this terrible time. Since the food industry has a big impact on the economy and people's lives, it's important to consider the education and training of those working in the food service industry because they generate the goods and services that are provided to visitors. In the past 20 years, the appearance of the Culinary Arts as a profession has significantly impacted the academic advancement of culinary schools. Culinary Arts education brings out work-ready and professional chefs, and it improves different life-long skills in a student that will lead the industry to success. Industry professionals have complained about the shortage of skills and low levels of education in Culinary Arts courses. In line with that, challenges also result in a lack of chefs' competencies. These include - unpreparedness for the pressure in the workplace, training issues, unrealistic expectations from the industry regarding the work environment readiness of a student, and difficulties in adjusting to the workplace that causes discouragement. Thus, developing a Culinary Arts curriculum must be designed for aspiring chefs in the local and international fields. The culinary programs must also have the capability to deal with changes to ensure the graduates' success in their chosen careers. Similarly, the academe is responsible for applying competencies to the pedagogy that aligns with the industry's needs. General competencies such as leadership and motivation are important to advance in one's career. Furthermore, according to a study by Vaz-Fernandez and Caeiro (2019) hygiene and food safety competency in the core dimension is essential to the culinary professionals in the industry. A chef's functional competency is culinary expertise. It is acquainted with the knowledge of food service operations, recipes and menu development, and culinary flavors.

#### OBJECTIVES

Studies recommend that there should be comprehensive efforts from institutions and educators in the industry to review the curriculum for development. There should also be a connection between the industry, and educators to meet the industry's latest trends, market demands, and expectations. Therefore, this study aims to answer the needed and significant competencies that a culinary student should possess to be a competent chef. The objective of this paper is to provide suggestions for how culinary students will be able to meet the standards of the culinary industry, through understanding the pandemic-relevant and lacking competencies in the culinary arts program. The researchers aim to produce a competency model that comprises the recommended competencies of industry practitioners and culinary educators. Lastly, the study also aims to provide a list of culinary activities, vital knowledge, and skills needed by culinary students, especially during this time of the pandemic.



## RESEARCH METHOD

This study uses a grounded theory method of qualitative research. To collect the essential data for this study, researchers chose five industry practitioners and five culinary educators from various areas of Quezon City, Metro Manila, Philippines. A minimum of three years of experience teaching in schools in Quezon City that offer culinary arts programs is required of culinary educators, who should be between the ages of 25 and 50. The industry practitioners, on the other hand, must be between the ages of 25 and 50, be professional chefs currently employed in Quezon City, and have at least three years of industry experience. This study used purposive sampling for the selection of participants. Samples were purposively selected because they are the experts in the field of this study. With connections and an intensive selection of participants, the researchers narrowed the range of variation and focused on similarities. The criteria used to choose the participants stipulates that they must be industry professionals or culinary educators, have first-hand knowledge of the state of the culinary industry, and have experience assessing the skills of culinary students. Semi-structured interviews with the chosen participants were conducted utilizing an online video conferencing platform. Through the analysis of participant responses, the study's goal was achieved. In keeping with that, the researchers analyzed the data using the inductive approach.

## RESULTS

This study shows that Culinary Educators and Industry Practitioners believe that all the skills in general competencies are important since each skill contributes to a chef's competence; these skills are connected to function effectively. Among core capabilities, ensuring food safety and hygiene takes precedence. Additionally, functional competency results demonstrate that professionals in the culinary business and educators agree that the student should be able to use a variety of cooking techniques. This is what mostly motivates people to carry out duties effectively. Finally, the participants believe that social intelligence and verbal and written communication skills are essential for operational competence because culinary students will interact with others while working in the kitchen.

## DISCUSSIONS

All the general competencies and core competencies, in the participants' opinion, are crucial. They think the competencies complement one another on an equal footing. Participants believe that in terms of functional competencies, food presentation is the least important. The technology abilities stand out among the many suggestions for the least crucial competency in operational competence. Most industry professionals and culinary educators concur that a chef's job is done in the kitchen rather than around computers.

The core of everything a student should learn, according to industry practitioners, therefore having core competencies and concentrating on them is the key to all the other competencies. However, according to culinary educators, functional competencies are the fundamental skills every chef should possess because they define a chef's identity. The students will be able to adjust well and demonstrate their competencies regardless of the circumstances the new normal people are in if they choose to seize the chance presented by the pandemic, learn to be resilient and flexible, and have never-ending passion.

## FUTURE RESEARCH DIRECTIONS

The information acquired shows that the participants' opinions on the competencies and abilities that students and chefs should possess during this epidemic, as well as on the competencies that the culinary program lacks, differ. The discrepancies in the participants' perceptions are thus made clear. As a result, the researchers developed the competency model that is depicted in Figure 1. The proposed competency model will assist the culinary schools in determining what aspects of the culinary arts program should be improved. The model can be used as a guide for culinary schools and the industry regarding the modifications that can be made to help chefs and culinary students develop their skills. The model also exhibits both the perspective of industry practitioners and culinary educators. Hence, it can assist culinary schools in aligning their programs for students to match industry requirements.

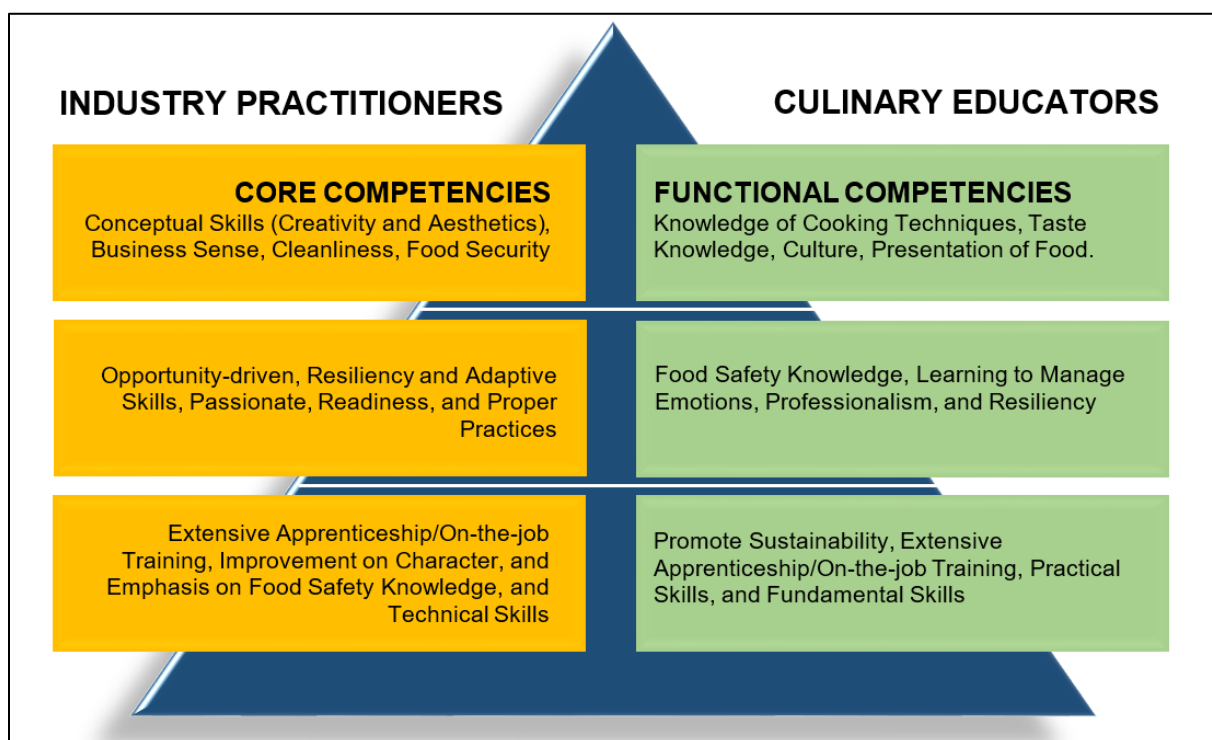


Figure 1: Competency Model by (Barcelona et al., 2021)

Industry Practitioners and Culinary Educators agreed that the culinary program should emphasize practical and longer time with on-the-job training and apprenticeship because the current program is not enough for the students to develop the relevant skills. Industry Practitioners suggested that culinary programs need to focus more on teaching food safety, and improving the students' character, creativity, and actual skills as it will raise their skill set. However, culinary educators thought that sustainability should be emphasized in the curriculum. Finally, gaining practical knowledge and core skills can help culinary students succeed in the current industry.

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## 4. Intention to Visit Community-based Homestay among Young Adults in Malaysia: What Matters?

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**Keywords:** Community-based homestay; Model of goal-directed behavior; Motivational theory; Visit intention; Young adults

### EXTENDED ABSTRACT

The tourism industry has been one of the most severely affected by the COVID-19 global pandemic in 2020 (Ghebreyesus, 2020). As a result of the prolonged closure of international borders, a sharp decrease in tourist arrivals in Malaysia in 2020 brought about a massive decline of nearly 70% of tourism receipts by the domestic tourism sector compared to the previous year (Tourism Malaysia, 2020). Previously, the tourism industry had generated RM 11 billion in 2018, which accounted for 7.5% of Sarawak's gross domestic product (GDP). Out of this amount, RM 5.4 billion was contributed by domestic tourism (Department of Statistics Malaysia, 2019), including rural tourism.

As a developing country, Malaysia has great potential for rural tourism and community homestay programs because of its multicultural heritage and ethnic diversity (Janjua et al., 2021; Muslim et al., 2017). The Ministry of Tourism Malaysia has been actively promoting homestay programs. For example, under the Rural Tourism Master Plan, rural communities are encouraged to participate in rural tourism development programs as a way to improve living quality and standards (Lo et al., 2013).

Numerous homestay studies have focused on the perspectives of homestay operators and local communities on the social, cultural, economic, and environmental benefits, community development, and concerns about sustainability (Acharya & Halpenny, 2013; Fong et al., 2016). A few studies have addressed tourists' perspectives, by investigating their perceptions, perceived values, and motivations for visiting rural homestays (Law & Lo, 2016; Rasoolimanesh et al., 2016). Nevertheless, studies focusing on community-based homestays among young adults in rural areas in Malaysia are limited at best, especially during the pandemic era (Pasa, 2020).

The study's main objective was to identify young adults' intention to visit community-based homestays using the goal-directed behavior model and push and pull motivation theory, in the context of the COVID-19. Furthermore, this study sought to evaluate the mediating effect of perceived value on the relationship between push factors and intention to visit community-based homestay. Safety and health concerns were adopted in this study to examine the moderating effects between perceived value and intention to visit a community-based homestay during the pandemic era (Zou & Meng, 2020).

This study contributes to understanding young adults' intention to visit community-based homestays from four motivational push factors (relaxation, socialization, learning, and entertainment) and perceived value (Lwoga & Maturo, 2020). The study extends the literature by testing the mediating

effect of perceived value and the moderating effect of health and safety concerns on the relationship between motivational push factors and the intention to visit the homestay. In addition, the current study provides a better understanding of the impact of the pandemic on the community-based homestay in rural areas, which is currently lacking in the literature (Kement et al., 2020).

## LITERATURE REVIEW

The Model of Goal-directed Behavior (MGB) was formulated to deal with both intentional and unintentional impacts associated with emotional, motivational, and prior behaviors (Perugini & Bagozzi, 2001). Motivation is an essential factor in travel behavior and has been extensively researched and used in tourism marketing strategies (Aduce et al., 2021). According to push and pull theory, the intrinsic and extrinsic variables affect a person's decision to participate in certain tourism activities (Lwoga & Maturo, 2020). Push factors refer to individual travelers' intrinsic desires and their effects may be significant in explaining the initial excitement, energizing, or 'push' to take a holiday (Dean & Suhartanto, 2019).

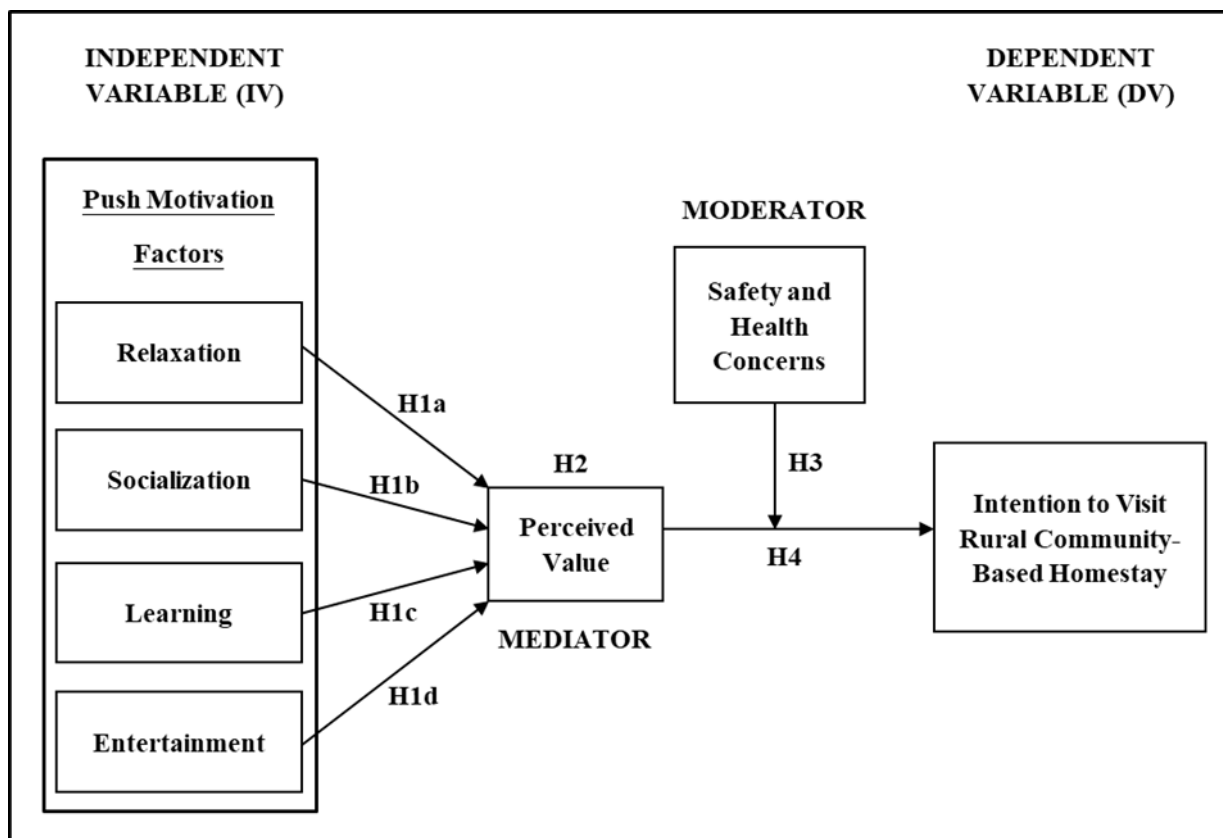


Figure 1: Proposed Conceptual Framework

## RESEARCH METHOD

The respondents were Malaysians aged between 18 and 24. The minimum sample size of 129 was determined by using a power analysis with the impact size of 0.15, the alpha error probability of 0.05, and the power of 0.95 for four predictors. Using questionnaires distributed to respondents, a total of 268 responses qualified for this study. In terms of data analysis, Partial Least Square Structural Equation Modeling (PLS-SEM) was used to test the proposed research model.

## RESULTS AND DISCUSSIONS

The results indicated that the perceived value of community-based homestays is positively affected by relaxation, learning, and entertainment. Malaysian young adults value relaxation when deciding on a place to travel and visit, even in the middle of a pandemic or health crisis. The current findings demonstrate that the respondents are willing and interested in learning the culture and traditions of rural areas, which affects their perception of visiting rural community-based homestays. The findings also indicated that young adult tourists were motivated to have a good time through homestay entertainment activities, and visiting a homestay allows them to see what the local people are up to. The analysis showed that socialization does not have a significant relationship with perceived value. Young adults in Malaysia are yet to socialize with local people in rural areas, especially during the pandemic, since there might be a concern about social distancing and other rules to adhere to. Perceived value also mediates the relationship between the three said motivational push factors and intention to visit a community-based homestay. The findings indicated that general safety and health concerns do not moderate the relationship between perceived value and intention to visit community-based homestays.

## IMPLICATIONS

This study benefits tourism authorities and marketers who want to promote community-based homestays. Theoretically, this study contributes to the theory of travel motivation by incorporating the Model of Goal-directed Behavior (MGB) as well as introducing safety and health concerns as moderators. Practically, this research demonstrates how motivation and perception of value can influence young adults' intention to visit, which suggests that industry players should consider creating values via activities, events, or environments that are entertaining and relaxing as well as enabling knowledge creation.

## FUTURE RESEARCH DIRECTIONS

The current study only focused on young adults in a developing country, namely Malaysia. However, cultural variations may affect visitors' perceptions of rural homestay, which are not accounted for in this study. It is also suggested that future studies to include respondents from different age groups to obtain better insights regarding the study. In addition, a qualitative approach can be employed in the future to confirm the proposed model and gain deeper insights.

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## 5. Gain the Support for Sports Tourism Development through the perspective of Residents

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**Keywords:** Knowledge; Perceived impact of sports tourism; Sports tourism development

### EXTENDED ABSTRACT

The rise of sporting events will boost tourism, the economy, and local communities, but it also raises concerns about environmental degradation, pollution, higher living standards, vandalism, security, traffic congestion, and infection rates in destination places. Local authorities may have trouble gaining community support for sports tourism development. Ganji et al. (2020) and Tournois and Djeric (2019) argued that local residents' participation is crucial for sustainable sports tourism development.

Place attachment, socio-demographic characteristics (Tournois & Djeric, 2019), community participation (Boonsiritomachai & Phonthanukitithaworn, 2019), place image (Chang et al., 2022), and perceived impact of sports tourism are all related to the development of sports tourism (Chang et al., 2020). Few studies have examined the impact of sports tourism and the support for its development (SSTD). Chang and his colleagues argued that local residents with extensive tourism knowledge could help them understand how sports tourism contributes to local communities (Chang et al., 2022). This influences their perception of sports tourism impacts, which encourages them to support sports tourism development projects. The main goal of this paper is to examine the mediating effect of perceived sports tourism impact on local residents' tourism and SSTD knowledge.

### LITERATURE REVIEW

Tourism knowledge means understanding tourism activity and how sports tourism development affects local communities (Nunkoo & So, 2015). There is abundant research on the relationship between tourism knowledge and tourism development support in other tourism contexts (Gutiérrez-Tao et al., 2019; Meimand et al., 2017; Nunkoo & So, 2015; Rasoolimanesh et al., 2017), but not in sports tourism in Malaysia. Residents with more knowledge about tourism understand its impact better. This boosts residents' support for sports tourism.

Residents with high levels of knowledge can understand the economic, cultural, social, and environmental impacts of tourism activities on local communities (Rasoolimanesh et al., 2017). If residents saw more positive than negative impacts from sports tourism, they'd be more likely to support its development and activities (Krishnaswamy et al., 2018). The hypotheses proposed by the researchers are as follows.

**H1** *Knowledge about tourism is positively related to support for sports tourism development.*

- H2** *Knowledge about tourism is positively related to perceived impact of sports tourism.*
- H3** *Perceived impact of sports tourism is positively related to support for sports tourism development.*
- H4** *The relationship between knowledge about tourism and support for sports tourism development is significantly mediated by perceived impact of sports tourism.*

## RESEARCH METHOD

### Research Procedure and Sample

In order to obtain a meaningful finding and making the results more transferable, those tourism destinations which held sport tourism activities before were selected. Langkawi, Sepang, Bukit Jalil, and Pulau Tioman were chosen as the locations to collect the responses owing to their experience in holding sports tourism activities and events in the past. Purposive sampling technique was adopted, and the local residents were invited to participate in the survey. Prior to the fieldwork, ethical approval was granted by the Institute of Postgraduate Studies and Research (IPSR). Five local research assistants were recruited and trained to facilitate data collection. The data collection was conducted in October 2019. A total of 289 respondents agreed to participate in this survey. Out of 289 respondents, 149 are female respondents. The majority of them fall within the age group of 21–30 years old (45%) and within the income range of RM 3,001 and RM 6,000 (35%).

### Measurement Instruments

All items were adapted from past studies and measured with a five-point Likert scale ranging from 1-strongly disagree to 5-strongly agree. The questionnaire was designed and comprised of two sections. Section A consists of items pertaining to respondents' basic demographical details, whereas Section B consists of items related to knowledge about tourism, perceived impact of sports tourism, and support for sports tourism development (SSTD). These items were pre-tested, and pilot tested. Knowledge about tourism was measured with five items by Timothy (2002).

## RESULTS

SmartPLS software was used to analyze the data. Both the measurement model and the structural model were tested. The construct validity and reliability were assessed to confirm the measurement model, whereas the assessment of the structural model was conducted to examine path analysis and hypotheses.

### Measurement Model

The measurement model was examined through the adoption of the partial least squares (PLS) algorithm technique. All variable average variances extracted exceeded the minimum threshold value of 0.500, whereas all items loaded surpassed the minimum cut-off value of 0.708. Aside from that, none of the inter-correlations scores exceeds the 0.900 heterotrait-monotrait threshold value. Thus, it was concluded that both convergent validity and discriminant validity were well ascertained. For composite reliability, all constructs' composite reliability was greater than the minimum recommended value of 0.708 (Hair et al., 2019). Therefore, the items are considered to have good reliability.

## Structural Model

Based on the structural model analysis, a 5,000 resample was used to run the bootstrapping technique. The statistical result reveals that knowledge about tourism is not significantly related to residents' support for sports tourism development. While knowledge about tourism is positively related to the perceived impact of sports tourism, Similarly, the perceived impact of sports tourism is positively related to residents' support for sports tourism development. For mediation analysis, it is also well documented that the perceived impact of sports tourism fully mediates the relationship between knowledge about tourism and residents' support for sports tourism development. Therefore, all hypotheses are well supported by the data, except for hypothesis 1.

## CONCLUSION

### Discussion and Implications

It has been proven that perceived tourism impact mediates the relationship between tourism knowledge and residents' support for sports tourism development. This implies that local residents won't support sports tourism development with tourism knowledge. Residents who understand sports tourism can access and understand the economic, cultural, social, and environmental impacts of tourism activities on local communities (Chang et al., 2022; Rasoolimanesh et al., 2017). It will persuade them to support sports tourism development plans (Krishnaswamy et al., 2018). This finding adds to the sports tourism literature by using perceived impact as a mediator between tourism knowledge and residents' support for sports tourism development.

### Limitations and Future Research

One of the common limitations of this study is that it is not able to provide causal inference due to the nature of cross-sectional data (Choong et al., 2022). Longitudinal research is recommended to understand the perceptions of respondents at different time points. Next, the data was collected before the COVID-19 era. Therefore, the findings of this study are not able to accurately reflect the current state of sports tourism (Chang et al., 2022). Thus, a more comprehensive study should be conducted in the future, especially in the post-pandemic era. Local tourists may perceive sports tourism differently after the nation and local society experienced pandemic fatigue.

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## 6. Environmental Awareness and Green Practices: The Mediating Role of Environmental Commitment among Hotel's Managers

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**Keywords:** Environmental awareness; Environmental commitment; Green practices; Hotel managers

### EXTENDED ABSTRACT

Tourism is a key sector of Malaysian economy and contributed 14.1% of Gross Domestic Product in 2019 (Malaysia Economic Performance 2021, 2022). However, the overwhelming tourism activities have detrimental effects on environment, such as different forms of pollutions, carbon emission, and environmental degradation (Kuar et al., 2022). Meanwhile, the hotel sector which closely link to tourism is one of the key CO<sub>2</sub> producers and consume lot of resources that can negatively affect the environment (Moise et al., 2021). A question remains: "Are the hoteliers aware or concern about global environmental issues?" Today, the hotel industry is gradually recovered after more than two years of the COVID-19 pandemic. Study showed that pandemic further stimulate attention towards environment sustainability (Pelikanova et al., 2021). Several past studies have confirmed that more hotels started to take initiative to develop green practices in response to the environmental issues (Moise et al., 2021) and demand from consumers/tourists (Kuar et al., 2022). Green practices can be defined as "a value-added business strategy that benefits a hospitality operation that engages in environmental protection initiatives" (Kim et al., 2017). Most of the past studies focus on the adoption of green practices from the perspective of tourists/consumers or employees. However, there are scant research examine the hotel managers towards the adoption of green practices. Thereby, the focal point of this paper is to examine the mediating mechanism of environmental commitment on the relationship between environment awareness and green practices among hotel managers in Malaysia. Managers play critical role as they are typically the key person to initiate the green practices implementation in their premises and acted as a role model in their organization (Kuar et al., 2022).

### LITERATURE REVIEW

Environmental awareness (EA) is defined as the individual's emotional attitude and respectful towards the environment (Cui et al., 2015). Whereas environmental commitment (EC) is referred as "an individual involvement and support for hotels' adoption of environmental practices" (Kim et al., 2015). Demir et al. (2021) indicated that consumers preferred to stay in green hotels that are more environmentally friendly. Similarly, hotelier with greater awareness about the environment issue better promote green practices. The managers with high EC provide support and actively involved in the adoption of green practices in the hotel (Kim et al., 2015). Therefore, we also argued that people with greater EA are passionate and committed toward green practices, such as waste management and reduce consumption of water and energy. Thus, hypotheses are proposed as follows:

**H1** *Environmental awareness is positively related to green practices.*

- H2** *Environmental awareness is positively related to environmental commitment.*
- H3** *Environmental commitment is positively related to green practices.*
- H4** *The relationship between environmental awareness and green practices is significantly mediated by environmental commitment.*

## RESEARCH METHOD

### Research Procedure and Sample

The sample of this study was hotels' top-level managers. A convenient sampling technique was used to select the respondents. There were two selection criteria: (1) he/she must be a manager who possess managerial discretion regarding the hotel's green practice, and (2) has been worked in the current hotel at least one year. The fieldwork was conducted from September to November 2019. We had obtained an ethical clearance approval from Institute of Postgraduate Studies and Research. Several research assistants were hired and trained to conduct data collection. Approximately 350 sets of questionnaires were distributed to hotel managers. However, only 147 usable questionnaires were collected yielded 42% response rate. Out of 147 respondents, 65 (44%) managers were male, and 82 (56%) managers were female.

### Measurement Instruments

This study employed structured questionnaire that was designed in accordance with the main focal point of this study. A three-item scale by Kim et al. (2015) was adapted to measure EC with reliability alpha coefficient of 0.90. EA was adapted from Onwezen et al. (2013) consist of four items. For green practices, it consists of seven items developed by Bagur-Femenias et al. (2016) and Kim et al. (2015) with reliability alpha coefficient of 0.92. A five-point Likert scale (strongly disagree = 1 to strongly agree = 5) was used for all measures. A pre-test and pilot test were conducted to ensure the validity and reliability of the questionnaire.

## DATA ANALYSIS

The SmartPLS software ver. 3 was used to conduct two step analytical approach: (1) assessment of the measurement model via PLS algorithm, (2) evaluation of the structural model through bootstrapping with 5,000 resample (Hair et al., 2019). No common method bias was detected as exploratory factor analysis performed via SPSS showed that the first factor does not account more than 50% of the variances.

### Measurement Model

Based on the measurement model evaluation, all items factor loading exceeded the minimum threshold value of 0.708 (Hair et al., 2019). The average variance extracted scores for all the three constructs were greater than 0.5 cut-off value (i.e., range from 0.646 to 0.841). Thus, this further confirmed the convergent validity. The composite reliability, Cronbach alpha value and rho\_A were all surpassed the minimum required value of 0.7 (Hair et al., 2019). Thereby, the adapted measurement items are reliable.

For discriminant validity, the HTMT criterion was pursued. The statistical result revealed that none of the inter-correlation score was more than the conservative threshold value-HTMT<sub>0.85</sub>. Thus, the discriminant validity is achieved.

## Structural Model

The path analysis result shows that EA is positively related to EC ( $\beta=0.488$ ,  $t=5.659$ ,  $p<0.001$ ). Whereas EC is also positively related to green practices ( $\beta=0.375$ ,  $t=3.290$ ,  $p<0.05$ ). However, there is no significant relationship between EA and green practices. Thus, hypotheses 2 and 3 are supported by the data, except hypothesis 1 is not supported.

For mediation analysis, it is evidenced that EC significantly mediate the relationship between EA and green practices ( $\beta=0.174$ ,  $t=2.588$ ,  $p<0.05$ ). Since the direct path is not significant, indicating a full mediation. Thereby, hypothesis 4 is also well supported.

## CONCLUSION

### Discussion and Implications

The overarching purpose of this study is to examine the mediating effect of EC on the relationship between EA and green practices among hoteliers. Based on the finding, we can conclude that hoteliers with higher EA will not directly induce them to adopt, support and implement green practices. However, hoteliers who care and know well about the environment issues (e.g., climate change and global warming) are more committed to actively engages in environmental protection initiatives such as invest in green energy by installing solar panels on rooftops, conservation of water, increase the usage of rain water by installing a rain water harvesting system, paperless, implement 3R's (reduce, reuse and recycle) and waste management practices (Kuar et al., 2022; Kim et al., 2015).

### Limitations and Future Research

One of the major limitations of this study is the sample comprised of different ratings, only small number of samples are from 4-star and 5-star hotel. Therefore, a quota sampling technique could be adopted, thereby it able to ensure the sample are more representative toward the target population.

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## 7. Imitate? Or be Imitated? The Sustainable and Unique Competencies and Structure of Theme-based Hotels

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**Keywords:** Resource base theory; Sustainable competitive advantage; Sustainable distinctive competencies; Theming strategy

### EXTENDED ABSTRACT

Pizam (1999) predicted in the published paper regarding lifestyles and tourism in 2025, attracting new guests and effectively competing with other properties requires most hotels in the 21<sup>st</sup> century to have themes. Themes are a way for firms to craft a unique, powerful identity and an enticement to consumers who seek an out-of-the-ordinary dining or retailing experience. Wassler et al. (2015) mentioned that the competition amongst theme-based hotels has intensified as the number of hotels has increased, superficially themed hotels failed as they are easy to copy, and guests are becoming more sophisticated, resulting in difficulties with sustainable management. Barney (1991) proposed that organizations must pay attention to the inimitable and non-substitutable internal resources to pursue sustainable competitiveness.

With competition in the hospitality and tourism market, theme-based management has received significant attention in Asia in recent years. This study explores the sustainable competitive advantages of theme-based management of hotels. This study adopts qualitative research as its approach by carrying out field surveys, secondary data collection, and in-depth interviews. This initial research will examine and compare 11 theme-based brand hotels in China and Taiwan as they all possess value as practical management references. Having a precise understanding of the priority for internal resources dimensions is the only way for subsequent combination and connection of resources to then improve, enhance, and upgrade core competencies so that they can become “sustainable unique competencies.” This includes the connection and integration of external resources to create a brand identity that is difficult for competitors to imitate and create sustainable competitive advantages.

### LITERATURE REVIEW

Past research hasn't resolved the issues that the theme-based hotel industry is facing with regard to sustainable operation. Scholars' researches mostly focus on the importance of theme selection for theme-based management of hotels (Xiao et al., 2013), but focus less on the comprehensive research of core competencies for theme-based hotels generated by the selected strategies and resources to be upgraded to applications of “sustainable unique competencies.” In Resource Based Theory (RBT), scholars value the importance of heterogeneous resources owned by an organization and believe that



these resources and capabilities can bring an organization a lasting competitive advantage, allowing them to continuously create products and deliver its value (Barney, 1991; Wernerfelt, 1984). “Theming” has increasingly become an important differentiation strategy in the lodging industry, allowing hotels a competitive advantage based on the unique experience offered by the adopted elements of the chosen subject (Oliveira, 2018).

Wassler et al. (2015) mentioned that most hotel operators still lack awareness on how to use resources to properly implement theming. Past research hasn’t explained how to carry out theming, especially when it comes to operating theme-based hotels, it is very important for the industry to evaluate the internal resource dimensions and determine the priority for focused investments on these dimensions as it might be the key. Due to the limited operating resources of enterprises, having an accurate understanding of the priority for internal resource dimensions for themed management can it allow for upgrades to sustainable and unique competencies, thus creating sustainable competitive advantages. This study will make up for the shortcomings of past studies and specifically propose a priority and weighting of theme-based hotel resources after inventory to facilitate the connection of resources and propose how to upgrade and transform these resources and fill in research gaps.

## RESEARCH METHOD

The development of the Theory of Sustainable Competitive Advantage among theme-based hotel owners in Taiwan and China was investigated through the case study. Eleven hotels with theme-based management in Taiwan and China were selected to explore the core competencies of theme-based management of hotels, develop unique sustainable competencies, and establish a sustainable competitive advantage management strategy for themed hotels.

### Research Design

This study adopts several qualitative methods as its approach by carrying out field surveys, secondary data collection, and in-depth interviews. Case study research aims to explore and depict a setting to advance understanding of it (Cousin, 2005). The research is expected to collect some business strategies to find sustainable competitive advantages for theme-based management of hotels.

### Research Participants

The case studies highlight 11 hotels with theme-based management in Yilan, Taichung, and Taoyuan in Taiwan as well as Shanghai, Deqing, Taihu area, Anji, and Hangzhou in China as research subjects with themes such as family, ecology, urban, drama, amusement parks, romance, and robots. After consideration, all of the research subjects are well-known themed hotels that possess indicative popularity and rooming capacity. The hotels have distinctive themes and unique styles. The interview participants of the 11 hotels for this study selected senior executives with experience in the operation and management of theme-based hotels.

### Data Collection and Analysis

Primary data was collected at 11 theme hotels using in-depth interviews. The approach involves applying a case study analysis developed by Yin (1994) emphasized multiple sources with different paradigms, such as reports, archives records, interview materials, direct observation, participant observation, and natural and cultural relics. In order to interpret the finding of interviews, this study used Content Analysis as the method for data analysis.

## RESULTS AND DISCUSSION

The interviewed content was transcribed into transcripts using the Krippendorff (2004) content analysis method, and the transcripts were then coded by experts (Judge A and Judge B). After experts confirmed and reviewed the similarities and differences of the units of analysis, they were classified into categories that match the interview topics and research questions and were named accordingly. After the classification was completed, the reliability test was carried out by the Inter-Judge and Intra-Judge. The Inter-judge (amongst groups) had Expert A and Expert B complete two categorizations again, and then had Expert C reclassify the units into categories as that was the reliability test of Inter-Judge, and its reliability test value met the standard at 97.9%. 259 analysis units were eventually obtained and after categorization, the contents of the results along with ambiguous words and sentences were deleted. A total of 20 analysis units were deleted and 239 analysis units.

The interviews were conducted in the form of surveys to ask about the evaluation of their hotel's internal resources. In this study, the evaluation results of various categories and dimensions of the internal resources from the 11 respondents were comprehensively arranged in Table 1 below.

For the total of all dimensions, there were a total of 27 intangible assets, with the most important being the internal resources, followed by physical assets, management capacity, employee competencies and financial assets.

**Table 1: Comprehensive Arrangement of Internal Resource Assessment Dimensions**

<b>Dimensions (sorted)</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>	<b>K</b>	<b>Total</b>
Physical Assets	2	4	4	1	2	3	1	2	1	4	5	29
Financial Assets	5	5	5	5	5	5	3	5	5	1	4	48
Intangible Assets	4	2	3	2	4	1	4	1	2	3	1	27
Employee Competencies	3	1	1	3	1	2	5	3	4	5	3	31
Management Capacity	1	3	2	4	3	4	2	4	3	2	2	30

Note: 1 is the most important in terms of priority; 5 is the least important in terms of priority.

## CONCLUSIONS

The results showed that (1) themed “combination with local characteristics” to develop “unique competencies”, (2) intangible assets in “employee competencies” to deliver “brand marketing”, (3) the “integration and upgrades” to core competencies, and “continuous evolution” into unique competencies, and (4) unique competencies to externally “alliance with different industries” and make “dynamic adjustments”.

## MANAGERIAL IMPLICATIONS

Based on the conclusions, this study makes the following recommendations:

1. Integrate software and hardware to create personalized services for target consumers, can highlight the uniqueness of the theme-based management brand.
2. Make good use of the sequential evaluation of resource dimensions to develop sustainable unique competencies. This study has summarized a model to build sustainable competitive strategies as shown in Figure 1.



**Figure 1: Theme-based Hotels Sustainable Competitive Advantages**

## FUTURE RESEARCH DIRECTIONS

This study explores theme-based management from the perspective of enterprise management. It is suggested that follow-up research could gain a deeper understanding of consumer-oriented cognition, demand, and accommodation experience for theme-based management.

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## 8. A Pilot Study on Malaysians' Intentions to Travel Virtually

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**Keywords:** Ease of use; Enjoyment; Intentions; Malaysians; Virtual tourism

### EXTENDED ABSTRACT

Virtual Reality (VR) has been adopted within the tourism sector to create branding of travel destinations, develop interactive and engaging advertising, and enhance the attitude of tourists towards a place (Wei, 2019). Local and international tourism operators offer a trial experience that provide potential travelers a preview of travel attractions before actual trips being booked (Rogers, 2020). Virtual tourism has become an alternative to ease the urge for traveling has arisen during the outbreak of Coronavirus disease (COVID-19). However, the needs for virtual tourism have been questioned. The re-opening of international borders by many nations has enabled Malaysians to travel to foreign destinations for leisure again. This research is to investigate Malaysians' intentions to travel virtually by applying Technology Acceptance Model (TAM) and Maslow's hierarchy of needs.

### LITERATURE REVIEW

#### Virtual Travel Intentions

A person with a stronger intention to visit a travel destination is more probable to visit the destination in actual (Lu et al., 2016; Park et al., 2019). The forms of virtual tourism vary from just as simple as the users watch a video of a travel destination involving their sight and hearing senses, to a more sophisticated form of virtual tourism that involves users to immerse themselves into a setting and additional sensations such as feeling, smell and movement (Stainton, 2020).

#### Factors Influencing Intentions to Travel Virtually

Novelty seeking is commonly considered as an exploratory motivation that affects consumers' attitude towards technological products (Jang & Feng, 2007). Consumers that have a higher propensity of novelty seeking will have a stronger inherent motivation to utilize technological products and to search for new stimuli (Hsiao & Yang, 2010).

**H1** *There is a relationship between novelty seeking and intentions to travel virtually.*

Perceived ease of use is one of the fundamental determinants of the user acceptance and behavioral intentions proposed by Davis (1989) in the TAM. Fagan et al. (2012) testified that perceived ease of use of had a significant positive impact on behavioral intention to use a simulation. Syed-Abdul et al. (2019) found that perceived ease of use is among the significant factors to be considered when developing VR applications.

**H2** *There is a relationship between perceived ease of use and intentions to travel virtually.*

Kurkinen (2014) and Israel et al. (2019) explained that enjoyment as an intrinsic motivation is arose from interactions between the user and technology. Studies showed that the perceived enjoyment has positive effect towards the behavioral intentions of consumers on the subject of virtual worlds (Barnes, 2011; Guo & Barnes, 2011; Kim et al., 2021).

**H3** *There is a relationship between enjoyment and intentions to travel virtually.*

## RESEARCH METHOD

A total number of 100 respondents participated in this pilot study. Primary data was collected from Malaysians who are 18 years old and above through online questionnaire survey from January 2022 to February 2022. Online questionnaire survey was distributed through social media platforms.

## RESULTS AND DISCUSSIONS

### Virtual Traveling Intentions

The results in Table 1 showed that Malaysians' intentions to travel virtually was average ( $M = 3.212$ ,  $SD = 0.981$ ). This can be explained that the concept of virtual tourism is still comparatively new in Malaysia (Nathan, 2021). This has proved that taking a trip to a destination physically is still a preferred traveling option among Malaysians as Malaysians plan to travel domestically internationally by mid of year 2022 (Visa, 2021).

**Table 1: Descriptive Analysis of Intentions to Travel Virtually (N = 100)**

Construct	Indicator	M	SD
Intentions to Travel Virtually	ITV1	2.970	1.176
	ITV2	3.330	1.120
	ITV3	3.570	0.987
	ITV4	2.990	1.141
	ITV5	3.200	1.015
	Overall	3.212	0.981

### Factors influencing Intentions to Travel Virtually

The findings of multiple regression analyses in Table 2 indicated that these three predictors (novelty seeking, perceived ease of use and enjoyment jointly) explained 44.2% ( $R^2 = 0.442$ ) of the variance in Malaysians' intentions to travel virtually.

Perceived each of use ( $\beta = 0.396$ ,  $p = 0.005$ ) and enjoyment ( $\beta = 0.474$ ,  $p = 0.000$ ) positively affected the intentions to travel virtually among Malaysians. Typical platforms that Malaysians used for virtual travel such as Localokal, Explore Malaysia Virtually, and Google Earth are generally user-friendly. Thus, users can easily adopt traveling virtually while their experiences and satisfaction will be enhanced which then promote virtual traveling in the future (Akhlq & Ahmed, 2015). Although virtual tours might not be able to induce the exact same sense that one could experience through actual travel, virtual travel could more or less remedy the urge of travelers seeking enjoyment through traveling.



Novelty seeking ( $\beta = -0.057, p = 0.691 > 0.05$ ) indicated that there is no relationship between novelty seeking and intentions to travel virtually. It is arguable that actual travel possessed a higher degree of novelty than virtual travel and Malaysians tend to seek for a higher degree of novelty. Malaysians are not thrilled with this traveling mode and limited selection of virtual tours could be the possible explanation.

**Table 2: Multiple Regression Analysis**

Construct	B	Std. Error	Standardized $\beta$	t	p
(Constant)	0.321	0.594		0.541	0.590
Novelty Seeking	-0.057	0.144	-0.033	-0.398	0.691
Perceived Ease of Use	0.396	0.138	0.282	2.868	0.005
Enjoyment	0.474	0.095	0.471	4.995	0.000

Note: \*Significant at the 0.05 level.

## MANAGERIAL IMPLICATIONS

This research contributes to the tourism industry by providing an overview of Malaysians' intentions to travel virtually. Relevant stakeholders could make use of these findings to promote local travel destinations and bring the tourism industry to a greater height by applying VR.

## FUTURE RESEARCH DIRECTIONS

The application of virtual tourism in wildlife sanctuary for awareness creating and profit generating.

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## 9. Promotion of Sustainability Through a Virtual Marine Tour

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**Keywords:** Ocean sustainability; Pleasure-arousal-dominance (PAD) emotional model; Stimulus-organism-response theory; Sustainable tourism; Virtual reality

### EXTENDED ABSTRACT

Marine tourism creates a substantial amount of revenue, but it can threaten the health of marine species. Research has highlighted the importance of environmental education as a precondition for meaningful environmental behavior (Ruhanen & Bowles, 2020), especially educating tourists on-site (Moscardo, 2015). However, during marine sustainability education, access to the ocean is often restricted, and virtual learning (e.g., virtual tours) has been applied in the sustainable tourism education (Schott, 2015). Research on virtual reality (VR) in a tourism and educational context is scarce, especially in the fully immersive VR (Beck et al., 2019). Therefore, this study investigated the effect of tourists' emotions through a VR marine tour on sustainable behavior intention.

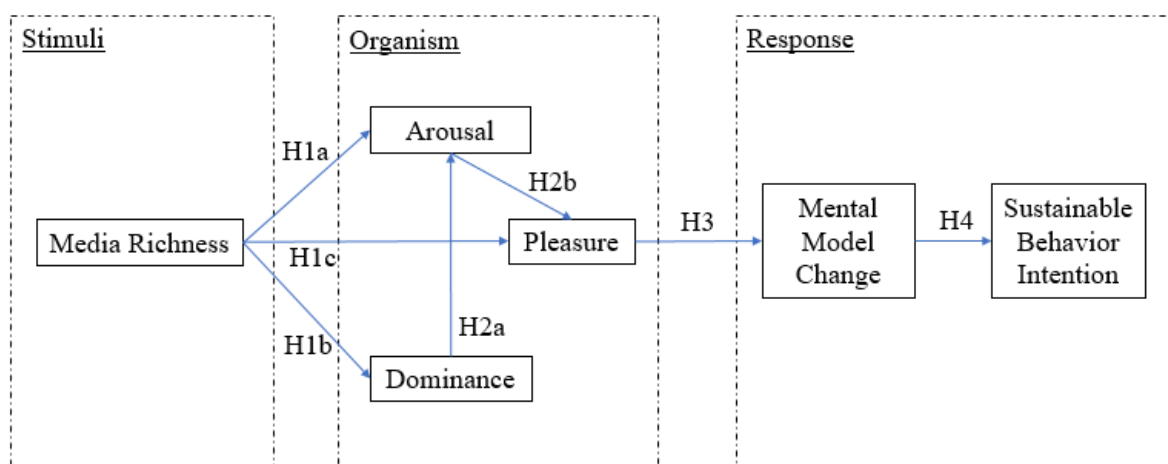
### LITERATURE REVIEW

The pleasure–arousal–dominance (PAD) emotional model is based on the notion that individuals' emotions are affected by their physical environment (Mehrabian & Russell, 1974). Dominance is the degree to which a person is influenced or controlled by their environment (Yani-de-Soriano & Foxall, 2006). Arousal is an individual's degree of sensory stimulation, energy, or excitement (Menon & Kahn, 2002). Pleasure represents the degree to which a person is enjoying themselves and feels good, happy, or satisfied (Hall et al., 2017). Originally developed for environmental psychology research, the PAD emotional model has been applied to virtual environments (Hall et al., 2017; Sharma & Alam, 2022).

### THEORETICAL FRAMEWORK

This study adopted the stimulus–organism–response (SOR) model (Mehrabian & Russell, 1974) to evaluate the effect of VR.

Media richness theory posits that the richness of a medium is based on four criteria: feedback, multiple cues, linguistic variety, and personal focus. VR technology simulates real-world environments; VR is considered a rich medium that creates near–real-world face-to-face experiences (Daft et al., 1987). In VR experiences, users exert behavioral control to interact with virtual objects, and they have the flexibility to gaze at and move around the VR environment. The presentation of tourism destinations through VR results in high levels of arousal (Beck & Egger, 2018; Tussyadiah et al., 2016). VR offers a substantial amount of information through simulated environments, enhancing the complexity and novelty of such experiences (Jin et al., 2021). Complex and surprising stimuli excite users and generate joyful experiences.



**Figure 1: Theoretical Framework**

**H1a** *Media richness positively affects dominance.*

**H1b** *Media richness positively affects arousal.*

**H1c** *Media richness positively affects pleasure.*

According to psychological reactance theory, consumers develop negative feelings when their freedom of choice or behavioral control is limited (Clee & Wicklund, 1980). When a consumer feels control over their environment, they may feel excited, energized, or pleased (Hall et al., 2017; Kumar & Shah, 2021). Several studies have established a positive relationship between arousal and pleasure (Hall et al., 2017; Loureiro, 2015). When a tourist feels in control and free in a VR tour, they feel stimulated, and feelings of arousal lead to happiness and pleasure.

**H2a** *Dominance positively affects arousal.*

**H2b** *Arousal positively affects pleasure.*

Mental models reflect an individual's understanding of a phenomenon. The learning process results in a change in the mental models pertaining to subjects of interest (marine sustainability, in this study). When a change in an individual's mental model occurs, that individual learns something (Vandenbosch & Higgins, 1996). Positive emotions generated through experiences in virtual environments can lead to approach responses (Slevitch et al., 2022), thus resulting in learning and a sustained behavioral intention.

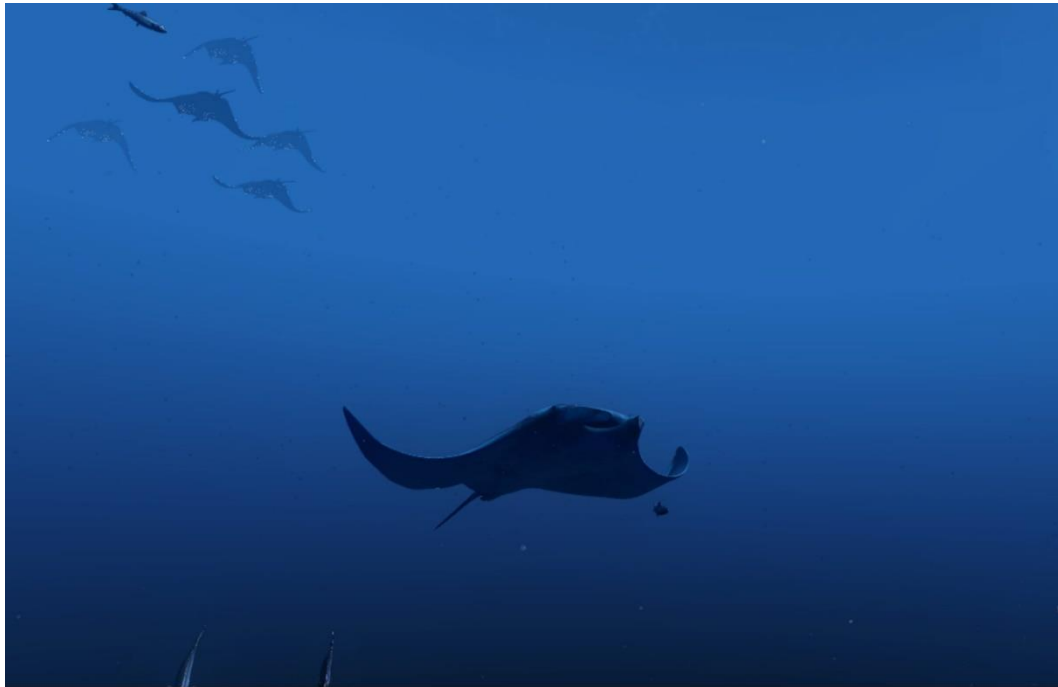
**H3** *Pleasure results in the mental model change.*

**H4** *Mental model change positively affects behavioral intention.*

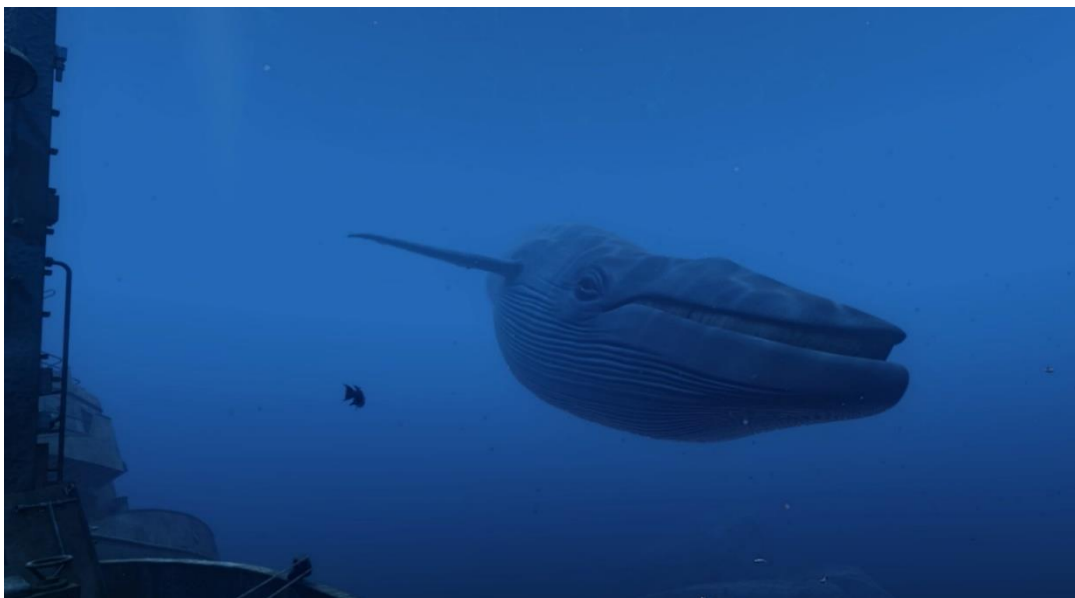
## RESEARCH METHOD

The study employed an experimental design and survey. The virtual marine tour this study investigated is based on theBlu, an immersive VR series available on Steam. The original theBlu experience does not provide any information on marine species. We developed a script to introduce manta rays and the blue whale, which were presented in theBlu (Figure 2 and Figure 3). The script was audio recorded and played during theBlu experience to provide educational information on

marine species. Each participant was invited to experience the virtual marine tour by using an HTC Vive VR set. After the experience, they were asked to complete a survey containing construct measures. The data collection period was from June 20 to 30, 2022, and 140 participants were recruited.



**Figure 2: Manta Ray in the Blu**



**Figure 3: Blue Whale in the Blu**

## RESULTS

We employed partial least squares structural (PLS) equation modeling to conduct the data analysis; SmartPLS 4.0 was employed for this task. The factor loadings of the measures, Cronbach's alpha, composite reliability, average variance extracted, and heterotrait–monotrait ratio all met the

requirements of reliability, convergent validity and discriminant validity. The significance of the path coefficients was evaluated using bootstrapping. The results supported all hypotheses except H2a, which were marginally significant (Figure 3). The model explained 24.8% of the variance in sustainable behavioral intention.

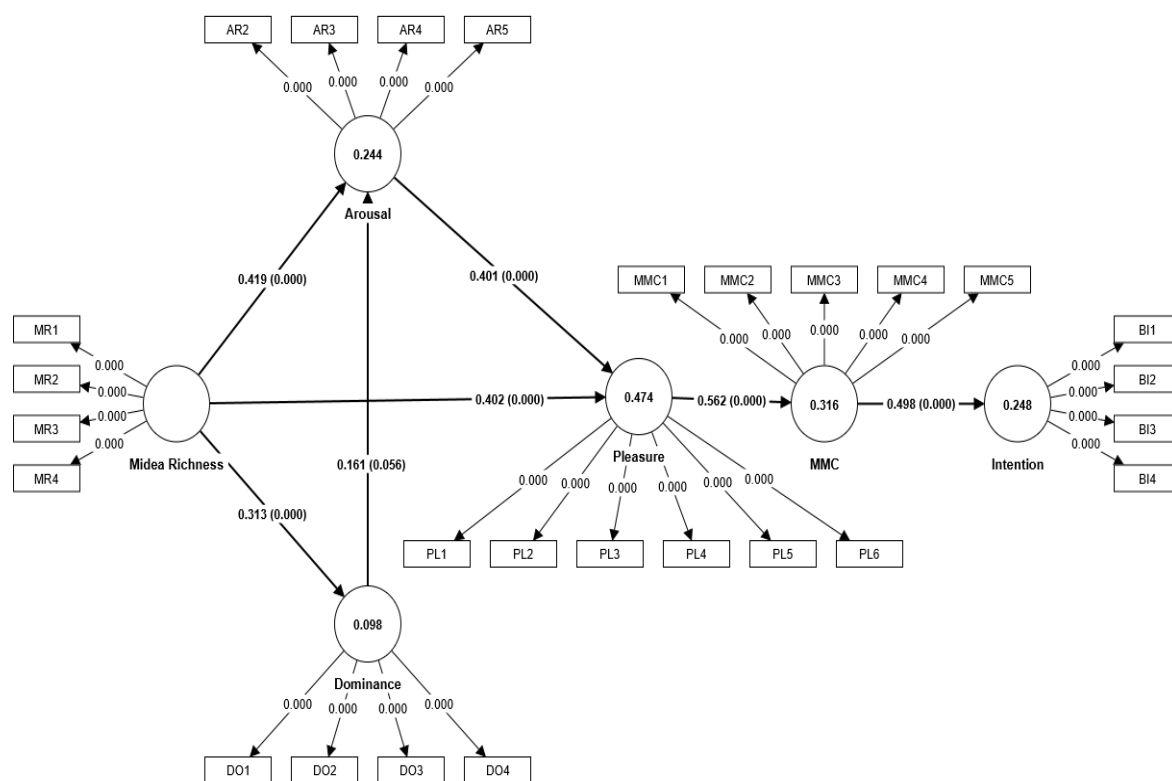


Figure 4: Bootstrapping Result

## DISCUSSIONS AND CONCLUSION

Our study has theoretical and practical contributions. Most VR studies have adopted the technology acceptance model, the theory of planned behavior, or the flow theory (Yung & Khoo-Lattimore, 2019); our study provides a different theoretical perspective by using the PAD emotional model to investigate how VR can enhance sustainable behavior intention because past studies have also revealed that emotions substantially affect learning outcomes. The positive influence of dominance on arousal was marginally significant. This may be because of the participants' limited interaction during their VR experience and felt less control in the virtual environment. Future studies can incorporate more interactivity and examine the effect of different levels of dominance. In practical terms, our study demonstrates that VR marine tours can enhance sustainable behavioral intention. Environmental groups can create virtual tours to incorporate sustainability to enable tourists to learn while having fun.

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## 10. Keeping Up with TikTok: Examining the Entertainment Values and Its Effects on Urban Youth Lifestyle and Well Being in Klang Valley

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**Keywords:** Content; Relationship; TikTok; Urban; Youth

### EXTENDED ABSTRACT

Since its inception in 2016, TikTok has taken social media by storm with its 15 seconds video sharing on mobile app. The easy and simple way to create video content has resulted in the massive upload encompassing a variety of genres and materials over a short span of time. TikTok as a form of entertainment recorded an astounding 14 billion total hashtags to further indicate the significant view and its wide-ranging themes cover from music to humorous content. To this, it becomes a magnet for youth to commune as a form of expression, escapism as well as formulating para-social relationships. The dynamic and interactive content TikTok offers has both become a tool to learn while at the same time finding solace in entertaining themselves that it enhances youth creativity. This distinctive characteristic taken shape when it creates a sub-culture in the lifestyle of youth which encompasses how they talk, dress, and behave. Statista (2022) reports that the number of TikTok audiences in Malaysia is currently at 15.98 million and more than half of Malaysia's population use it as a form of entertainment.

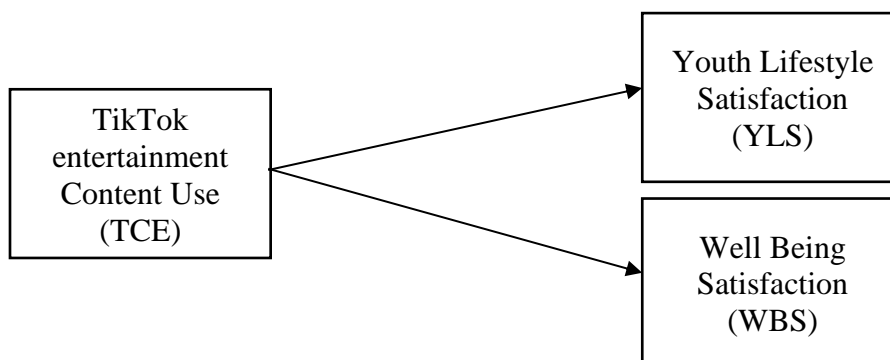
### LITERATURE REVIEW

TikTok is a popular video-sharing app that is used by millions of people around the world. Initially called Musically, TikTok has 500 million monthly active users and accessible in 34 languages. Followed by YouTube, Snapchat, and Instagram, TikTok is the fourth most downloaded social app (Jaffar et al., 2020). This app was the second most downloaded by the public in 2019. TikTok allows users to upload videos of themselves performing their talents which emphasizes the originality and participation of content (Saleem et al., 2021). Interestingly, trends have been a very famous thing on TikTok. There are a multitude of trends within TikTok, including memes, lip-synchronized tunes, and comedy or prank videos (Kaur, 2020).

The motivation behind people's preferences of TikTok range from relieving stress to seeking joy simply by watching funny videos and getting creative ideas. Happiness, pleasure, and creativity are the top three pleasant sentiments regularly connected with TikTok across all markets. According to Hou (2018) users, especially youth, choose to spend even more time on TikTok in the future since they like their time on the site so much and this is leading to youth satisfaction. Somehow, there still have positive and negative influences in entertainment content such as for the positive influence, the users get influenced by travel content, dining decisions by influencers and many more.

User generated content (UGC) that TikTok offers made its users to creatively immerse themselves in the digital sphere as a form of entertainment. To this, Peña-Fernández et al. (2022) state that the

communicative features of TikTok are linked to the possibilities of generating greater engagement and interest in audiences through consumer experiences that embrace both the concrete (content, information) and abstract such as personal narrative or storytelling and emotionality. This augur well with uses and gratification theory (UGT) where audiences' preference of media underpins the entertainment factor that satisfy their needs, including lifestyle and well-being. Thus, the study was conducted to examine the potential of TikTok as entertainment values and how it affects youth's lifestyle and well-being.



**H1** *There are significant differences in TikTok entertainment content Use and Well Being Satisfaction among youth in Klang Valley.*

**H2** *There is a significant difference in TikTok entertainment content Use and Youth Lifestyle Satisfaction in Klang Valley.*

## RESEARCH METHOD

### Participants and Procedures

A total number of 429 Malaysian youth who lives in urban Klang Valley between the age of 18-30 years old were randomly selected and participated in this study. From the numbers, 119 respondents were male and 310 were female; and possessed a broad range of academic qualifications from high school certificate to bachelor's degree. The distribution of the questionnaire was done entirely using an online survey form – Google Form which was disseminated across various social media channels such as WhatsApp, Facebook, Instagram messages, and Twitter posts via active link attachment.

### Data Analysis and Tools

The statistical software G\*Power 3.1.9.2 was utilized to compute the statistical achieved power for a given sample size of 429, a p value of .05, and a small effect size of .15 for a linear regression test. The post hoc analysis showed that it achieved a statistical power of .95 for a test utilizing predictor variables. The data was analyzed using linear regression statistical analysis. Subsequently, the Kaiser-Meyer-Olkin (KMO) value, scree plot, factor loading, Bartlett's value, eigenvalue, and varimax rotation were computed.

### Instruments

Three instruments were used in the survey, namely TCE, WBS and YLS. Each of the instrument consisted of eight items with a rating scale based on 5 points Likert-type scale (1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, 5-Strongly Agree). The Cronbach alpha results consisting of three

sections TCE, WBS and YLS obtained  $\alpha \geq 0.8$  (Good); TCE (0.84), WBS (0.88) and YLS (0.83). KMO was conducted to further examine the strength of the partial correlation between the variables. The KMO results was 0.705 which is closer to 1.000. A KMO value over 0.5 and a significance level for the Bartlett's test below 0.05 suggest there is substantial correlation in the data.

## RESULTS

Data was drawn from an online survey conducted in March 2022. A sample of 429 TikTok users was finally achieved, and the majority were female (72.3%) while only a small fraction was male (27.2%). Of the sample, 317 (73.9%) aged 21-23 years old, (9.6 %) 18-20 years old, (11.9%) 24 - 26 years old, and (4.7%) aged 27- 30 years old. and 213 (55.3%) were females. Almost two-thirds of the respondents (76.0 %) were youngsters with a minimum level of education of a bachelor's degree and the majority of them spent more than 67.8% of their time on TikTok. Majority of the respondents used TikTok more than two times a day with 291 (67.8%) respondents and 91 respondents (21.2%) used at least once.

Hypothesis 1 and hypothesis 2 are accepted due to the positive correlation results with TCE-WBS (0.781) and TCE-YLS (0.650). Both hypotheses show positive correlations between the two variables. Results also shows that TCE used highly affects WBS compared to YLS. The R-value represents the simple correlation with 0.781 and this indicates a high degree of correlation. The R2 value indicates the total variation in the dependent variable; WBS that can be explained by the independent variable, TCE. In this case, 61.1% can be explained with high weightage on its effects between variables. Durbin Watson also supports the range between (1.5 -2.5) on autocorrelation in the residuals of a statistical regression analysis. The present study obtained 1.983, the value signifies the regression between TCE and WBS.

## DISCUSSIONS

The study succinctly examined the relationships between TikTok as entertainment outlook and its roles in shaping youth lifestyle; cognitively and behaviorally. It has also highlighted that the entertainment materials abundantly available on TikTok weaves strategically in the mobile application that it contributes to the developmental phase of youth perceptions. This is where the motivation that unassumingly started off as entertainment seeking, altered how young people think and potentially affected their attitude.

It is also evident from the study that TikTok and the entertainment content within the context of UGC has proven to successfully attract young people in urban areas from the standpoint of two critical elements; determines and effect. The perceived appeal that TikTok offers has further assisted the youth to create mutual relationships with others albeit virtually. Peña-Fernández et al. (2022) reiterates that a highly interactive entertainment is often followed by a very high number of virality and increased engagement. Contextually, TikTok could be leveraged by various economic sectors including tourism to increase visibility. This means that, by working closely with content creators, tourism industry will be able to significantly create a ripple effect on youth lifestyle to include travel as part of their satisfaction.

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## 11. Indigenous Community and Involvement Mechanism in Tourism

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**Keywords:** Community involvement; Dominance; Indigenous community; Involvement mechanism

### EXTENDED ABSTRACT

The sustainable tourism development concept sees community involvement as one of the important aspects because it relates to the distribution of benefits to all community levels (ILO 2012). Community involvement in the entire process of tourism development is contained in the framework of political empowerment (Scheyvens, 1999; Boley et al., 2014). In the concept of political empowerment, people have a fair opportunity in the decision-making structure so that their opinions can influence the ongoing policy formation process (UNDP, 2009). This shows that identifying political involvement and empowerment in the community becomes essential in the tourism activities that have been running.

Gunung Luhur area is a tourist destination located in Citorek Kidul Village, part of the Gunung Halimun Salak National Park. The Citorek Kidul Village community are part of the Kasepuhan Citorek Indigenous People Institution (Banten Provincial Lhk Office, 2017). Previous studies show that the tourism activity carried out has not been maximized by involving the surrounding community (Keliwar, 2015), while community involvement is one of the keys so that every tourist activity can run sustainably (Mansor et al., 2020). This research aims to identify the mechanism of community involvement in tourist activities in the Gunung Luhur Area.

### LITERATURE REVIEW

Community involvement is essential to successful tourism development (Tolkach & King, 2015) because it could obtain community support and acceptance of tourism development projects and ensure that the benefits are related to the local community's needs (Cole, 2006). Making the community at the center of the decision-making process can facilitate local community involvement and thus enhance their sense of community empowerment for more effective implementation of sustainable tourism (Park & Kim, 2016). Community involvement in tourism planning can benefit citizens and the government regarding the decision-making process and outcomes (Vogt et al., 2016).

There are several benefits resulting from community involvement in the tourism development process. (Thomas & Middleton, 2003) claimed that involving the community in tourism development can increase their sense of 'ownership' (Steiner & Farmer, 2017). By involving the community in the process, they will have a more significant commitment to the development process since they have the opportunity to be involved in determining those ends and means (Thomas & Middleton, 2003). Afterwards, they will take responsibility for the development (Steiner & Farmer, 2017).

### RESEARCH METHOD

Research activities were carried out in Citorek Kidul Village, Banten Province. The data collection was carried out in June 2021. Tools used in research include recorders, Microsoft Office software,



and Statistical Package for the Social Sciences (SPSS) 22. The instruments used are questionnaires and interview guides. Data was collected through the household questionnaire survey technique. Sampling was carried out by stratified random sampling. The number of samples is 174. Data is also collected by interviewing techniques with crucial informants, field observations, and literature studies. The selection of informants is carried out by purposive sampling. The key informants selected are those considered to have authority and involvement in tourism and the institutional life of the community. Observations were made to see every social phenomenon and object during the research activity. Literature studies are conducted to assist in identifying information related to general conditions.

Data analysis is carried out quantitatively and qualitatively. Data related to community involvement are analyzed using descriptive statistics and presented in the form of a percentage. Qualitative analysis is carried out to process data related to the involvement process.

## RESULTS

### Level of Community Involvement in Tourism Development

The survey results showed that respondents' involvement in tourist activities was still low. Respondents involved in the tourist industry are 25.1%. Respondents who had family members involved in tourism are 29.10%. Respondent involvement in decision-making has a smaller percentage, with 21.1% involved, while 78.9% said they had never been involved.

### Involvement Processes and Mechanism

**Table 1: Community Involvement Processes based on Knight and Cottrell (2016) Framework**

Process stages	Indicator	Traditional Community Condition
Domination	The position of control of one party's power can empower the other party.	The decision-making process is still centered on the holder of business license rights.
Agencies	The opportunity for each individual to achieve personal goals through his involvement in tourism.	Only a small percentage of people can reach this stage due to a lack of involvement.
Collectivity	The collective awareness of the community to join tourist activities in one particular association or body.	The activities of tourism groups are still limited to formalities, so the institution has not been able to raise the collective awareness of the community to support tourist activities.
Self-awareness	Increase public awareness of positions, rights, and power in tourist involvement.	People generally have an awareness of their position and rights in the management of tourism, but this is not accompanied by full power to take action.

## DISCUSSIONS

The involvement process of tourism development in Citorek Kidul Village is identified using the Knight and Cottrell's (2016) framework. The research results indicated that the community involvement process is still concentrated at the stage of dominance. The stage of dominance can occur due to the accumulation of power in tourist activities on only one party. Every decision-making and all management activities are managed centrally by the holder of business license rights, in this case, the Head of Citorek Kidul Village. The position of absolute power should be distributed through various forms of involvement, starting from the planning, implementation, development, and

evaluation to the decision-making stages (Fedrina, 2018). A standard mechanism has not carried out community involvement in Citorek Kidul Village. There is no standard or written policy, rules, or requirements for the community to be able to get involved in tourism development. The mechanism of equality and fairly applied engagement should be a tool for increasing community participation and a sign of distributed power (Xu et al., 2019).

## MANAGERIAL IMPLICATIONS

The managerial implication of this research is that in tourism development, stakeholders involved need to develop an involvement mechanism that could accommodate all community groups. Therefore, all community members could have an opportunity to involve and get benefit from tourism development. There is a need to distribute a power in tourism management to the stakeholders involve so there is no imbalance power that could create dominance of certain stakeholder There is a need to design rule, regulation, policy related community participation in tourism development.

## FUTURE RESEARCH DIRECTIONS

Future research could be done by analyzing indigenous community power structure and identifying opportunity structure in the community.

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## 12. Sensory Experiences of Sarawak Laksa as Alternative Destination Images

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**Keywords:** Destination images; Gastronomy; Sarawak Laksa; Sensory experience

### EXTENDED ABSTRACT

Everyone eats. Considering gastronomic tourism benefits go well beyond providing entertainment and gratifying our taste sensations because it involves a diverse spectrum of activities. In reality, local cuisine draws tourists interested in gastronomy and tourism. Human senses of sight, smell, sound, taste, and texture enable consumers to evaluate a product's quality, especially food. Malaysia is in the beginning phases of studying gastronomic tourists' sensory experiences. Sarawak Laksa, the state's hallmark dish, may engage all five senses and provide a sensory and dining experience. It is rare to investigate the relevance of sensory and dining experiences regarding sensory preferences and their reflection on destination images via social media. The research aimed to characterize the sensory experiences of tourists and their usefulness in constructing alternative gastronomic destination images. The researchers employed a qualitative methodology to collect data on actual consuming experiences from 25 YouTube user-generated content (UGC). Sarawak Laksa is characterized by its taste, uniqueness, novelty, and emotion, and indeed has the potential to become a defining identity that merges the tourist's image with Sarawak's.

### LITERATURE REVIEW

Gastronomic tourism is a widely practiced activity, and the economic activity that results from it has the potential to increase the attractiveness of a tourism destination significantly. Gastronomy provides visitors with a one-of-a-kind experience (Nicoletti et al., 2019). Sight, smell, touch, taste, and sound affect dining (Jin et al., 2015). Food is one of the few activities that appeal to these senses because each of the senses is influenced by feelings (Neill et al., 2016). Dining is no longer a necessity but a way to learn about a destination's culture. Throughout the 'Gastronomy Identity Model,' flavor profiles are the core of culture and environment Harrington (2005). Local cuisine influences destination choice and promotes unique dining and tourism experiences (Hjalager & Richards, 2002).

Thus, gastronomy tourism promotes tourist destinations by embracing their gastronomic legacy (Ellis et al., 2018). Malaysia is a popular destination for tourists seeking 'the art of eating' (Zainal et al., 2010). Sarawak's Kuching is a popular gastronomic destination and the first Malaysian city to join the UNESCO Creative Cities Network. Sarawak cuisine recipes use locally sourced ingredients. American chef the late Anthony Bourdain (2016) called Laksa Sarawak "Breakfast of Gods" in his Instagram post to show that Sarawak's local food is authentic and suitable for gastronomy tourism.

Technology can promote authenticity and storytelling in gastronomy tourism and help locals and tourists participate (UNWTO, 2018). Secondary big data and social media data use vary (Naruetharadhol et al., 2020). This knowledge is beneficial to assist tourism stakeholders in understanding how digital marketing and communications can boost gastronomy tourism and attract

and interact with gastronomical tourists (Dixit, 2019). Thus, Sarawak Laksa was chosen for this research because it is one of the most popular local cuisines in Sarawak and is currently ranked Best Asian Food by Taste Atlas (2021).

## RESEARCH METHOD

This qualitative study used thematic analysis to analyze YouTube videos to examine in-situ tourists' sensory and dining experiences. The conceptual framework (Figure 1) includes tourism experience phases, sensory experience, and personal dining experience.

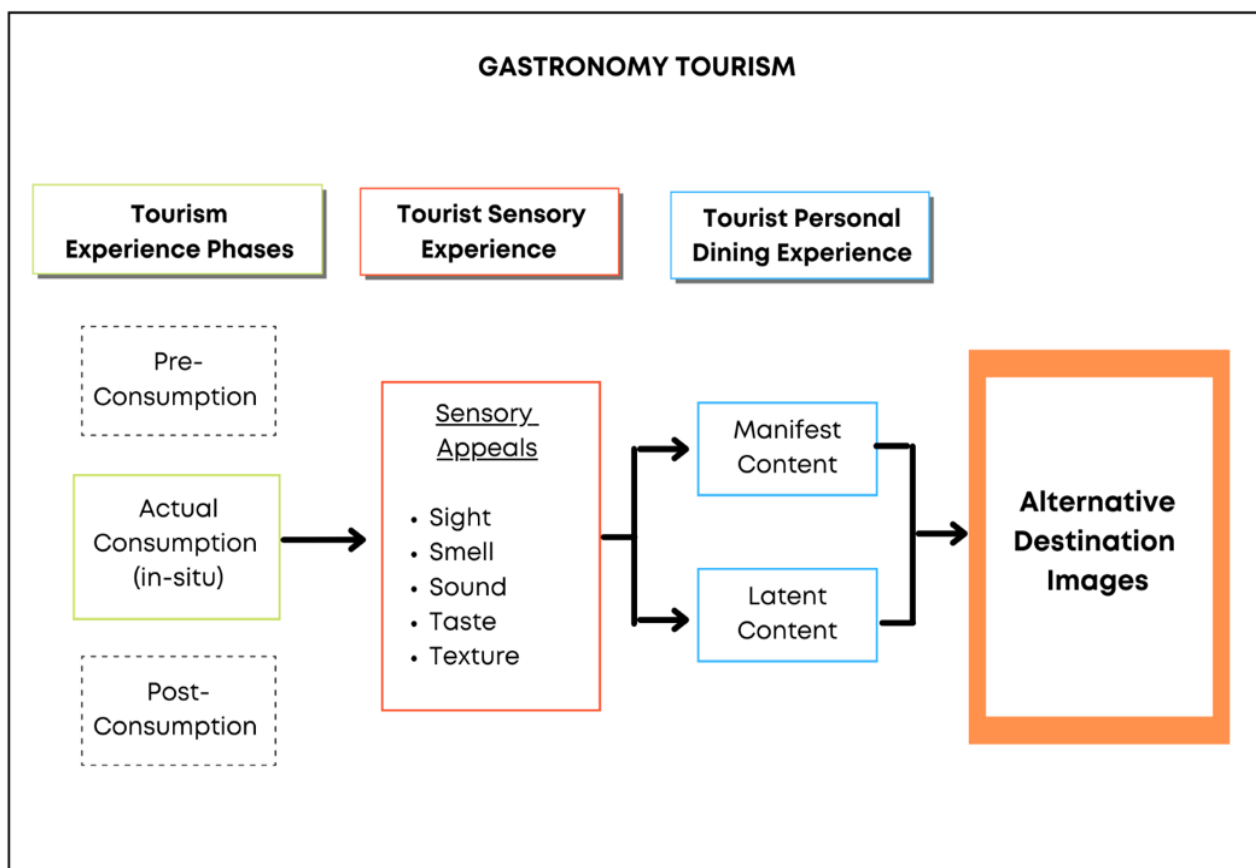
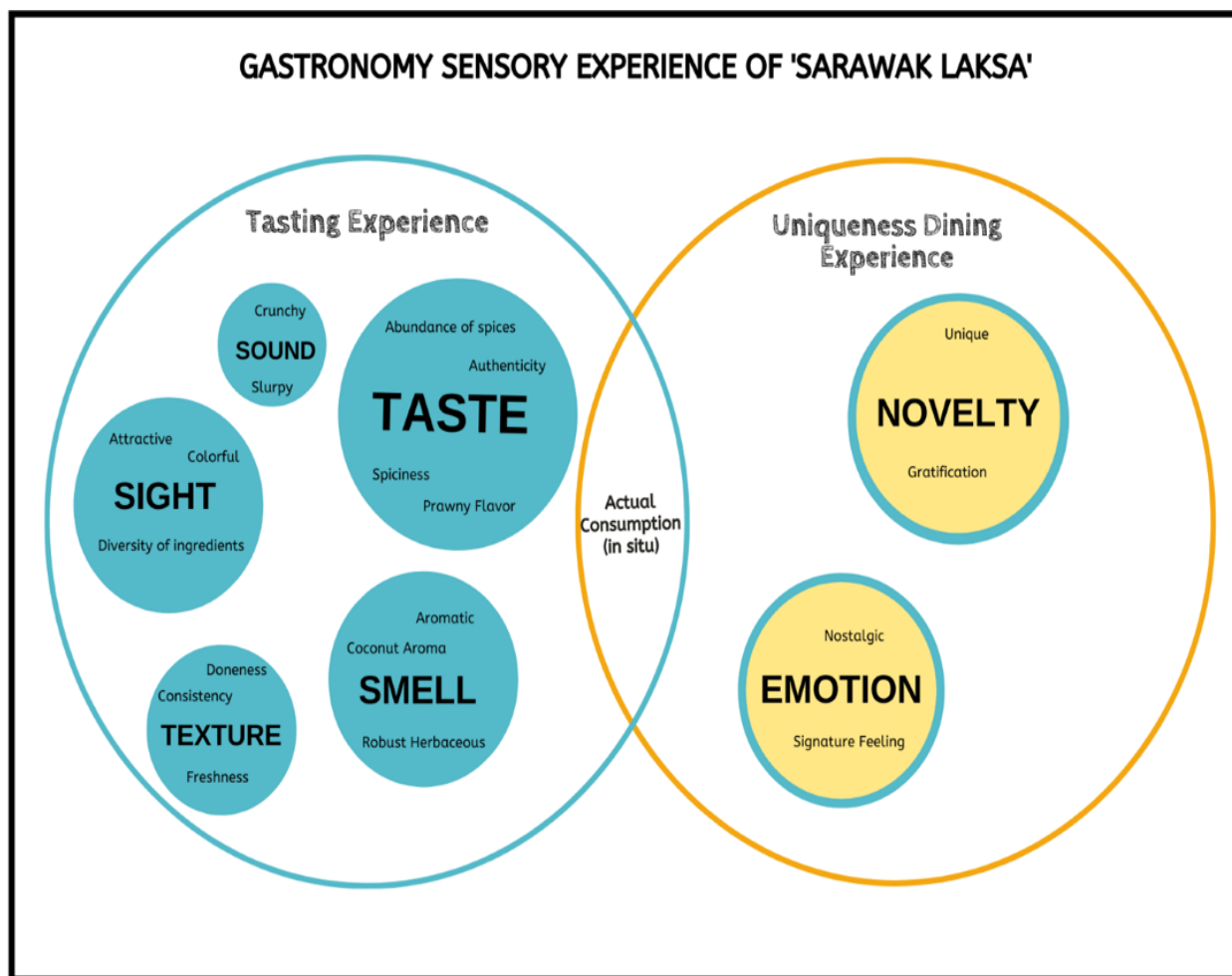


Figure 1: Conceptual Framework

## RESULTS

From 2011 to 2021, 25 UGC samples were identified and selected from YouTube supplemental videos. Most samples originated in Malaysia, followed by the UK, the US, Canada, Japan, Korea, the Netherlands, Hong Kong, New Zealand, and the Philippines. The research goal was to describe tourists' sensory experiences with gastronomy images. Elements of senses like sight, smell, sound, taste, and texture were used to examine tourists' sensory experiences. An in-depth examination of the senses mentioned by tourists in their YouTube reviews revealed a link between Sarawak's most prominent sensory experience, Laksa, and the development of gastronomy tourism in the context of Sarawak's alternative destination image. Sarawak Laksa's dominant sensory experience is taste, authenticity, prawny flavor, and spiciness. It has been supplemented with sight and smell sensations related to the robust herbaceous, aromatic coconut aroma, colorful and attractive with a diverse range of ingredients (see Figure 2).



**Figure 2: Summary Findings**

## DISCUSSIONS

Sarawak's Laksa dining experience can be defined by its taste and distinctiveness. It is a diverse and dynamic medium for sharing memories, forming relationships, and building tribes. Food tourism provides locals and visitors with an authentic regional experience while benefiting a stable economy and fostering local economic progress towards responsible gastronomy tourism. One of the opportunities for local people to flourish and capitalize on gastronomy tourism, according to the UCCN's recognition of Kuching as a gastronomy city, is the investigation of sensory experience when consuming Sarawak Laksa. The effectiveness of the UNESCO classification backs up these tourism findings (Sammells, 2014). In conclusion, the sensation of taste and unique dining experience is the most crucial component of Sarawak's Laksa in terms of responsible tourism since local food used in making Sarawak Laksa ties people to the location, its traditions, and the people at a gastronomy tourist attraction.

## MANAGERIAL IMPLICATIONS

The research creates a theoretical framework and practical values for gastronomy tourism. Theoretically, it explores the sensory experience and validates the need for academic research on the role of human senses in intensifying tourism encounters to better understand tourists' sensory perceptions, leading to values, preferences, and strategic marketing efforts. The initial research relied on YouTube data, which hosts numerous videos on local cuisine and food. Food-related YouTube videos bring together UGCs, tourists, and food enthusiasts. Practically, sensory experiences can



improve tourists' online reviews, benefiting local businesses and the destination's reputation. Sarawak Laksa contributes to marketing and branding by linking local business owners' unique dining experiences to the destination's current image, as more tourists want to attend. Through that moment, Sarawak Laksa's distinct gastronomic sensory experience supports more responsible and ecological tourism, benefiting visitors and locals. It can attract tourists, boost tourism, and establish Sarawak as a destination.

## FUTURE RESEARCH DIRECTIONS

Future research could compare these findings to those utilized by other food cultures, emphasizing sensory perception and dining experience. Future studies may collect data at all stages of the tourism experience (before, during, and post-consumption) utilizing quantitative and experiential methods to measure a comprehensive dining experience. Additionally, future studies can investigate unpleasant sensory feelings related to eating. Future research may collect a more diversified data set to determine whether distinct sensations are associated with much better ratings, endorsements, and a more significant cumulative effect.

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## 13. Experiential marketing in Tourism (Concepts and Research Issues: A Review)

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**Keywords:** Experiential marketing; Research issue; Review; SLR; Tourism

### EXTENDED ABSTRACT

Experiential marketing is an alternative form of marketing since the consumers are no longer seen as rational consumers but also involve emotional aspects. There have been many kinds of research on experiential marketing in various fields, but studies that review how experiential marketing specifically in the tourism sector is still limited. This research is crucial to find out how to understand experiential marketing in the context of tourism and how trends or research issues have been carried out in the 2010-2021 period. The method used is using SLR (Systematic Literature Review) with selected 39 manuscripts from three databases, namely Proquest, Ebsco, and Emerald. The results showed that experiential marketing in tourism is an alternative strategy because it involves tourist behavior that cannot be separated from the value of the experience. Meanwhile, trends or research issues that have been carried out include the hotel industry, destinations, museums, urban and rural tourism. Along with technological advances, the issue of research in the digital field (online service) has become a special interest.

### LITERATURE REVIEW

According to Pine and Gilmore (1999), there are several levels of marketing such as commodity marketing, goods marketing, services marketing, experiential marketing, and transformation marketing. Experiential marketing is a different type of marketing since the consumers are no longer viewed as rational consumers but as consumers with emotional aspects (Grundey, 2008). There have been many studies carried out since the concept of experiential learning was introduced and implemented in various fields such as conducted by Tsaur et al. (2006), Yuan (2008)) related to emotion, satisfaction, satisfaction, and intention to visit again. About the tourism experience, the experiential marketing approach is an inseparable part.

### RESEARCH METHOD

The study used a Systematic Literature Review (SLR) as an approach to identify, assess, and interpret all findings on a research topic, to answer research questions that have been previously defined (Fernandez, 2019; Kitchenham & Charters, 2007). The manuscript review was sourced from three international journal search databases, namely ProQuest, Ebsco and Emerald. There are several limitations in the search process, including the selection of manuscripts that only focus on experiential marketing in English and have a relationship with tourism. The journals were reviewed starting from January 2010 to April 2021.

## RESULTS

Experiential marketing has now been used in conducting research specifically in the field of tourism. There are 39 manuscripts studied through the SLR approach, the following are the results of trends or research issues that have been carried out.

**Table 1: Trend and Research Issues**

No.	Year	Issue	Researcher
1.	2010	Value Perception, Travel	Russel (2010) (Jong) 2010
2.	2013	Hotel, Restaurant	Pranik (2013) Jin (2013)
3.	2014	Hotel	Huang (2014)
4.	2015	Creative industry Hotel	Sahin (2015), Chang (2015)
5.	2016	Experiential Value Hotel	Cetin (2016), Lee (2016)
6.	2017	Nature based Tourism Exhibition Wine Tourism	Sotiriadis (2017)
7.	2018	Online dan offline experiential marketing, Urban Tourism Generation X (Object Perspective) Culinary	Castaneda (2018), Garcia (2018), Haddouche (2018), Hernandez (2018)
8.	2019	Agritourism Destination Culinary Mountain Bikers Host Guest Analysis Dark Tourism Technological Mediation	Claudia (2019), Le (2019), Agyeiwaah (2019), Folmer (2019), Guttentag (2019), Speakman (2019), Urquhart (2019)
9.	2020	Island, agritourism. Museum, Chinese Outbound Tourist, Olive Oil Tourism, Heritage, Social Media Destination, Museum, Heritage, event, tourism technology experience	Baixinho (2020), Belliggiano (2020), Chen (2020), Chin (2020), Chiodo (2020), Qiu (2020), Lam (2020), Preko (2020), Soligo (2020), Sorrentino (2020)
10.	2021	Rural Food and Wine museum	Robinson (2021), Cerdan (2021)

Entering 2018, experiential marketing has begun to examine experiences from an online perspective. This can be understood by technological advances in various online or digital-based services or services. Based on the search results, there were no manuscripts or journals published in 2011 and 2012 related to experiential marketing.

## DISCUSSION

Several research results on experiential marketing in the context of tourism have been carried out in various fields such as the tourism industry, destinations, and other forms of tourism business. All of them involve the experience of the tourists through the intermediary of the senses, sensory and other emotional involvement. Schmitt (2010) explains that experience is an empirical concept and phenomenon, experience is not well established like other consumer and marketing concepts, such as choice, attitude, consumer satisfaction, or brand equity.

## PRACTICAL IMPLICATIONS

The findings of this study will serve as an alternative in the development of experiential-based marketing at various tourism sites.

## CONCLUSION

There is a shift from the traditional view into rational decision-making tourists since it involves emotional aspects and the value of the experience gained. Thus, the concept of experiential marketing in tourism is very concerned about aspects of consumer behavior in making decisions. From the 39 journals reviewed, it shows that experiential marketing research trends, especially in the tourism sector from 11 years (2010-2021) include consumer behavior, more specific tourism industries (hotels, travel, destinations, museums, local food). Another finding is that along with the digital era, experiential marketing research has also developed that emphasizes aspects of digital services and tourism technology experience.

## FUTURE RESEARCH DIRECTIONS

Based on the findings of this study, it can be expanded by analyzing trends in future research issues in order to aid marketing, particularly in the tourism sector.

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## 14. Antecedents of Pro-Environmental Behavioral Intention towards Eco-tourism of Chinese Domestic Tourists: Integration of Theory of Planned Behavior and Theory of Interpersonal Behavior

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**Keywords:** Eco-tourism; Pro-environmental behavioral intention (PEBI); Sustainable ecotourism development; Theory of planned behavior (TPB); Theory of interpersonal behavior (TIB)

### EXTENDED ABSTRACT

In tourism activities, tourists' pro-environmental behavioral intention (PEBI) is an antecedent of human interaction with the environment. This study identifies the factors of pro-environmental behavioral intention among Chinese domestic tourists in eco-tourism. A comprehensive pro-environmental behavioral intention model was constructed using the integrated TPB, TIB, and control variables. Analysis results indicate that (1) perceived eco-tourism usefulness, publicity and education, policies and regulations, infrastructure, and perceived behavioral control have significant positive effects on PEBI and (2) all three controls do not significantly affect the results.

### LITERATURE REVIEW

Perceived eco-tourism usefulness refers to the extent tourists believe that participating in eco-tourism will increase their pro-environmental behavior by learning experiences or activities in eco-tourism destinations. Manoj et al. (2020) indicate that visitors' environmental engagement may also significantly impact the development of environmental learning behaviors.

**H1a** *Perceived eco-tourism usefulness positively affects their PEBI.*

It is necessary to reinforce their altruistic values, ecological values and environmental beliefs so that users know that pro-environmental behavior can make them become better people (Xie et al., 2020).

**H1b** *Biosphere value positively affects their PEBI.*

Tourists can be given knowledge and information about decreasing waste at tourism destinations to improve their capability to decrease waste (Wang et al., 2021).

**H1c** *Environmental knowledge positively affects their PEBI.*

Environmental education, known as environmental moral education, positively correlates with pro-environmental behavior.

**H2a** *Publicity and education positively affect their PEBI.*



Regulatory policies can turn the behavior of regional residents into PEBs by imposing substantial administrative penalties on individuals or companies that have polluted the environment (Hong & Park, 2018).

**H2b** *Policies and regulations positively affect their PEBI.*

The more the subjective norm's pressure, the greater the intention of consumers to shop with reusable bags (Wang & Li, 2022).

**H3a** *Subjective norm positively affects their PEBI.*

TPB factors associated with behavior-specific self-identity will have greater predictive strength than TPB alone (Lee & Jan, 2018).

**H3b** *Eco-tourism self-identity positively affects their PEBI.*

Although the level of tourism risk does not always correlate negatively with tourists' intention, the safety requirements of tourists can affect tourist behavioral intention, and the increase in tourists' perception of destination risk hurts their behavioral intention (Zhang et al., 2020).

**H4a** *Risk negatively affects their PEBI.*

Public environmental facilities are an essential component of tourism destinations as a hygiene factor in environmental behavior (Wang et al., 2020).

**H4b** *Infrastructure positively affects their PEBI.*

Perceived behavioral control is the most significant factor influencing intentional behavior in the pro-environmental workplace of employees in Malaysian public organizations (Razak & Sabri, 2019).

**H5** *Perceived behavioral control positively affects their PEBI.*

Many studies suggest that habits should be a significant explanatory structure for a sustainable lifestyle (Verplanken & Roy, 2016).

**H6** *Habit positively affects their PEBI.*

## RESEARCH METHOD

To measure Chinese domestic tourists' PEBI, measurement scales and items were developed based on previous literature that applied TPB and TIB in pro-environmental and eco-tourism contexts. Chinese domestic tourists can be seen as the target population to make the sample more comprehensive and representative. The survey was conducted from January 2022 to February 2022. By applying simple random sampling techniques, the online survey was conducted. After data cleaning, the useable sample size of 559 with an 89% response rate was sufficient for data analysis. PLS-SEM was used to test the measurement model and structural model.

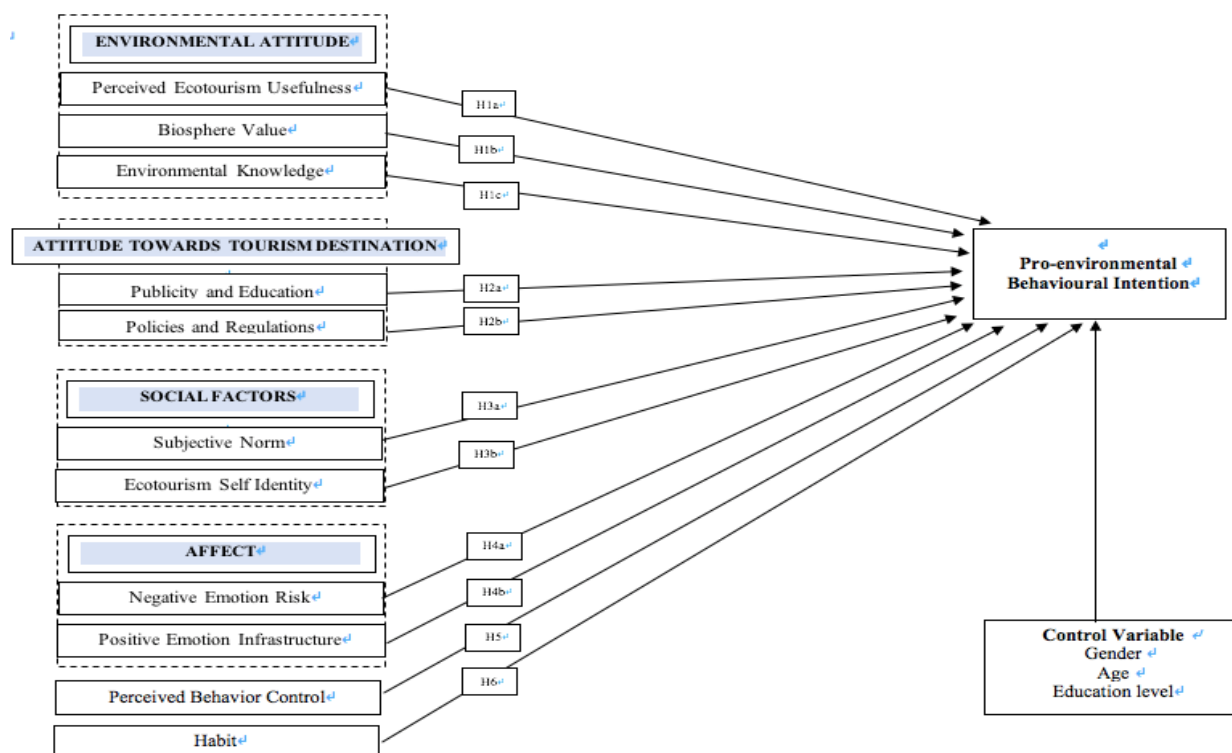


Figure 1: The Proposed Conceptual Model

## RESULTS

### Measurement Model Assessment

The results indicated that all the constructs had Cronbach's Alpha ranging from 0.737 to 0.931, and composite reliability ranged from 0.848 to 0.949, which exceeded the recommended threshold. The AVE were all higher than 0.50 to support convergent validity, except pro-environmental behavioral intention with the value of AVE of 0.421. Therefore, the outer loading value of SN5 less than 0.50 was deleted, and PEBI5, PEBI7, PEBI9, PEBI10 were removed to meet the recommended AVE thresholds. All HTMT values were less than the stricter criterion of <0.85.

### Structural Model Assessment

The research results confirmed that perceived ecotourism usefulness has a positive and significant influence on PEBI (H1a,  $\beta = 0.104$ ,  $p < 0.01$ ). Biosphere value has no significant influence on PEBI (H1b,  $\beta = -0.001$ ,  $p > 0.05$ ). Environmental knowledge has no significant influence on PEBI (H1c,  $\beta = 0.006$ ,  $p > 0.05$ ). Publicity and education have a positive and significant influence on PEBI (H2a,  $\beta = 0.203$ ,  $p < 0.001$ ). Policies and regulations have a positive and significant influence on PEBI (H2b,  $\beta = 0.142$ ,  $p < 0.01$ ). Subjective norm has no significant influence on PEBI (H3a,  $\beta = -0.008$ ,  $p > 0.05$ ). Ecotourism self-identity has no significant influence on PEBI (H3b,  $\beta = 0.018$ ,  $p > 0.05$ ). Risk has no significant influence on PEBI (H4a,  $\beta = -0.083$ ,  $p > 0.05$ ). Infrastructure has a positive and significant influence on PEBI (H4b,  $\beta = 0.213$ ,  $p < 0.001$ ). Perceived behavioral control has a positive and significant influence on PEBI (H5,  $\beta = 0.378$ ,  $p < 0.001$ ). Habit has no significant influence on PEBI (H6,  $\beta = 0.010$ ,  $p > 0.05$ ). Thus, hypotheses H1a, H2a, H2b, H4b, and H5 were accepted. In addition, the results indicated that gender ( $\beta = 0.000$ ,  $p > 0.05$ ), age ( $\beta = -0.038$ ,  $p > 0.05$ ), and education level ( $\beta = -0.036$ ,  $p > 0.05$ ) were found to be insignificant.

## DISCUSSIONS

This study was designed to identify Chinese domestic tourists' pro-environmental behavioral intentions. The results showed that the TPB and TIB theory, and thus perceived eco-tourism usefulness, publicity and education, policies and regulations, infrastructure, and perceived behavioral control have strong predictive power for PEBI. In general, this model of the TPB and TIB theory explained 60% of the variance in PEBI ( $R^2 = 0.603$ ). Notably, the insignificance of gender, age and education level did not worsen the primary model results. It assesses PEBI as a multidimensional construction to capture a large variety of eco-tourism activities in China and improve the performance behavior of Chinese domestic tourists and the sustainable development ability of tourism destinations.

Furthermore, the more attention tourism boards and the ministry, tourism managers, and government give to sustainable tourism development, the more likely it is that Chinese domestic tourists will increase their intention to engage in pro-environmental behavior during tourism. Due to time, budget and resource constraints, only a quantitative survey was used to collect data. However, future studies could consider using qualitative or mixed research methods to gain deeper insight into the investigated issues and participants' attitudes. The case study for this research is limited to one popular eco-tourism destination, Yulong snow mountain in Yunnan, an ecological resources-based tourist attraction that may not generalize to all other tourism destinations. This investigation may be expanded to include other cases, such as farm, coastal and adventure tourist destinations, to compare and examine the difference in their PEBI.

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## 15. Investigating the Size and Economic Value of National Parks in Guizhou, China

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**Keywords:** China; Economic value; Guizhou; MGM Model; National parks

### EXTENDED ABSTRACT

Tourism plays a crucial role in facilitating regional economic development. National parks are vital tourism attractions in China and worldwide. Undoubtedly, national parks are significant for regional action on value-added, employment, and tax revenue.

Guizhou, located in western China, is one of the poorest provinces in China and boasts 18 national parks (Guizhou statistic, 2020) as the main tourist attraction. Tourism is Guizhou province's pillar industry, and it needs to rely on tourism to eliminate poverty (Zhou, 2020). Now China has entered to 14<sup>th</sup> five-year development plan. It is urgent to address the problems of examining industrialization and properly allocating the investment to national parks.

Meanwhile, in 2021, the central government released the first batch of the new national park, implying the new national park system is established under which the government should degrade or upgrade the old national parks. How to rank the old national parks in Guizhou is a problem. This study aims to evaluate the economic value and investigate the experience of tourists visiting the national parks in Guizhou, China.

This research applied the systematic literature review method to find an appropriate model to assess the economic value, using the tourism economy, economic impact, effect evaluation, or assessment as search words and found 183 articles from 1988 to 2021. Articles were downloaded for a complete reading if the abstracts were deemed relevant. Finally, 66 articles met the requirements and were used. For the literature review, there are three main findings:

- (1) The tourism economic impact development can be defined in three phases:
  - i. The introduction period (1988-1995): there were limited statistics on tourism data, and assessments of the general impact were conducted, mainly using the economic discipline I-O Model.
  - ii. The development period (1998-2010): new methodologies were proposed and focused on the contribution of the different tourism markets. The new methods comprise Ricardo–Viner–Jones (RVJ) (Nowak et al., 2005), Heckscher–Ohlin (H–O) models (Nowak et al., 2005), IMPLAN (Yu & Turco, 2000), TSA (Dwyer et al., 2016). Various tourism markets include events (Huang et al., 2014), festivals, VFR (visiting friends and relatives) (Asiedu, 2008), and agritourism (Rainey, 2010).
  - iii. The flourishing period (2010 to 2021): the advent of different methodologies from static to dynamic and more precise international data were collected. Such as the causal chain model (Young et al., 2010), a three-bottom-line method (Fairley et al., 2011), CGE (Becken & Lennox, 2012), and GMM (Generalized Methods of Moments) (Seetanah, 2011) method are

dynamic methods for assessing the tourism economic impact. An international geo-database was presented to collect tourists for a more precise economic assessment impact.

**Table 1: National Parks of Guizhou Province in 2019**

Serial Number	Parks	A-level Standard
1	Hongfeng Lake National Park	4A
2	Huangguoshu Waterfalls National Park	5A
3	The Dragon Palace National Park	5A
4	Zhijin Cave National Park	4A
5	Jiudongtian National Park	4A
6	Malinghe Canyon-Wanfeng Lake National Park	4A
7	Wuyang River national park	4A
8	Liping Dong-Village National Park	4A
9	Libo Zhangjiang National Park	5A
10	Duyun Doupeng mountain—Jianjiang National Park	4A
11	Chishui National Park	4A
12	Jiulong Cave National Park	4A
13	Ziyun Getu River National Park	4A
14	Pingtang National Park	4A
15	Wengan Jiangjie River National Park	4A
16	Rongjiang Mountain and Water landscapes with Miao and Dong Cultures National Park	4A
17	Shiqian Hot Well Flock National Park	4A
18	Yanhe Wujiang River Sanxia National Park	4A

Source: Guizhou statistical yearbook, 2020.

- (2) Scholars developed the research either from the supply-side or the demand perspective (Baggio 2018, cited as Cooper and Hall 2008). The supply side includes tourism resources, facilities, and services. People (tourists), money (expenditure, receipts), time (stays and travels duration), and space (distances, lengths of trips) can be taken into account when measuring tourism impact from the demand side (Song et al., 2010).
- (3) The MGM model is tailored for national park economic impact assessment (Fish, 2009). The primary assessment models are Input-Output, CGE, IMPLAN, REMI, REMII, and MGM, mainly applied in national or provisional regions. Meanwhile, Input-Output Model, IMPLAN, REMII, and MGM models are static models (Kumar & Hussain, 2014; Dan S. Rickman, 1990; D. Stynes, 1999); CGE and REMI are dynamic models (Hussain et al., 2017b; D. Stynes, 1999).

**Table 2: Tourism Revenue, GDP, and Proportion of Added Value of Tourism in GDP in Guizhou from 2013 to 2020**

Year	Gross Tourism Revenue (100 million yuan)	GDP of Guizhou (100 million yuan)	Proportion of added value of tourism in GDP Guizhou
2013	2370.65	8006.79	7.9% (Zhang, 2014)
2014	2895.98	9251.01	8.7% (Li, 2021)
2015	3512.82	10502.56	
2016	5027.54	11734.43	
2017	7116.81	13540.83	11% (Jiang, 2018)
2018	9471.03	14806.45	11.3% (Li, 2019)
2019	12318.81	16769.34	11.6% (Cao, 2021)
2020	5785.09	17826.56	12% (Zhou, 2020)

Source: Guizhou statistical yearbook, 2020.



This study adopts the MGM model tailored to national park economic value calculation regarding value-added, employment, and tax revenue to target the research aim. A survey questionnaire method is applied to collect the data on tourists' expenditures which support the economic value assessment. This study indicates the development path of the old national park in Guizhou based on tourists' expenditure and experience, satisfaction, revisit intention, and economic value of national parks, including present and future, from the perspective of investment, planning, and industrialization. It is significant to the government decision-maker.

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## 16. Regaining the Competitiveness of the Rural Community-based Ecotourism in the Era of Post COVID-19: Tagal Marakau Ranau, Sabah, North of Borneo

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**Keywords:** Competitive advantage; Human resource quality; Resource-based view; Rural community-based ecotourism; Sustainable development

### EXTENDED ABSTRACT

Prior to COVID-19, Sabah in the North of Borneo is reported to accumulate nine billion in revenues from 4.2 million tourists representing an increase in overall GDP by 0.7% and the highest GDP per capita ever recorded (DOSM, 2020). Various initiatives have been taken by the government to regain that achievement by turning strategic rural areas into ecotourism spots (Dasan & Ahmedy, 2020; Denman, 2001). One of the places is Tagal Marakau Ranau and its main attraction is the open river fish spa. This community receives assistance from Sabah Fishery Department, the Ministry of Higher Education, and Universiti Malaysia Sabah (Dasan & Ahmedy, 2020). Thus, this community set an example for the sustainable development of rural community-based tourism (Yaman & Mohd, 2004). *Tagal* is the local word of the Dusun ethnicity that means "forbidden" fish-catching activity in a marked river (Dasan & Ahmedy, 2020).

### LITERATURE REVIEW

McLaren (2003) portrayed ecotourism as a multifaceted concept that occurs in various environments and is associated with an enjoyable visit to the natural areas (Yaman & Mohd, 2004). Visitors and the community play an important role in ensuring the conservation of natural resources to support ecotourism as emphasized by responsible tourism (Dasan & Ahmedy, 2020; Ting et al., 2022). The goal of the business relies more on managing natural resources (Goodwin, 2016; Ting et al., 2002) in which the ecology and the environment are set as priorities. Positive destination management was linked to the importance of human resources in managing a sustainable community (Dasan & Ahmedy, 2020; Goodwin, 2016; Paskova & Zelenka, 2019; Ting et al., 2022). In addition, knowledge of respective behavior toward other people, the ecology, and the environment will provide benefits (Farmaki et al., 2014; Joshi et al., 2021).

### Human Resource Quality

Human resources are critical for service quality, customer happiness and loyalty, competitive advantage, and organizational success (Goldin, 2019; Vance, 2012; Wernerfelt, 1984). Kusluvan et al. (2010) concur that human resource quality, which comprises knowledge, skills, ability, personality, internal and external connections, attitude, and behavior, is critical in building a particular advantage. Less emphasis on HRQ (Aquino et al., 2018; Velnisa Paimin et al., 2014) as well as poverty, a lack of management strategy, and inadequate communication within the

community (Dasan & Ahmedy, 2020; Farmaki et al., 2014; Goodwin, 2016; Joshi et al., 2021; Paskova & Zelenka, 2019; Ting et al., 2022) may cause impediments to the success of community-based enterprises.

Capability' refers to the skills, ability, aptitude and knowledge you have in relation to the job that you are employed to do (Karim & Mitchell, 2000). On the other hand, the natural resources are partly the community resources that help meet certain needs for those around them. Guided by Resource-Based View theory (Barney, 1995), hypotheses were respectively developed. Henceforth, Figure 1 below conceptualizes the study.



**Figure 1: The Proposed Conceptual Framework**

## RESEARCH METHOD

Qualitative method applying observation (Dudovskiy, 2020), and interview (Qu & Dumay, 2011) using thematic analysis (Braun & Clarke, 2006) involving 50 villagers.

## RESULTS

As stated by Karim and Mitchell (2000), resources include company's physical and financial assets, employees' skills, and organizational (social) procedures while capability is something that an organization is able to perform because of its resources and processes. Competence, attitude and behavior, and physical appearance are the other themes representing the components of HRQ. Results were summarized in Table 1.

The competitive advantage (capability and resources) has greater influence on the sustainable development of Tagal Marakau Ranau as compared to HRQ.

**Table 1: The Emerged Themes (Item 1 – 4)**

Item	Theme 1 Capability	Theme 2 Resources	Theme 3 Attitude & Behavior	Theme 4 Ability to Adapt
Total	28	8	9	3

## DISCUSSIONS

Phillips and Pittman (2014) argue that business ownership is beneficial to local economies and communities. Thus, the community-based enterprise needs to enhance capacity building aspect to enable the smooth running of CBET. The fact is that the goals of ecotourism and sustainable development can be undermined if visitors experience (1) physical harm or environmental degradation; (2) the destruction of historical and cultural regions; (3) traffic difficulties; (4) pollution; and (5) traffic congestion (Yaman & Mohd, 2004). Therefore, relevant skills to build and sustain

CBET are expected (Suryani et al., 2021) apart from being competence, and having right attitude and behavior (Kusluvan et al., 2010). It is the politeness, the body language, and the comfort that determine customer satisfaction. The approaches, skills, and aspiration in CBET business operation need to be at par with the current changes that take place in this VUCA world (Kodden, 2020). More importance, the approaches applied in CBET is what the community wants (Chan, 2010, 2020).

## RESEARCH IMPLICATION

Influential intervention of capability and capacity as components of competitive advantage towards the relationship of human resource quality and sustainable development of CBET.

## FUTURE RESEARCH DIRECTIONS

Assessing quantitatively and focusing on the ability to adapt when venturing CBET (Kodden, 2020).

## ACKNOWLEDGEMENT

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## 17. The Enriched Meaning of Work for Tourist Guides in Sabah

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**Keywords:** Meaning of Work, Sabah, Tourist Guides

### EXTENDED ABSTRACT

This paper discusses the qualitative findings of an exploratory sequential mixed method study. Phase one explored the meaning of work (MoW) for tourist guides (TGs). Semi-structured interviews were employed among 20 participants in Sabah. The tripartite model of MoW (job, career and calling) formed the conceptual basis of the qualitative study. A thematic analysis produced six key themes which delineate the MoW for TGs. Findings indicate that TGs experience the existing MoW dimensions. Findings also expand the current MoW instrument. The enriched MoW derived includes a positive working environment, professional fulfilment, and work-life balance. Based on the key themes, implications for managerial implications are discussed along with future research directions.

### LITERATURE REVIEW

Tour guides (TGs) are seen as leaders, translators, and tour organizers who manage various group activities throughout the visitation (Poynter, 1993). TGs are vital to tourism operations in which their service attitude and abilities directly impact the overall quality of the tourists' experience (Yen et al., 2018). Studies have emphasized the important role of TGs performance on tourist satisfaction (Chang, 2014; Lin et al., 2017; Williams, 2013; Zillinger et al., 2012). Tour guiding research has received little attention especially the understanding of the MoW.

Meaning of work (MoW) is a cognitive system of how an individual makes sense of the world of work which surrounds them, interpreting what work means or the function it plays in one's life (Wrzesniewski et al., 1997). Work orientation, which is the focus of the current study, addresses the purpose work serves in an individual's life as a way of contributing meaning (Bellah et al., 1985). The term "work orientation" was initially proposed by Bellah et al. (1985). They proposed a tripartite notion outlining the three ways a person might find fulfilment through their work as a job, a career, and a calling. People who see their work as a job concentrate on the monetary rewards. People who see their work as a career are driven by a desire for more power, social prestige, professional progression, and promotion. People who consider their work to be a calling are mainly concerned with their work's social worth and desire to improve society. Research in this area has so far centered on tripartite work orientation; however, the complete range of meanings may not be accounted for through only these three orientations that people may devote themselves to their job (Willnerr et al., 2019). Thus, this study aimed to explore the enriched MoW experienced by TGs in Sabah.

### RESEARCH METHOD

This research employed a qualitative method whereby a semi-structured interview was used for data collection guided by pragmatic research paradigm to explore the enriched MoW among TGs in Sabah. This study answers the research objective of, "*How is MoW experienced by TGs?*". For this,



it was pertinent to interview TGs and allow them to tell the stories unencumbered by what is expected or what exists in the literature.

### Data Collection

This study employs purposive sampling included participants were licensed TGs employed for a minimum of six years and based in Sabah. Additionally, the TGs needed to be either a member of Sabah Tourist Guides Association (STGA) or Sabah Native Registered Tourist Guides Association (SNRTGA). The snowball sampling process occurs at the end of each interview session, where participants were asked to recommend fellow TGs as potential participants. A total of 20 semi-structured interviews were conducted over two months using the Zoom application. Interviews lasted 60 minutes on average, with the longest lasting 120 minutes and the shortest lasting 45 minutes. The profile of the participants is depicted in Table 1. Pseudonyms have been used to de-identify participants.

**Table 1: Profile of Participants**

No.	Name	Age	Years in Service	Gender	Membership
1.	Lee	67	34	Male	STGA
2.	Hayden	42	17	Male	STGA
3.	Gloria	55	24	Female	STGA
4.	Hakim	36	11	Male	SNRTGA
5.	James	52	23	Male	STGA
6.	Andrew	36	16	Male	STGA
7.	Faiz	34	12	Male	SNRTGA
8.	Jason	30	7	Male	SNRTGA
9.	Azlan	28	7	Male	SNRTGA
10.	Alice	30	6	Female	SNRTGA
11.	Melinda	32	10	Female	SNRTGA
12.	Adam	42	18	Male	SNRTGA
13.	Reynolds	36	11	Male	STGA
14.	Matthew	41	20	Male	SNRTGA
15.	Shawn	37	14	Male	SNRTGA
16.	Mikael	44	21	Male	SNRTGA
17.	Raymond	54	35	Male	STGA
18.	David	45	22	Male	STGA
19.	Daniel	17	12	Male	STGA
20.	Hanis	55	28	Female	STGA

### Data Analysis

The researchers used Nvivo 12 Plus software program to manage, organize, and code the data that generated the classification for codes, categories, and themes across all 20 interviews. A six-step thematic analysis was conducted to enable researchers to summarize, highlight main features, and understand a broad variety of data sets (Braun & Clarke, 2006).

## RESULTS

Findings revealed that TGs experienced the existing tripartite work orientation; job, career, and calling. However, the most interesting findings are the meanings TGs imbue to their work or the enriched MoW, positive working environment, professional fulfilment, and work-life balance

including the narratives are presented to support each theme.

## DISCUSSION

The concept of "work orientation" describes the types of meaning that TGs get from their jobs. By exploring the enriched MoW dimensions. This study expanded the three-factor model by Wrzesniewski et al. (1997) into a six-dimensional one for employees in the tourism industry. Thus, the enriched MoW complements the tripartite work orientations describing TGs' MoW. These findings show that besides tripartite orientations, these enriched MoW provides insights that explain loyalty and commitment to the profession.

## MANAGERIAL IMPLICATIONS

The findings of this study offer the government insight into the need to protect meaningful jobs and livelihoods. This study is also vital to demonstrate to government policy how TGs see the value of their line of work. In addition to helping TGs, the new MoW model may also help the tourism industry design human resource strategies that will increase TGs desire to build a resilient and sustainable TGs workforce, so it attracts, motivates, and retains talented TGs professionals.

## FUTURE RESEARCH DIRECTIONS

The enriched measurement instrument is being used in phase two of the mixed-method study to test the relationship between the enriched MoW and intention to stay in the profession and career satisfaction. At this stage, the researcher collects data from wider target of respondents and uses the data to test the relationship.

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## 18. What Actually Counts? Prioritizing Renovation Elements in Business Hotels

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**Keywords:** Brand relationship quality; Customer brand equity; Customer satisfaction; Hotel renovation

### EXTENDED ABSTRACT

Renovation is an essential cyclical task in hotel operations that requires much money (Turner & Hesford, 2019). Properties that do not frequently renovate enough or that do not reinvest in the right areas run the risk of losing profitability and market share (O'Neill & Mattila, 2006). Therefore, hotel managers are intensely interested in how to spend limited funds on the most critical renovation projects.

The research purposes are three. First, to investigate the customer's satisfaction with all the hotel's guest area facilities and equipment before and after renovation, and to understand the substantial impact of renovation on customer satisfaction. Second, to investigate the changes in customer brand equity and brand relationship quality before and after renovation to understand the impact of renovation on two essential attributes of brand management. Third, based on the analysis of the correlation between the renovation items and the brand equity, brand relationship, and renovation cost, to identify the optimal prioritization of renovation items.

### LITERATURE REVIEW

Renovation directly causes changes in a hotel's physical facilities and environment (Zemke et al., 2019). The physical environment highly affects Customer-Based Brand Equity (CBBE). However, there is no direct discussion on how renovation affects brand equity, the four brand equity dimensions proposed by Aaker (1996) have more indirect correlations with hotel renovation (Liu et al., 2020; Nhepera & Onojaefe, 2019). In addition, renovation may affect customer relationships by fulfilling hotel brand promises or increasing satisfaction (Hyun, 2010; Nanu et al., 2020).

Although the positive impact of renovation on the hotel's short-term and long-term performance indicators, including revenue, customer satisfaction, profitability, and R&M expenses, has been proven (Turner & Hesford, 2019); the operational objectives such as brand equity, brand relationship quality, have not been directly discussed.

The hotel industry generally agrees that the customer is the prime driver for renovation. Therefore, customers should be involved in formulating renovation, and priority areas will be identified (Hassanien, 2006; Zemke et al., 2019). However, it appears very likely that the "voice of the customer" has not been listened to sufficiently (Hassanien, 2006; Sánchez-Franco et al., 2016).

Medina-Muñoz et al. (2016) investigated tourists' demand for renovating various accommodation facilities in mature coastal tourist destinations. They found that hotel tourists agreed significantly more on the need for innovation and differentiation. However, the study's results only point in a particular direction, and the recommendations on the scope of renovation and items are ambiguous.

## RESEARCH METHOD

### Research Subject

The present study takes a well-known international 5-star hotel in Hsinchu, Taiwan, which opened 23 years, as its research subject. A survey of the hotel before and after the renovation was conducted.

### Research Design

The present study has three stages:

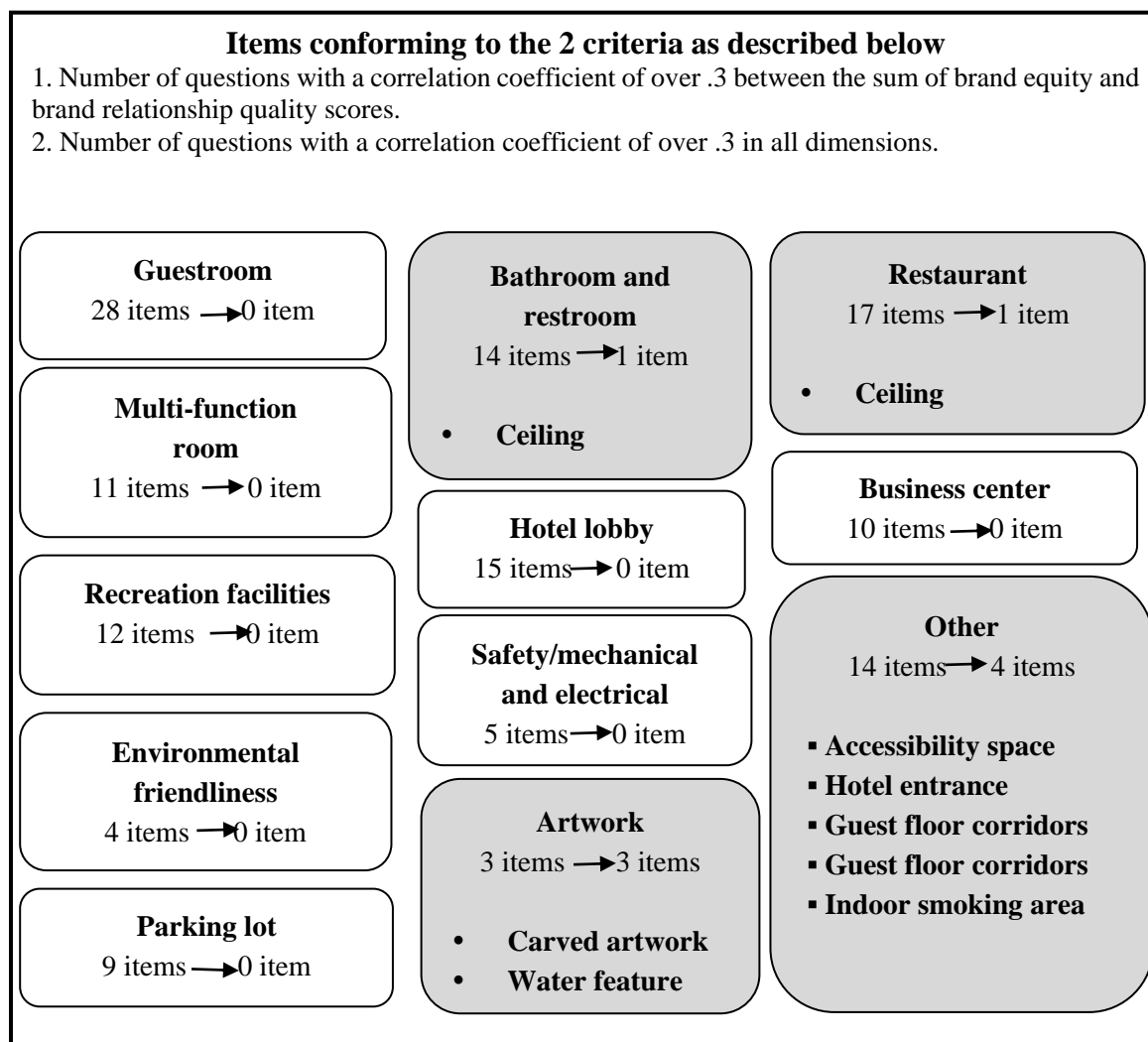
1. An in-depth interview and focus group was conducted to collect the hotel stakeholders' opinions of the renovation project before the data was analyzed, integrated, and compiled into a questionnaire.
2. A questionnaire survey was conducted before the hotel's renovation to ascertain the guests' satisfaction with the items of the hotel to be renovated, brand equity, and brand relationship quality.
3. A questionnaire survey was conducted after the renovation to understand the changes in the guest's brand equity and brand relationship quality, as well as the relationship between the renovation satisfaction, brand equity, and brand relationship quality.

## RESEARCH RESULTS

A variance analysis was conducted on the brand equity and relationship quality dimension before and after the renovation. The results revealed that renovation significantly improves the "perception quality," "brand loyalty," "brand association," and "brand awareness" of brand equity, as well as the "satisfaction," "trust," and "commitment" of brand relationship quality. Therefore, it is clear that renovation significantly enhances the hotel's brand equity and brand relationship quality, demonstrating the necessity of hotel renovation.

A correlation analysis was conducted for various dimensions of brand equity and brand relationship quality in conjunction with the customer's satisfaction level towards 136 renovation items across 12 dimensions to determine the ones that had a higher correlation with the abovementioned indicators.

The results indicate that eight guestroom items, 13 bathroom items, eight restaurant items, six multi-function room items, seven business center items, three artwork items, and eight others exhibited a higher correlation with brand equity and brand relationship quality. Meanwhile, five dimensions, including the hotel lobby, leisure facilities, parking lot, safety/mechanical and electrical facilities, and environmental friendliness, all exhibited a lower correlation coefficient. In particular, the nine areas with the highest correlation with brand equity and brand relationship quality were bathroom ceiling, restaurant ceiling, carved artwork, water feature, painting, accessibility space, drop-off area by the entrance, guest floor corridor, and indoor smoking area (Figure 1).



**Figure 1: Correlation Analysis of Customer Satisfaction toward Renovation Items, Brand Equity, and Brand Relationship Quality**

A cost-benefit analysis was conducted for various renovation items and the renovation cost of the hotel. The expenses on renovating the hotel’s guestrooms and restaurant were well spent. Still, in terms of the fitness center and lobby bar renovation, perhaps there are more suitable alternatives such as accessible facilities or artwork that can enhance the hotel’s brand equity and brand relationship quality more effectively. This is a rather interesting observation (Figure 2).

## DISCUSSIONS

Previous research focused on hardware improvement and upgrade, where the functional dimension was applied to explore the critical renovation elements of hardware or specific areas (Countryman & Jang, 2006; Whitfield & Webber, 2010). The present study has compensated for the lack of customer perspective and renovation details in previous studies; moreover, it has provided a vital evaluation indicator questionnaire for renovations.

The present study has also verified the positive influence of renovation on brand equity and brand relationship quality and identified items that have a higher correlation with brand equity and brand relationship quality. Moreover, these were evaluated and analyzed in conjunction with the cost of the hotel’s renovation. With the study’s verification as a building block, recommendations can be offered to hotels in priority renovation areas.

Name	Cost (in NT\$10,000)	Renovation items with high correlation coefficient
Falsework	158	--
Architectural and design fee	298	--
Ground floor lobby entrance renovation	130	Hotel entrance
Ground floor lobby bar renovation	19.6	--
5F fitness center renovation	30.5	--
2.3.4.6 restaurant renovation	1,163	Restaurant wall, Ground surface, Ceiling, Food display counters reception area, Decoration, Furniture, Atmosphere and environment, AV system, Multi-function room carpet, Banquet decoration
8-22F guestroom upgrade	2,218	Room sound insulation, Ironing equipment, Line concentrator, Balcony, Bathroom wall, Bathroom ground surface, Bath room sliding door, Bidet toilet seat, Bathroom space
Elevator upgrade	472	--
Electrical, plumbing, and AC	884	Bathroom air con
Public area movable furniture	138	--
Carpet	1,170	--
Guestroom movable furniture	1,779	AV facilities, Cabinet, Desk chair
Furnishings	280	--
Lighting fixtures	112	General lighting
Bathub and toilet hardware	31.2	Bath appliances (basin, toilet and hardware fittings)
FF&E <sup>b</sup> and business equipment <sup>c</sup>	320	--
Total	9,211	

### Non-renovation items with high correlation coefficient

Guestroom (Bathroom and Restroom)	Multi-Function Room	Business Center	Artwork	Other
<ul style="list-style-type: none"> <li>Master sockets</li> <li>Bathroom ceiling</li> <li>Bathroom drainage</li> <li>Sufficient water for shower</li> <li>Bathroom circulation</li> </ul>	<ul style="list-style-type: none"> <li>Multi-function room furniture</li> <li>Meeting video equipment</li> <li>Meeting bulletin equipment</li> <li>Microphone equipment</li> </ul>	<ul style="list-style-type: none"> <li>Business center space</li> <li>Computer</li> <li>Printer</li> <li>Office equipment (fax, copy machine)</li> <li>Business center carpet</li> <li>Business center ceiling</li> </ul>	<ul style="list-style-type: none"> <li>Carved artwork</li> <li>Water feature</li> <li>Painting</li> </ul>	<ul style="list-style-type: none"> <li>Accessibility space</li> <li>Hotel arcade</li> <li>Outdoor smoking area</li> <li>Guest floor corridors</li> <li>Indoor smoking area</li> <li>Outside direction signage to hotel</li> <li>Hotel signage (inside direction signage)</li> </ul>

**Figure 2: Contrast of the Cost and the Correlation Coefficient Result of Renovation Items**

## MANAGERIAL IMPLICATIONS

Suppose hotels intending to implement renovation can apply this questionnaire and framework; they will gain insight into the relative importance of various renovation items and the satisfaction perceived by their customers. In doing so, the study helps the hotels focus on the critical renovation items cost-effectively to improve the ones that have the most impact on brand equity and brand relationship quality. Additionally, a posttest questionnaire can be administered to more accurately understand the actual benefits of a renovation.

## FUTURE RESEARCH DIRECTIONS

In the future, longitudinal research may be attempted to investigate the same group of guests to determine the impact of the renovation. Also, studies can be carried out on different types of hotels.

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## 19. The Impact of TikTok Social Media on Domestic Tourism in Indonesia

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**Keywords:** Domestic tourism; Social media; TikTok; Promotion; Marketing

### EXTENDED ABSTRACT

COVID-19 has changed the flow of international tourism to domestic because of the limitations of a person to freely go abroad, so domestic tourism is important to pay attention to. For example, in 2020, staycation content is often found on TikTok. Recently, TikTok has many hashtags about Indonesian domestic tourism because people are getting to know their local domestic tourism. Some of the popular hashtags are #wisatabandung, #wisata, #explorebandung, #wonderfulindonesia, and #wisatajogja. By early 2022, ByteDance's advertising sources indicated that TikTok already had 92.07 million users aged 18 and over in Indonesia and will continue to grow. With this growth potential, TikTok has the potential to be used as a marketing tool for tourism marketing.

### LITERATURE REVIEW

The social media are becoming powerful tools for promoting tourism in any country, region, state, or destination. Each region in Indonesia tries to promote its domestic tourist destination because the tourism sector is one of the largest contributors to regional income (Bahtiar, 2018). Starting from the benefits of domestic tourism, the tourism promotion is now used digital technologies, social media platforms and other interactive channels to reach more people (Camilleri, 2018).

#### TikTok as a Domestic Tourism Marketing Tool

Tourism marketing is very important to do along with technological developments such as social media. The social media that currently gaining popularity is TikTok. Travelers regard TikTok user content as a source of travel decision-making through the uniqueness of the content (Dewa & Safitri, 2021) or it is also called as Electronic-Word of Mouth (E-WOM).

E-WOM is an activity where consumers provide information about tourist service to other consumers through the content (López & Sicilia, 2014). Many studies have proven that E-WOM is an effective way to promote a destination. For example, Sotiriadis and Zyl (2013) proves that Twitter content is effective at getting people to come because someone came before. The research of Krasnova et al. (2015) proves that travel posts can causes the envy among Facebook users, so they feel motivated to go to our travel destination. This means that TikTok as a type of social media also has that possibility. However, the quality of content must be prioritized so that tourists could be interested in visiting tourist destinations.

#### The Quality of Tourism Promoting Content

The information contained in a TikTok content must be able to meet user needs. Value and customer satisfaction will form impressions about quality. There are seven dimensions of the quality of tourism

products according to tourists (Poerwanto, 2004) that will help improve the quality of tourism promoting video. The seven dimensions are as follows.

1. Attractions;
2. Information;
3. Public facilities;
4. Accessibility;
5. Human resources;
6. Service; and
7. Cleanliness.

## RESEARCH METHOD

Researchers focus on the use of TikTok as a marketing tool for Indonesian domestic tourism. The object of research in this study is 50 videos from 10 popular hashtags about Indonesia domestic tourism on TikTok. Primary data is collected directly from the TikTok platform. Researchers made personal observations starting from looking for 10 popular hashtags that had the most views, recording the number of likes, comments, and shares for those top five videos/hashtags, and continued by assessing the quality of content with the seven dimensions of the quality of tourism products by Poerwanto (2004). Assessment is done by looking at the presence or absence of these seven dimensions in each video.

## RESULTS

**Table 1: Observed Content Likes, Comments, and Shares of 50 Domestic Tourism TikTok Videos (5 Videos/Hashtag)**

Hashtag	No of Likes	%	No of Comments	%	No of Shares	%
#wisatabandung	2158200	14,39	53927	25,28	167882	28,90
#wisata	1174500	7,83	5775	2,71	71562	12,32
#explorebandung	1802400	12,02	47248	22,15	51599	8,88
#wonderfulindonesia	3616000	24,11	24062	11,28	87242	15,02
#wisatajogja	1376000	9,17	15803	7,41	47291	8,14
#explorejogja	1142100	7,62	11478	5,38	35452	6,10
#wisataindonesia	1700200	11,34	36780	17,24	36374	6,26
#explorebali	933700	6,23	3715	1,74	19782	3,41
#staycationjakarta	486300	3,24	4620	2,17	32440	5,58
#explorejakarta	608600	4,06	9890	4,64	31278	5,38
N	14998000		213298		580902	

Based on the results of the analysis, it was found that the 10 most popular hashtags about domestic tourism on the TikTok Indonesia platform, namely #wisatabandung (461.6 million views), #wisata (437 million views), #explorebandung (306.3 million views), #wonderfulindonesia (374.1 million views), #wisatajogja (273.9 million views), #explorejogja (226.2 million views), #wisataindonesia (211.9 million views), #explorebali (168.9 million views), #staycationjakarta (124.2 million views), and #explorejakarta (116 million views). The total views of the 10 hashtags are 2,700,100,000 or 2.7 billion. On the other hand, researchers found an interesting fact that the #wonderfulindonesia hashtag is an official hashtag from Indonesian Ministry of Tourism TikTok account with the username @wonderfulid. That hashtag become the fourth most views hashtag based on research (374.1 million views).

The 50 sample videos (5 videos/popular hashtags) collectively received 14,998,000 likes, 213,298 comments and 580,902 shares. From the results of the assessment of seven dimensions of the quality of tourism products according to tourists by Poerwanto (2004), only four dimensions are displayed by the majority (>25) videos, namely attractions, information, accessibility, and public facilities. All video content uses audio/song which makes it more interesting, and the majority (>25) videos have dubbing sound explaining the video content.

## DISCUSSIONS

From those 10 popular hashtags, it can be seen that Bandung is the most attractive destination because it gets the most views. However, researcher found that TikTok only has an impact in big cities because there is no other city besides the cities in Java and Bali on the 10 most popular hashtags about Indonesia domestic tourism. More than 25 videos do not have the complete seven travel product quality dimension but still get millions of views. It can happen because TikTok free its users to create anything as long as they do not violate the terms and regulations of TikTok. Besides that, there is one popular video in the #travel hashtag which disables its comments so that the number of comments becomes less. That is because TikTok frees up users to set privacy on their accounts.

A fact that Ministry of Tourism has an official TikTok account with the username @wonderfulid and has a special hashtag namely #wonderfulindonesia is such an interesting fact. This means that the Indonesian government is also aware of the potential of tourism marketing on TikTok. This step should be taken by the government to introduce the beauty of Indonesia because tourism will be more advanced if it is accompanied by technology.

## MANAGERIAL IMPLICATIONS

Based on the results of video analysis, the data can be used as a reference for the public and the government in finding favorite destinations in Indonesia through the number of likes, comments, and shares because those three things from the 10 popular hashtags was analyzed. The government can also evaluate and reconsider other destinations that have potential to be promoted on TikTok so can be known by the wider community. TikTok can be used to promote tourist destination, attract consumer opinion, and see public opinion from the comment section.

## FUTURE RESEARCH DIRECTIONS

The addition of views, likes and comments always happens every day, it is necessary to do continuous research to analyze TikTok videos. This research is only limited to the potential of TikTok on domestic tourism in Indonesia that TikTok has the potential to be a promotion tool for domestic tourism. It is hoped that future research can dig deeper into the effectiveness of TikTok as a tourism marketing tool by following the times at that time. TikTok is famous for its unique algorithm so that many topics can be researched.

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## 20. Indicators to Measure Local Communities' Environmental Conservation Behavior in A Rural Tourism Destination

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**Keywords:** Environmental conservation behavior; Local community; Rural tourism; Social exchange theory; Theory of planned behavior

### EXTENDED ABSTRACT

In rural tourism, sustainability indeed stimulates a significant number of new businesses and broader employment opportunities that contribute to an escalation in government revenue which is expected to return to local people (Kumar et al., 2015). This research was conducted in Bogor Regency, West Java, Indonesia, to identify the influencing factors of local communities' environmental conservation behavior and to sustain local authorities in determining their focus when developing priorities and strategic directions to increase local communities' environmental conservation behavior to have sustainability.

What defines environmental conservation behavior is so complex that a single framework or graphic cannot represent it. This study has integrated three strands of theories about factors influencing environmental conservation behavior that have previously been pursued in various directions and proposes an environmental conservation behavior model. Still, based on the examination of the 384 respondents' responses to the questionnaire and analyzed using SmartPLS version 3, awareness of the environmental implications and environmental attitudes have a detrimental impact on environmental conservation behavior, which goes against the SET concept. Therefore, local management must go to great lengths to ensure that when favorable circumstances negatively affect environmental conservation behavior, more research with additional factors is required.

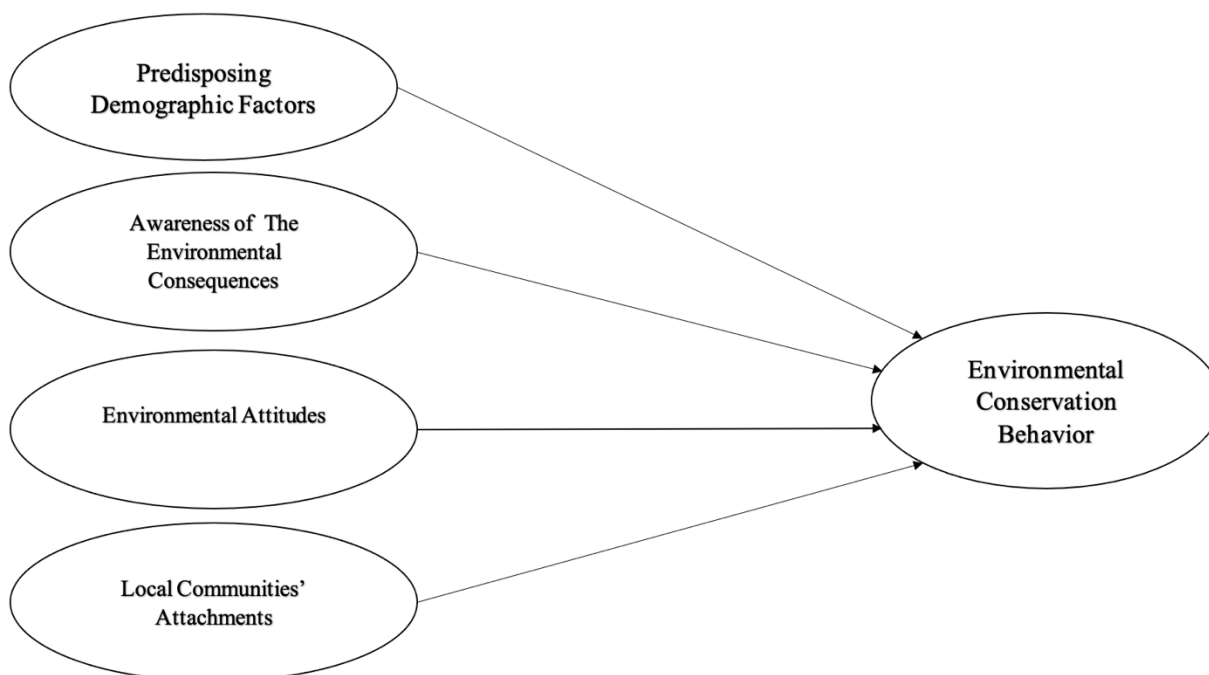
### LITERATURE REVIEW

Nature conservation depends on human behavior (Reddy et al., 2016). In reverse, it is also the source of environmental problems. To overcome any negativity about nature and achieve the aims of an environmentally sustainable destination, one must understand the governing laws of the environment (Asadzadeh & Mousavi, 2017). Environmental conservation behavior, which is derived from the theory of reasoned action and the theory of planned behavior (Ajzen, 1985), encompasses a wide range of pro-environmental consumer behaviors, and gets to Zhang et al. (2017), who successfully established an understanding of environmental conservation behavior. According to Zhang et al. (2017), the elements of awareness of environmental consequences have a vital role in predicting environmental conservation behavior and in more specific environmental parts. Social Exchange Theory has been extensively used (Byrd et al., 2009). Ap (1992) proposed the social exchange hypothesis as a theoretical framework for capturing the motives that lead inhabitants to have a positive or negative attitude toward tourism. (Gannon et al., 2020) also examined local communities' community attachment and environmental attitudes.



- H1** *Awareness of the environmental consequences has a positive direct effect on environmental conservation behavior.*
- H2** *Environmental attitudes have a positive direct effect on environmental conservation behavior.*
- H3** *Local communities' attachments have a positive direct effect on environmental conservation behavior.*

## RESEARCH METHOD

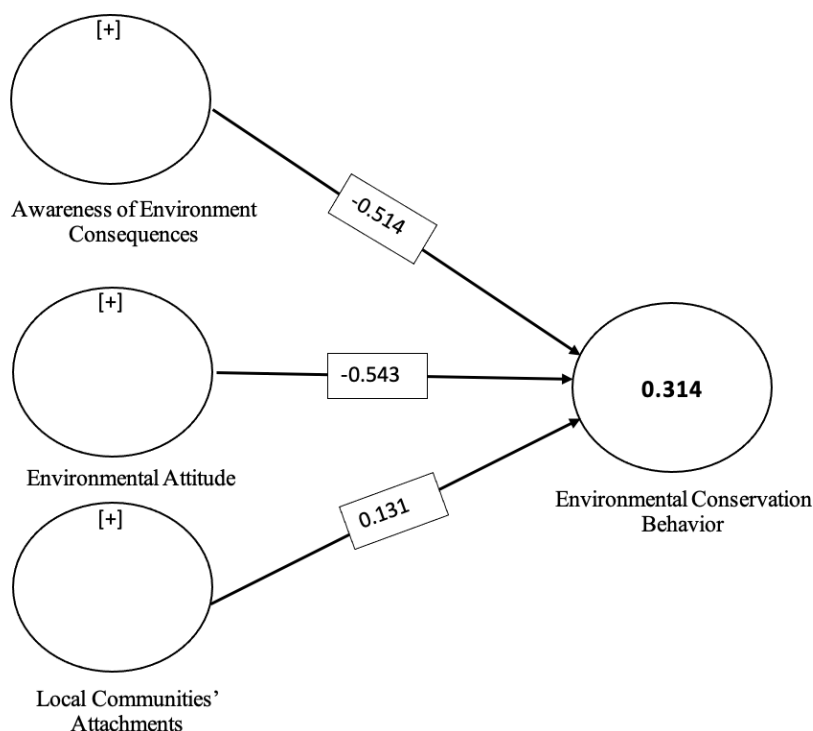


**Figure 1: Conceptual Framework of the Study**

This research is purely quantitative in design, with a questionnaire being used as the only survey instrument. The questionnaire distributions were both printed and online, containing demographic profiles, four variables in 20 items with a purposive-homogeneous sampling technique during Mar–Jun 2022 to a 384 sample size of respondents based on Krejcie and Morgan's (1970) sample size determination formula, and SmartPLS was used for the measurement model and the structural models to assess instantaneously and to confirm the convergence and discriminate validity of the measure with the use of SmartPLS ver3. SEM is becoming more widely employed in ecological research, and it has enormous future potential for ecologists (Fan et al., 2016).

## EXPECTED RESULTS AND DISCUSSION

Most respondents are male ( $n = 244$ ), with five age ranges starting from 17-25 years old up to more than 45 years old, and most are in the more than 45 years old age range group ( $n = 185$ ). Most of the respondents completed their Diploma or Bachelor's degree ( $n = 200$ ), with only 13 finishing from elementary to junior high school. In terms of monthly net income, most respondents earn more than Rp. 10.000.000, -( $n=110$ ). Most respondents ( $n = 256$ ) are natives of Bogor, West Java, with ( $n = 269$ ) of the respondents being directly or indirectly involved with tourism activities.



**Figure 2: Result of Path Coefficients' Analysis**

**Table 1: Assessment Results of the Measurement Model**

Construct	CR	Composite Reliability
Awareness of Environment Consequences	0,921	0,936
Environmental Attitude	0,835	0,870
Local Communities' Attachment	0,734	0,743
Environmental Conservation Behavior	0,868	0,896

For the latent variables' convergent validity to be deemed acceptable, their AVEs must be higher than 0.5. (Hair et al., 2011). The AVEs of the construction were higher than 0.5, and most loading factors were higher than 0.07. The measurement model exhibits satisfactory reliability if all the latent variables Cronbach's Alpha are greater than 0,70. If the composite reliability values are more significant than 0,7, all the instruments consistently measure the same construct (Hair et al., 2011). The validity of discrimination was also investigated, with the result that discriminant validity was acceptable across the data for each variable, as the square root of each construct's AVE has a greater value than the correlations with other latent constructs (Hair et al., 2014). As for the HTMT ratio for correlation, the value of the HTMT is no higher than 0.90, which means there is no lack of discriminant validity (Gold & Arvind, 2001).

**Table 2: Results of Hypotheses Testing**

	Original Sample (O)	P Values
Awareness of The Environmental Consequences -> Environmental Conservation Behavior	-0,154	0,020
Environmental Attitudes -> Environmental Conservation Behavior	-0,543	0,000
Local Communities' Attachments -> Environmental Conservation Behavior	0,131	0,104

The findings show that environmental conservation behavior is negatively impacted by awareness of the environmental implications (H1). Given that the association was significant, yet the bad outcome was the exact reverse of what was anticipated, this hypothesis should be disproved. The same applies to (H2), environmental attitudes and environmental conservation behavior. However, there is no significant relationship between local communities' attachment to environmental conservation behavior (H3).

## IMPLICATIONS AND LIMITATIONS

The findings of this study raise some concerns for the management of the rural as they are inconsistent with the Social Exchange Theory's concept of positive and negative hedonic value, with the average scale for Awareness of Environmental Consequences is 3.78 from 5, Awareness of Environmental Attitudes is 3.89 from 5. Local Communities' Attachments is 4.09 from 5, a large-scale review of the existing settings in these rural tourism destinations must be conducted to see whether the settings of tourism management is too neglecting natural conservation principles.

## SUGGESTIONS FOR FUTURE RESEARCH

More research is needed in this area to understand how environmental awareness and attitudes can negatively impact environmental conservation behavior. Examining the environmental conservation behavior variables from all linked individuals needs to be added to research that examines environmental conservation behaviors, including other influencing factors.

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## 21. The Island of Hope: Discovering the Potential of Bidong Island as a Historical Tourism in Malaysia

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**Keywords:** Bidong Island; Vietnamese boat people; Historical tourism; Malaysia

### EXTENDED ABSTRACT

Malaysia, a developing country, became a humanitarian icon in 1957 when it aided Vietnamese Boat People (VBP) escape the conflict. Internationally recognized humanitarian help provided by providing a safe haven for Vietnamese Refugees. UNESCO and the Malaysian government, the area has been developed with basic infrastructures. Historians refer to VBP village on Bidong Island as “Little Saigon”. However, the island was closed in October 1991. Since then, the island’s infrastructure has been neglected for the past 30 years. This study intends to explore the potential of Bidong Island as historical tourism product and the significance of preserving and conserving the VBPs camp on Bidong Island. An interview with prominent Terengganu tourism personalities was undertaken to collect perspectives and plans for the island and field observation. The findings suggest that the island should be promoted as one of Malaysia’s historical tourism products since it will benefit both the local government and the country. Thus, the present study aims to explore the potential of Bidong Island as a tourism product in Terengganu and to identify people’s perception of Bidong Island as one of the tourism products in Terengganu.

### LITERATURE REVIEW

Travel with the primary objective of learning about a place’s history and legacy is referred to as historical or heritage tourism. For example, they visit local museums that preserve the past through artefacts, art, and literary treasures or even eat authentic historical cuisine in their original settings. Tourism is a social, cultural, and economic phenomenon involving individuals traveling to nations or places outside their typical environment for personal or business/professional reasons. Visitors (tourists or excursionists; residents or non-residents) are referred to as visitors, and tourism refers to their activities, some of which involve tourism expenditure (United Nations World Tourism Organization, 2008). For example, historical tours in the country of Malaysia would include numerous visits to those places which bear some historical significance.

Despite several initiatives, the number of visitors visiting is also low compared to other islands in Terengganu’s state. As a result, the study discovered that fresh planning is required for uncovering these tremendous potentials for them to be protected and conserved as one of “historism Island’s” goods. Although the topic has been debated for a long time, comprehensive efforts taken on the island are still insufficient. Researchers attempted several strategies to boost wildlife tourism in Bidong Island as part of the island’s conservation effort as early as 2016. Table 1 shows the number of visitors to Bidong Island from 2017 to 2019 by 300-person increase. However, this figure is still low compared to Redang Island, another significant Terengganu Island.

**Table 1: Number of Tourists Visiting Bidong Island per Year**

Year	Number of Tourists Visiting per Year
2017	3,862
2018	3,716
2019	4,228

Source: Terengganu State Museum, 2020.

Malaysia's role as a humanitarian hero in rescuing the Vietnamese boat people contributes to the island's historical tourism potential. Following the fall of Saigon in 1975 (the end of the Vietnam War), Malaysia saw an influx of Vietnamese refugees. In May 1975, the first refugee boat arrived in Malaysia, carrying 47 individuals. In August 1978, with the help of the United Nations, a Vietnamese refugee camp was built on Bidong Island. Malaysia quickly reduced its Vietnamese refugee population with the agreement between Malaysia, Vietnam, and UNHCR to solve the refugee crisis, allowing the Bidong Island refugee camp to close in November 1991.

## RESEARCH METHODOLOGY

A qualitative study was conducted to address the issues and objectives of the study. Specifically, an interview has been conducted at Terengganu State Museum, Terengganu Tourism Department and Merang Beach area within a 5 km radius from Merang Jetty in Setiu. A total of eight semi-structured interviews were conducted with one museum assistant, one officer in the state tourism department, two boat operators and two tourists. The interview was conducted using semi-structured data to diversify the openness in giving answers to the informants and stop at the saturation point. The interview questions asked about the potential of Bidong Island, initiatives done by the state government, museums, and tourism department.

Furthermore, the informants were also asked about the new historical tourism product on Bidong Island. The interviews varied between 30 minutes to an hour. It was recorded in videography, and all the recordings were transcribed to meet this study's objectives. In addition, a site visit has also been conducted for further observation of the site. Photos in static images, moving images on initiatives, and the condition relating to the site were successfully recorded to be further analyzed, or the qualitative study, observation and in-depth interview will be used. Furthermore, drones with high-resolution cameras can capture the terrain from a so-called bird's eye view with high longitudinal and lateral accuracy (Krajewski, Bock, Kloeker & Eckstein, 2018).

## RESULTS

In conclusion, many potentials of the island have been connected to ecotourism due to its location. However, unlike ecotourism, historical tourism is room yet to be explored. Therefore, the present studies explore the potential of Bidong Island as a part of Terengganu tourism product alongside other famous islands nearby, based on the site visit made in early December 2020. Initiatives by its caretaker, the Terengganu State Museum, can be seen as shown in the figures in Section 4.2. However, the conditions of the locations need to be continuously maintained. It is essential before it can be promoted as one of the products. Tagging and mapping initiated the beginning steps in preserving the location.

Besides, the limitation faced by its caretaker in preserving and conserving the island results in the island having low attention and development on the site. In-depth interviews were conducted and have also shown positive results. This can be shown from the interview conducted towards the informant below:

*“At that time Bidong Island was known as a humanitarian icon for the world because it was a settlement to hundreds of thousands of refugees from Vietnam, simply wanting to find a life to live. Then it was handed over to the museum because of the historical events that existed on Bidong Island”.*

*Museum Curator, 2022*

*“I always bring tourist to dive at the underwater museum available near the Bidong Island and many claims the coral reef are beautiful compared to another nearby island, as not many visitors hop into the island while also reminisce the loss of refugees life”.*

*Boat Operator, 2022*

Informants includes small enterprises, specifically the boat operator and boatmen, the Bidong Island caretaker Terengganu State Museum, and the Department of Terengganu Tourism. The island’s relations with one of the remarkable historical events related to a third-world country contribute to Malaysia being considered a humanity icon. It shows Malaysia’s strength as one of the countries capable of providing community assistance when needed. Therefore, preserving the island does not limit the island to being remembered by the new generation of “Vietnamese Boat People” (VBP) who ended and survived in Bidong Island. After all, traces of Malaysia assisting in the facet of humanity offer one the proud moments for Malaysians.

## DISCUSSIONS

The current study is primarily concerned with determining Bidong Island's potential as a historical tourism destination in Terengganu. As a result, before any development on this island is contemplated, academics should do more research on government policies and potential sensitivity triggers against Vietnamese, as this is also tied to their terrible memories. However, as practitioners discussed, even if preservation and conservation on one side cannot be realized owing to sensitive concerns, Bidong Island may still be included in the tourism product due to its history and its natural resources. As scholar Rhama (2019) has proven that the development of one tourism on its values should not be treated the same, as different values carry a different weightage in promoting tourism products.

Additionally, modern government tourist regulations advise embracing internet tourism (Liu, 2020). The use of digital platforms like 360-degree films or virtual reality is in line with how technology is currently evolving in the tourism industry. Many developed countries have widely used ways of promoting and preserving digital integration (Egger et. al., 2020; Navarrete, 2019). Consequently, more research on two government initiatives pertaining to the island is required. The state government has designated Bidong Island as Terengganu State Park based on the data collected for the current study through the interview. As a result, the state employment law's protections will apply to all of its natural resources.

## ACKNOWLEDGEMENT

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## 22. The Mediating Roles of Experience and Education in between the Relationship of Environment and Revisit Intention to ‘Kongsi’ in George Town, Penang

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**Keywords:** Revisit intention; Mediation; Environment; Education; Experience

### EXTENDED ABSTRACT

This study aims to examine influence of experience, environment and education towards revisit intention to ‘Kongsi’ in George Town UNESCO Heritage Site, Penang, Malaysia. In addition, the mediating roles of experience and education in between the relationship of environment and revisit intention to the ‘Kongsi’ was also observed. The data were collected through online surveys distributed to 100 targeted respondents who have visited the ‘Kongsi’ before. The data were analyzed using SPSS and Hayes Process Macro approach. The research results revealed that experience and education has significant effect towards revisit intention while environment has no significant effect towards revisit intention. On the other hand, environment is also found to have significant effect towards experience and education. Besides, both mediators (experience and education) have the partial mediation effect between environment and revisit intention. The findings of this study proposed that continuous quality improvement (CQI) approach is needed to ensure the quality of a tourist attraction, services, and outputs are always good and consistent. This study contributes to the body of knowledge by providing some insights of tourist behavior to heritage tourism attraction such as ‘Kongsi’ and to support the idea that revisit intention was affected by experience, education and environment.

### LITERATURE REVIEW

#### ‘Kongsi’

Due to the changing world, the clan houses in Penang adapted themselves to be part of Penang Heritage Site and provide knowledge about their history. Since the ‘Kongsi’ is located in the UNESCO World Heritage area of George Town, it become a popular attraction for tourists who are interested in local heritage and culture ("Kongsi in Penang", 2014).

#### Revisit Intention

It is very important to explore revisit intention beyond intention to visit as it is associated with tourism services repeat customers. The concept of customer loyalty in business has been applied to tourism because some tourists return to the same destination over and over, which is called destination loyalty (Oppermann, 2000). Furthermore, having the revisit customers are more efficient in terms of cost compared to getting the new customers (Um et al., 2006).

## Environment

Environment is defined as a condition surrounding the living things or a representation of social and cultural identity that affects the perceptions from an individual or the community itself (Ryu & Han, 2010). The term environment in this study is referring to the attractiveness of the surrounding of 'Kongsi', its architecture and the atmosphere. The attractiveness of a destination replicates the feelings and opinions of visitors regarding the destination's ability to satisfy their needs and the revisit intention to the destination (Nguyen Viet et al., 2020).

## Experience

Tourist's experience is the amount of all experiences a tourist had with a provider of goods and services, throughout his or her relationship with that provider.

The success of tourism product and eventually to the destination, are influenced by tourist's experience and consumption (Hamid et al., 2020). Tourists experience the destination through education, entertainment, or ambiance of the place (Morgan, 2010).

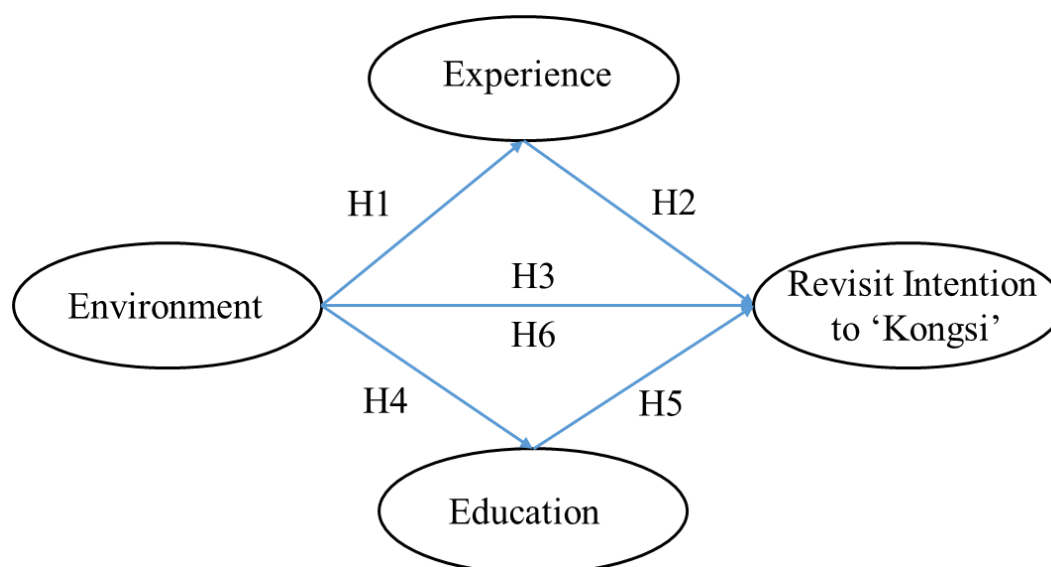
## Education

For heritage attraction like 'Kongsi', providing education to the visitors is imperative. Education plays an important role in providing the understanding of heritage values to the community. It influences both community and tourism to appreciate the heritage asset by understanding its nature, it's significant trades and reason to be conserved and preserved. Education could be effective if it is entertaining and interactive (Garrod & Fyall, 2000). The effectiveness would possibly be the reason for revisit intention among tourists.

Based on the literature reviews, the research model (Figure 1) has been proposed and the following hypotheses have been drawn.

Hypotheses of the research is as following:

- H1** *Environment has significant effects towards experience of 'Kongsi' in George Town, Penang.*
- H2** *Experience has significant effect towards revisit intention to 'Kongsi' in George Town, Penang.*
- H3** *Environment has significant effect towards revisit intention to 'Kongsi' in George Town, Penang.*
- H4** *Environment has significant effect towards education of 'Kongsi' in George Town, Penang.*
- H5** *Education has significant effect towards revisit intention to 'Kongsi' in George Town, Penang.*
- H6** *The effect of environment on revisit intention to 'Kongsi' in George Town, Penang is mediated by both education and experience.*



**Figure 1: Research Model**

## RESEARCH METHOD

Explanatory research design was chosen for this study to identify and determine the cause and effect of the variables in conducting this study. The total sample size of this study is only 100 (95% confidence interval) as the total number of visitors (population) to the 'Kongsi' is relatively small since year 2020 to early 2022 due to MCO and the closure of the country borders. Quantitative research method was used, where online surveys were administered to the target respondents who had been to the 'Kongsi' in UNESCO Heritage Site in Penang. The collected data was analyzed using SPSS and the moderation analysis was performed by using the Hayes Process Macro.

## RESULTS

Table 1 and Table 2 present the analysis summary of the study.

**Table 1: Coefficient Analysis Summary**

Relationship	Coefficient	S.E	t-statistics	p-value	Conclusion
Environment -> Experience	0.4374	0.0889	4.9224	0.0000	Significant effect H1 is supported
Experience -> Revisit	0.3909	0.1208	3.2358	0.0017	Significant effect H2 is supported
Environment -> Revisit	0.0893	0.1429	0.6252	0.5333	Not significant effect H3 is not supported
Environment -> Education	0.7705	0.0829	9.2901	0.0000	Significant effect H4 is supported
Education -> Revisit	0.5834	0.1294	4.5084	0.0000	Significant effect H5 is supported

**Table 2: Mediation Analysis Summary**

Relationship	Total Effect	Direct Effect	Indirect Effect	Confidence Interval		t-statistics	Conclusion
				Lower	Upper		
Environment -> Experience -> Revisit	0.7098 (p<0.000)	0.0893 (p<0.000)	0.1709	0.0553	0.3077	2.6703	Significant
Environment -> Education -> Revisit	0.7098 (p<0.000)	0.0893 (p<0.000)	0.4495	0.1737	0.6922	3.4104	Significant

\*H6 is supported with both mediators are significant (partial mediation)

## DISCUSSIONS

In general, the 'Kongsi' visitors' revisit intentions were realized to have the significant effects with education and experience but not environment. Other path-coefficient results showed that environment has significant effect towards experience, as well as the education. It is also revealed that education was the most important factor that influenced visitors revisit intention. This is due to the facts that 'Kongsi' in Penang are interactive and offered a lot of educational activities that involves in preservation, appreciation and learning all the aspect in the community's timeline.

As mentioned above, environment was found not to have the significant effect towards revisit intention. It is recommended that the operators should create a unique, attractive atmosphere and physical condition. Poor management and guidelines can lead to poor maintenance of design and architecture of the buildings.

### Mediation Results

The mediation results showed that there is partial mediation effect exists among the variables. The roles of experience and education as mediator between environment and revisit intention are found significant.

## MANAGERIAL IMPLICATIONS

The main contribution of this study lies in providing evidence for the heritage tourism operators and relating them through the concept of sustainability and heritage management approaches, ultimately looking at sustaining heritage resources on local level and supporting the 'Kongsi' community wellbeing through engagement with heritage.

## FUTURE RESEARCH DIRECTIONS

The current study has few limitations. Only 100 sample sizes were able to gather due to the declining numbers of visitors to George Town UNESCO heritage sites. Thus, a bigger sample size could provide significant results. In addition, lack of previous research on study topic that focuses on the Chinese clan houses or 'Kongsi' in Penang provide limited discussion on the variables used in the reviews of literature. Future researchers may want to expand the research model or use different method that could broaden the study and provide wider benefits to the heritage tourism operators.

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## 23. Readiness of Student Entrepreneurs and Their Challenges during the COVID-19 Pandemic

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**Keywords:** Challenges; COVID-19 pandemic; Entrepreneurial readiness; Entrepreneurs; Student entrepreneurs

### EXTENDED ABSTRACT

Many new ideas and opportunities have emerged as a result of the pandemic, and many Hospitality Management students have started their own enterprises. The objective of this research is to look at the entrepreneurial readiness and difficulties experienced by hospitality and tourism management students at Laguna State Polytechnic University Los Baños Campus. Furthermore, research investigates entrepreneurial preparedness for social and psychological characteristics as well as the challenges they experienced.

In this study, Convergent Mixed method design, was applied. This study adapted survey instrument investigates college students' sociological and psychological characteristics in order to assess individuals' readiness for entrepreneurship, as well as adapted guide questions to assess the challenges encountered during operation, particularly during the COVID-19 pandemic. The researchers used snowball and purposive sampling, to identify the current students that have their own enterprises that are course relevant during the pandemic. According to the findings, the student entrepreneurs at CHMT have a high degree of individual preparedness and psychological readiness for entrepreneurship. The researchers also revealed that they had a strong awareness of the many problems they confront when running their businesses during the COVID-19 crisis.

### LITERATURE REVIEW

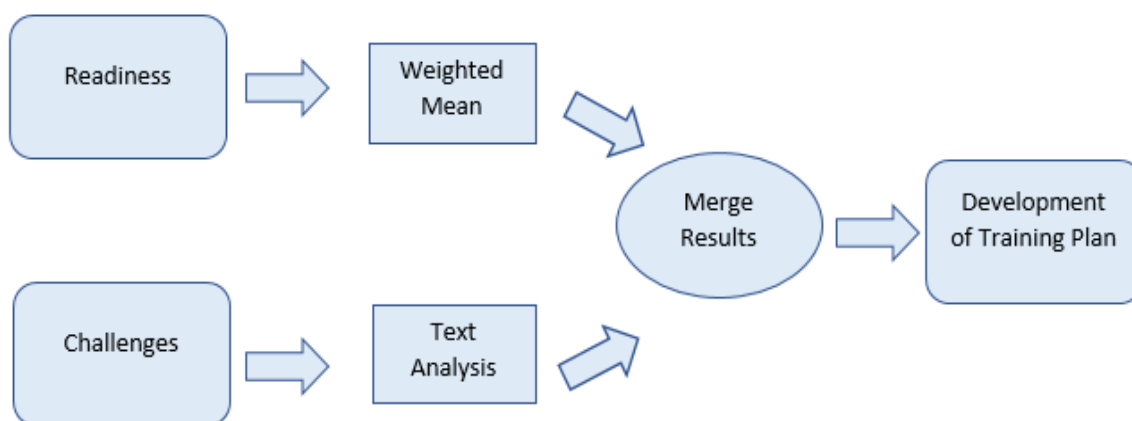
#### Entrepreneurial Readiness

In the entrepreneurial success components theory, entrepreneurship is viewed as a social mechanism (Gibb & Ritchie, 1982). This is because ideas and wants to emerge in a social setting. While a person's personal attributes are important, so are class structure, family influence, education, profession choice, experience, contemporary lifestyle, and societal concerns.

Individuals' readiness for entrepreneurship is governed by sociological, psychological, and business management aspects that some scientific study has related to entrepreneurship and entrepreneurial personality and conduct. According to Coduras et al. (2016) entrepreneurship expertise has always related to persons who have a financial degree or background.

## RESEARCH METHOD

This study used a mixed method approach, specifically the Convergent Mixed method design, in which the researchers conducted both quantitative and qualitative aspects of the investigation at the same time (Ivankova et al., 2016). Shown in Figure 1 is the mixed method approach was used to explore the CHMT students' readiness to entrepreneurship and their challenges during COVID-19 pandemic. The research goal is to give an in-depth understanding about the CHMT student entrepreneur's readiness and challenges encountered during pandemic.



**Figure 1: Research Paradigm**

The research instrument utilized in the study was a combination of survey questionnaire and structured interview questions aligned to the objectives of the study. This adapted the tool Measuring Readiness for Entrepreneurship: A suggestion for an information tool Coduras et al. (2016). To acquire the qualitative data, researchers prepared guide questions for the interview. Using the combination of purposive sampling, the researchers were able to collect 100 responses from student entrepreneurs for the quantitative data gathering and 6 for the qualitative data.

## RESULTS

Most of the student entrepreneurs were from Hospitality Management course accounting for 85%. Wherein, 65% were from senior years. Table 1 presents the summary of the readiness of student entrepreneurs. Based on scoring system for entrepreneurial readiness in terms to sociological features of the CHMT student entrepreneurs, it obtained an average score of 82 points. According to Coduras et al. (2016), this score is in between 80-99 which is interpreted as high score for readiness from the sociological perspective. For psychological perspective in terms to Individual's external entrepreneurial influence for entrepreneurship, based on the scoring system for individual's external entrepreneurial influence by Coduras et al. (2016), the obtained average score of 3 indicates that there is a high level of individual readiness for entrepreneurship in terms of psychological traits specific to individual's external entrepreneurial influence. On the readiness of student entrepreneurs for psychological perspective in terms to personal values and psychological traits it obtained a score of 328 indicating high level of readiness among student entrepreneurs.

**Table 1: Readiness of Student Entrepreneurs**

Readiness	Score	Interpretation
Sociological features	80	High score of readiness for entrepreneurship from the sociological perspective
Psychological: Individual's external entrepreneurial influence	3	High level of Individual's external entrepreneurial influence for entrepreneurship
Psychological: Personal values and psychological traits	280	High level of readiness for entrepreneurship from the psychological perspective

Source: Coduras et al. (2016).

After analyzing the answers from 6 participants, a total of 10 sub-themes and 6 major themes have emerged focusing on challenges encountered by the student entrepreneurs from their answers, seen in Table 2.

**Table 2: Themes Emerged**

Major Themes	Sub-themes
Time management	Struggle on balancing time between business and school Difficulty deciding what to prioritize as a student
Financial management skills	Student hasn't enough knowledge to handle their finances
Lack of entrepreneurial abilities	Lack of communication skills Lack on creativity skills
Lack of financial resources	Parents were the investors Scholarship funds
Difficulty on having customers	Set protocols by the government Too many competitors
Inflation	Affects the sales of the business

One of the sub-themes that emerged from the participants was time management. Students frequently struggle to make ends meet while also paying for their education. This can be attributed to addictive behavior spending tendencies, as well as high items such as family lifestyle factors. Entrepreneurial expertise also includes the skills, and mindset that business owners must apply to expand their company. During the pandemic, entrepreneurs were more likely to state that potential barriers were a difficulty owing to lockdowns and protocols imposed by the government. The top cited concern at COVID-19 was getting new clients (Looze & Desai, 2020).

## DISCUSSIONS

The majority of respondents were Hospitality Management course students in their fourth year. Using the readiness criteria suggested by Coduras et al. (2016) in terms of social and psychological aspects, the obtained findings are of a high level. This indicates that student entrepreneurs majoring in hospitality management possess a high degree of entrepreneurial preparedness. This is demonstrated by the number of external influences through friends who are also entrepreneurs, valuing customer feedback to determine their strengths and weaknesses, exerting effort in what they do, and their characteristics pertaining to personal identity, character designation, and sociology. All respondents are aware of the many obstacles they confront in conducting their businesses. In addition, they claimed that time management is their greatest obstacle, followed by financial management skills, a lack of entrepreneurial skills, a dearth of financial resources, the difficulty of acquiring consumers, and finally inflation.

## MANAGERIAL IMPLICATIONS

Through this study, it allows the researchers to further understand the readiness and challenges encountered of student entrepreneurs during operation specifically during the COVID-19 pandemic. Moreover, most of the student entrepreneurs obtained high level of readiness in terms of sociological features, individuals' readiness for entrepreneurship in terms of psychological perspective specific to individual's external entrepreneurial influence, personal values and psychological traits. Furthermore, the respondents have a good understanding of the challenge, which is time management followed by financial management skills. It is difficult for them to balance their schedules between academics and running a business, and they lack sufficient financial management expertise.

## FUTURE RESEARCH DIRECTIONS

The researchers propose that competitions, exhibits, seminars, and trainings for student entrepreneurs be held once a year. The proposed training plan aims to address the objectives and strategies together with persons involved, time frame, budget, and success indicator for the areas for consideration. There are also plans on organizing seminar or training and a Go-Negosyo like convention to train and encourage more students to engage in entrepreneurial activities. The programs and activities are planning to be implemented starting June 2023 with a consultative meeting with CHMT faculty members, student entrepreneurs, representative from DTI and other stakeholders.

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## 24. Antecedents of Hospital Brand Trust and its Relationships with Medical Tourists' Behavioral Intention

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**Keywords:** Behavioral intention; Hospital brand trust; Patient satisfaction; Perceived service quality; Price reasonableness

### EXTENDED ABSTRACT

In the past medical tourist traveled from developing countries to developed countries to seek medical treatment and services. However, this scenario had changed in the late twentieth century where medical patients are able to seek treatment and services in developing countries as well. This is because developing countries are able to provide patients with reasonable price, quality, and compatible medical facilities and easy access to their destination place. This triggers the development of medical tourism industry and eventually, this leads to a very competitive business environment. For the past decade Malaysia in particularly had made extensive progress in developing medical tourism in this region. In order to stay competitively ahead of others strategy such as hospital branding via hospital brand trust is a relevant construct that can determine medical tourists' behavioral intention and this construct has been underexplored by researchers.

Despite of various incentives provided by the government of Malaysia Sarawak has only earned RM 67.10 million (Newsdesk, 2019) as compared against Malaysia as a whole with RM 1.5 billion (MHTC, 2022). This warranted a need to explore and suggest solution to address this problem. After reviewing past literature marketing strategy such as hospital branding (hospital brand trust) may be a solution worth to be explored to overcome this problem.

The purpose of this study is to examine the influence of antecedents such as country knowledge, accessibility, and price reasonableness on hospital brand trust and the interrelationships between hospital brand trust, perceived service quality, patient satisfaction and medical tourists' behavioral intention.

### LITERATURE REVIEW

The review of the literature indicates that the role of brand trust has been associated with improving confidence in the brand (Chaudhuri & Holbrook, 2001), consumer decision making (Price et al., 2015), behavioral intentions (Alan & Kabadayi, 2014) and staying loyal to the brand (Mabkhot et al., 2017). Apart from that there are some studies conducted to examine the influence of brand image on perceived service quality in the context of medical tourism (Cham et al., 2020). However, there is practically few studies ever conducted to examine brand trust as a marketing tool to address competitiveness among medical tourism industry players on perceived service quality. Apart from that, antecedents such as country knowledge, accessibility, and price reasonableness influence on hospital brand trust were totally underexplored and worth exploring in this study.

Based on the review of the literature there are several gaps that need further investigations. These gaps are:

- The influence of country knowledge, accessibility and price reasonableness on hospital brand trust
- The influence of brand trust on perceived service quality was not fully investigated and explored.

### Hypotheses Development

By reviewing the past literature certain gaps were established and used as a basis for the development of the conceptual framework and hypotheses. The variables included in this study are country knowledge, accessibility, and price reasonableness, hospital brand trust, perceived service quality, patient satisfaction and behavioral intention. Hypotheses developed are formulated as follows:

**H1** *There is a positive relationship between country knowledge and hospital brand trust.*

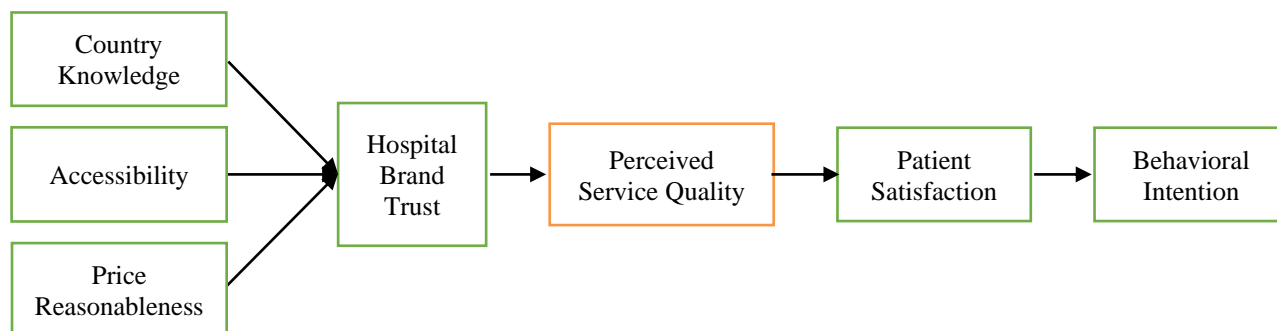
**H2** *There is a positive relationship between accessibility and hospital brand trust.*

**H3** *There is a positive relationship between price reasonableness and hospital brand trust.*

**H4** *There is a positive relationship between hospital brand trust and perceived service quality.*

**H5** *There is a positive relationship between perceived service quality and patient satisfaction.*

**H6** *There is a positive relationship between patient satisfaction and behavioral intention.*



**Figure 1: Research Model**

## METHODOLOGY

### Sampling Method

This quantitative and cross-sectional study had collected 206 survey questionnaires from medical tourist (Indonesians) in three private hospitals in Sarawak based on purposive and quota sampling method.

### Research Instrument

The items measuring the variables are adapted from previous literature sources where they were tested robustly and proven reliable and valid. Country knowledge and accessibility are to be measured based on four items scale and four items scale respectively. This measurement scales are adapted from studies by Lim et al. (2018). Meanwhile, price reasonableness is to be measured based on three items scale which is adapted from studies by Kumar et al. (2014). As for brand trust four items scale



which are developed from Chaudhuri (2001) are used in this respect. Perceived service quality is to be measured based on five items scale which are adapted from Cham et al. (2020). Meanwhile, patient satisfaction is measured based on four items scale adapted from studies by Panjakajornsak (2008). Finally, behavioral intention is measured based on three items scale adapted from studies by Choi et al. (2004).

## RESULTS

There is a positive relationship between country knowledge, accessibility, and price reasonableness on hospital brand trust. Furthermore, there are positive interrelationships between hospital brand trust, perceived service quality, patients' satisfaction, and medical tourists' behavioral intention.

## DISCUSSION

The findings identified the strengths and weaknesses of country knowledge, accessibility, and price reasonableness on hospital brand trust. Thus, researchers had provided valuable suggestions to policy makers and health service providers to correct any deficiency that arises as these factors strongly influenced hospital branding. The findings also identified the effectiveness of brand management on hospital brand trust in the hospital as hospital brand trust could influenced the perceptions of medical tourist on perceived service quality. Moreover, the findings identified the perceptions of medical tourist on perceived service quality, patient satisfaction and the medical tourists' behavior intention. These findings provided valuable information to health care providers to take necessary actions to rectify any deficiency found in order to be competitive and sustain its business in medical tourism.

## THEORETICAL AND MANAGERIAL IMPLICATIONS

For the theoretical perspective this study enhances the understanding and development of consumer's behavior and branding theories in medical tourism context. By doing this, can contribute theoretical knowledge to the existing body of knowledge, thus contributing to brand trust literature as well as marketing.

As for the managerial perspective this study contributed to practical implications by providing valuable insights or suggestions to stakeholders such as healthcare service providers and marketing practitioners to formulate effective marketing strategy such as branding to attract potential medical tourist and stay competitively in the market. The findings allowed the healthcare service providers and marketing practitioners to focus on the factors that are effective in their marketing approach and service delivery processes. Moreover, this finding could benefit policy maker by furnishing them with the information related to perception of medical tourist.

## FUTURE RESEARCH DISCUSSION

It is advisable to conduct research that covers a wider geographical area and include all medical tourists' regardless of its nationality in order to improve the generalizability and robustness of the study.

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## 25. Extending UTAUT2 and Perceived Substitutability in Heritage Tourism: Factors influencing Malaysian Consumers' Intention to Adopt Virtual Tours and Intention to Visit the Actual Heritage Site

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**Keywords:** Heritage tourism; Theory of substitutability; UTAUT2; Virtual tours; Visit intention

### EXTENDED ABSTRACT

This study examines the factors influencing Malaysian users' intention to adopt VTs (IA) in the heritage tourism context, as well as their visit intention to the heritage site physically (IV) as an outcome of IA. The underlying components that encourage positive experiences and intention to visit are explored. The review of the literature indicates that TAM was used in investigating the impact of VT adoption intention on the tendency to visit the actual tourism site, addressing mainly factors such as perceived ease of use and perceived usefulness. A more comprehensive theory is needed to better understand the IA-IV relationship. Despite a number of studies have confirmed the influence of perceived substitutability (PS) of VR on IA in tourism, it is not clear whether PS have any direct or indirect impact on IV. In this study, the adoption of the more intensive model of UTAUT2 and the Theory of Substitutability cover the critical variables that explain users' IA in tourism context. Specifically, the inclusion of the efficacy of PS and perceived authenticity (PA) in predicting a user's IV, along with other important factors, such as performance expectancy (PE), effort expectancy, (EE) social influence (SI), facilitating conditions (FC), hedonic motivations (HM) and habit (HT) would provide robust examination of users' IA as well as IV.

### RESEARCH METHOD

Adopting purposive sampling technique, the data was collected through online questionnaires among Malaysian respondents from June 10 to July 8, 2022. Three screening questions were set to ensure the suitability of the respondents: the respondents must be (1) Malaysian who (2) age between 18 to 45 years old; and (3) have traveled before/interested to travel soon. The minimum required sample size of 262 was determined by a priori test using G\*Power analysis. A total number of 278 valid responses were collected and analyzed using SPSS 26 and SmartPLS 3.0 software.

### RESULTS

Common method variance (CMV) was first tackled using both Harman's single factor test and a full collinearity test (Kock & Lynn, 2012; Podsakoff et al., 2003). As the total variance for the first component was 39.45% (significantly less than 50%), there was no concern of CMV. Moreover, the generated lateral and vertical variance inflation factors (VIFs) did not exceed the threshold value of 3.3, further confirming that the model was free from CMV. All cross-loadings, average variance extracted, and composite reliability were above these acceptance levels, which indicated acceptable convergent validity and internal consistency, except PS3 was deleted due to low factor loading.

Discriminant validity was then examined using the heterotrait-monotrait ratio of correlations (HTMT) criterion. All values were lower than the threshold of HTMT 0.85 suggested by Kline (2016), indicating that discriminant validity was established for all constructs. Table 3 presents the result of the lateral collinearity test, where all inner VIF values were less than 5.0 (Hair et al., 2017), indicated collinearity was not an issue.

A bootstrapping procedure with 5,000 subsamples was performed to assess the structural model (Hair et al., 2014). Significant direct influences were found for PE, HM, HT, and PS on IA, supporting H1, H5-7. In addition, a significant direct influence was found for PA on PS, thus supporting H8. Unfortunately, there are no significant impacts of EE, SI, and FC on IA, not supporting H2-4. H9 was also not supported as PS was found not to have a significant influence on IV. IA was found to significantly influence IV, supporting H10. For mediating hypotheses, IA only significantly mediated the relationship between HM, HT, and PS, hence supporting H11e-g.

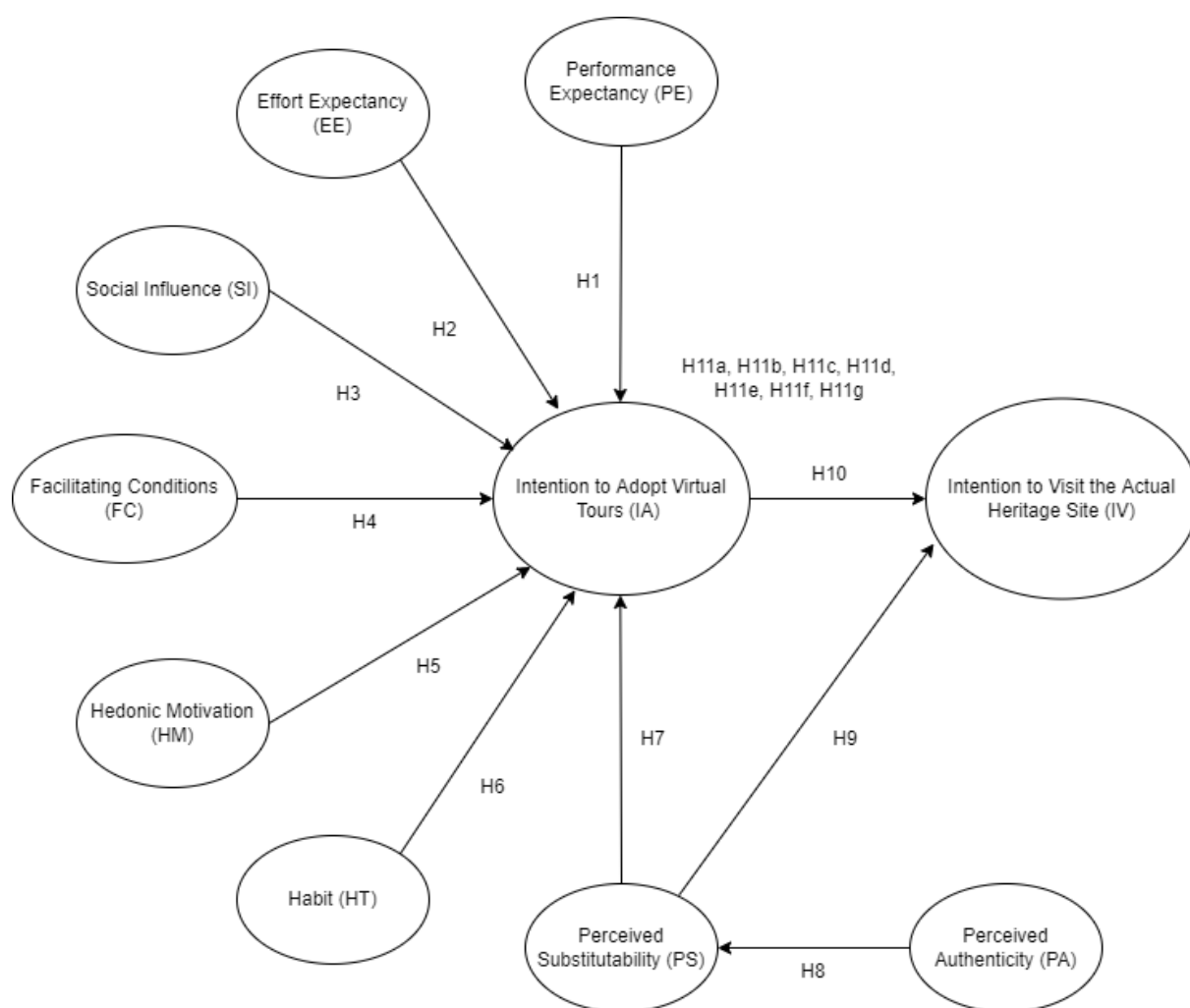


Figure 1: Research Framework

## DISCUSSIONS AND IMPLICATIONS

The findings of the study indicated that HM, HT, PA, PS and PE were important factors influencing Malaysians' IA and IV, while FC, SI and EE were not. In line with the Tourism Malaysia Strategic Plan 2022-2026 (Tourism Malaysia, 2021), this study found that VTs are feasible and effective online promotional tools to increase tourist IV in Malaysia. VT is a valuable tool for tourists to gain information about a destination or attraction that will help them to determine whether the targeted

site suits their interests (El-Said & Aziz, 2022). It could be used as introductory videos that include an overview of the site, the benefits of visiting, or any precautions that the tourists should acknowledge before undertaking the tour (El-Said and Aziz, 2022).

Building on UTAUT2 and Theory of Substitutability, this study shed lights on the relationships between factors contributing to IA and VI for travel planning or to equip themselves with relevant information during the pre-visit stage. The findings are vital for destination marketing companies (DMCs) and organizations (DMOs) as VTs might act as a crucial medium for customer engagement (El-Said and Aziz, 2022) and visit behaviors. DMOs and DMCs could utilize VTs as promotional tools for generating future demand during closures, renovations, climate considerations, conservation requirements, or in time of pandemic crises. Moreover, the underprivileged people could benefit by experiencing the physical site online, which further provides critical social and educational functions. On the other hand, this study could also contribute to the tourism sector more profoundly by introducing the use of VTs as strategic flexibility of a tourism destination (Schiopu et al., 2021). In conclusion, the adoption of UTAUT2 and Theory of Substitutability effectively explain Malaysians' intention to adopt VTs and IV.

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## 26. The Effect of Leisure Constraint on Female Solo Traveling Participation

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**Keywords:** Female; Leisure constraint theory; Participation; Solo travel

### EXTENDED ABSTRACT

This study examines female solo travel participation using leisure constraints. Previous statistics revealed that most solo travelers are women (Solo Travel Statistics, 2019). Increasing individualism, altering ideas of partnerships and marriage, and a surge in solo travel are often listed as factors (Yang, 2020; Yang et al., 2019), and travel alone for freedom and flexibility are also primary reasons (Seow & Brown, 2018). However, woman remained relatively more constrained by familial responsibilities especially in Asian culture but in today's world women cannot be identified as the disadvantaged gender in leisure (Khan, 2011). Despite the rich research on solo travel have focused on the experiences of western context for leisure travel, this study of solo female travelers can be further explored in the Asian context.

### LITERATURE REVIEW

The theory of leisure constraints (Crawford & Godbey, 1987) was expanded by Crawford et al. (1991), who recast the three discrete models of intrapersonal, interpersonal, and structural constraints as a single integrated model in which leisure participants are viewed as having negotiated a sequential, hierarchical series of constraints levels.

Intrapersonal constraint refers to an individual's internal or psychological factor limiting one's participation desire in leisure activities (Wilson, 2004; Yang & Tung, 2018). Fears and uncertainties inhibit their willingness to leave their comfort zone.

**H1** *There is significant relationship between intrapersonal constraints and attitude.*

At the interpersonal level, people encounter constraints due to interaction with friends and family, colleagues, or neighbors, depending on the types of activities involved. Bianchi (2016) revealed that safety issues were the foremost concern of dissatisfaction during solo holidays.

**H2** *There is significant relationship between interpersonal constraints with attitude.*

Structural constraint refers to the individual's demographic factors such as lack of money and time which hinder their participation in leisure activities (Wilson, 2004). Cost is the major limiting factor in travel for the solo traveler as tourism and hospitality providers have to charge more for a room designed for couples.

**H3** *There is significant relationship between structural constraint with attitude.*



It suggests that an individual who could control his or her behavior will affect a positive attitude toward physical activity, and they managed to overcome the influence of constraint. Therefore, reduced constraint will lead to a more positive attitude (Chiao et al., 2022).

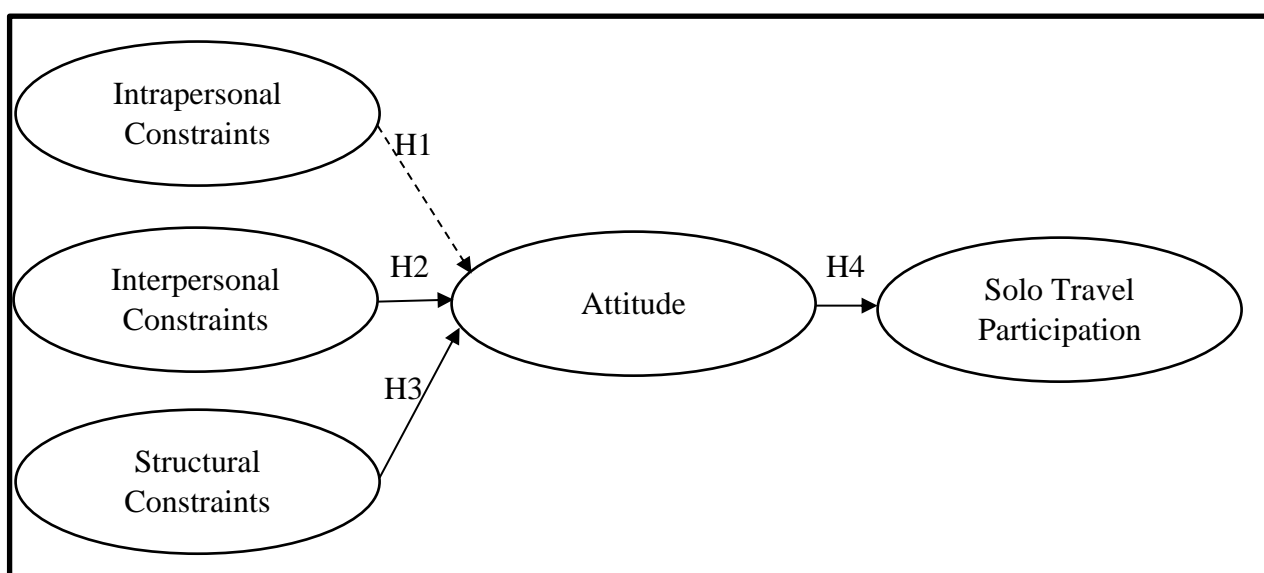
Participation articulates the features of contemporary digital culture whether a positive signal such as egalitarian and active participation, or a negative signal such as a more exploitative, extractive, involuntary form of participation (Keltly, 2016). Female solo travel decisions resulted from women's own positive beliefs and desire, suggesting that positive attitude will lead to participation in solo travel (Awang & Toh, 2018).

**H4** *There is significant relationship between attitude and solo travel participation.*

## RESEARCH METHOD

This study used purposive sampling as only female respondents who have previously traveled with friends and family and yet have solo domestic travel experience was selected. A minimum of 77 samples size is required based on the power analytic technique 212 respondents were collected through a self-administrated online survey on social media platforms on Facebook and WhatsApp. Section A of the questionnaire covered respondent's profile and. Section B consisted of 5-point Likert scale questions ranging from "strongly disagree" (1) to "strongly agree" (5) that were used to measure the constructs. Measurements of variables were adapted from reliable sources: intrapersonal constraint from Heimtun (2010) and Kour (2020); interpersonal constraint from Nyaupane (2007) and Yang and Tung (2018); structural constraint from Khan (2019) and Nyaupane (2007); attitude from Alexandris (2007) and Khan (2019); and participation from Chung (2016). Partial least square structural equation modeling was used to analyze the data.

## RESULTS AND DISCUSSION



**Figure 1: Findings of Path Coefficients**

The measurement model assessment indicated convergent reliability (average variance extracted greater than 0.5) and discriminant validity (HTMT less than 0.9). Interpersonal ( $\beta = -0.184$ ;  $p < 0.01$ ) and structural ( $\beta = -0.249$ ;  $p < 0.01$ ) constraints were related to attitude. If family and friends who

disagree, scold, or criticize are minimized, this will promote a positive attitude toward solo travel. Conversely, the relationship between intrapersonal constraints and attitude ( $\beta = -0.099$ ;  $p = 0.225$ ) was insignificant. Thus, an individual's internal or psychological factor was not constraint that affect attitude toward solo travel participation. Attitude ( $\beta = 0.532$ ;  $p < 0.01$ ) was significantly related to solo travel intention. A person who can overcome constraints will have a positive attitude toward solo travel. The values of  $R^2$  were 0.283 and 0.191 show that attitude explains 28.3% of variation in solo travel participation and interpersonal and structural constraints explain 19.1% of variation in attitude.  $Q^2$  were greater than zero indicate the model's predictive value. As per the values of  $f^2$ , show that attitude has a substantial effect size while interpersonal and structural constraints have a small effect size.

## IMPLICATIONS

Theoretically, this study expands the research on solo female travel constraints, whereby each of Crawford et al. (1991) leisure constraint independently impacts an individual's intention to engage in solo travel. To mitigate the constraints, destination marketers and local operators must ensure the destination is safe for solo female travelers. Local tourism and hospitality providers can minimize interpersonal constraints by creating a platform for solo female travelers to share their travel experiences, create meaningful relationships, and support other solo female travelers (Brown et al., 2020). Destination marketers can encourage solo female travel by addressing their psychological needs. Long-term goals of solo female travelers' freedom and empowerment can rub off on other leisure tourists and the tourism industry.

## FUTURE RESEARCH DIRECTIONS

Future research can investigate female solo travelers' actual behavior by using longitudinal methods to increase the validity and robustness of the conceptual model. Additionally, scholars could examine other outcomes of solo traveling, such as tourist well-being, country wise preferences and gender disparities. Future studies should consider using an interpretive, qualitative research component as well. This would provide a deeper understanding of solo travel experiences and further amplify the voices of female travelers nation-wide.

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## 27. A Dynamic Perspective from Malaysian Government Agencies on the Safety and Security of Music Festivals

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**Keywords:** Entertainment events; Malaysia music festival; Music festival; Safety; Security

### EXTENDED ABSTRACT

This paper emphasizes the significance of having proper safety and security in Malaysian music festivals. The viewpoint of government agencies is taken to acquire strong evidence regarding the impact of a safe and secure music festival, as the approval and rejection of music festivals depend on them. Previous studies have emphasized the importance of safety and security in music festivals. However, the exploration from government agencies' perspectives has not been explored yet, particularly in the context of Malaysian music festivals. Therefore, this study aims to examine the importance of safety and security at music festivals and the repercussions of not having these critical aspects. The qualitative approaches employed in this study included semi-structured interviews with government agencies such as municipal councils, police, Malaysian Volunteer Corps Department (RELA), and ministries, observation at the music festivals, and documentary sources. Finally, the data are analyzed using thematic analysis. The findings show that strong security and safety have an impact on the success of music festivals.

### INTRODUCTION

Nowadays, music festivals are regarded as a popular event among festivalgoers. Despite the success of the music festival, some individuals believe that the music festival is not a safe event because of the risks that occur, such as fights, overcrowding, intoxication, overdosing, sexual harassment, and death. The involved stakeholders, especially organizers, must ensure their event is safe and secure for all attendees, including vendors, suppliers, sponsors, and crews.

Although safety and security are vital in events, the consequences of not having a sufficient risk management plan were more impacted at the music festival when compared to the other types of events such as conferences, exhibitions, sports events, or weddings. It is because music festivals attract a large number of attendees, most of whom attend a music festival for enjoyment. Therefore, the organizer should ensure the event was safe and secure before, during and after an event.

### LITERATURE REVIEW

Event safety and security is one of the essential pillars in the multi-disciplinary nature of event management and planning (Fallon & Sullivan, 2005; Jennings & Lodge, 2009; Mallen & Adams, 2008; Robson, 2008; Silvers, 2005; Silvers, 2008; Tarlow, 2002). The event industry is one of the industries that is growing domestically and internationally. Since an increasing number of people are attending music festivals, safety and security are the main issues for all stakeholders, including organizers, attendees, and suppliers.

Safety and security are two of the most critical factors in ensuring the safety of human life and property against loss or harm. Regardless of any incident, environment, or resources that occurred during the event, the organizers should have a proper risk management plan. Apart from that, the music festival organizers should create a routine arrangement and integrate them into the existing on-site working policy. This alternative will help the organizer to ensure the success of their event. Experience has shown that the multi-organization approach is an effective method for two-way long-term collaboration and relationships between two or more stakeholders, known as integrated emergency management. It allows the organizers to respond to any crisis or significant incident that occurs during the event. However, it is noted that the Occupational Safety and Health Act 1994, for example, does not address these safety concerns. Hence, it is important to ascertain the organizer's and venue providers' understanding of the act, as the legislation is ineffective unless it is perceived to be implemented.

Merriam-Webster (2010) defines safety as "the experience of being free from harm or risk" while security is "the characteristics or circumstances of being free from danger". However, another definition of security is "measure taken to prepare for covert work or injury, misbehavior, attack, or escape". Having event safety and security gives the message to attendees that not only is their safety a priority, but that event is significant enough to need protection (David Stone, 2014). There is a high risk of mishaps occurring if the organizers fail to provide adequate safety and security. The main threat and risk categories that could happen in the music festivals include harm to people and property damage, preventing people from attending the event, loss of revenue, and reputation loss.

## RESEARCH METHOD

The purpose of this study is not to criticize the rules and regulations stated by the government agencies, especially policymakers, regarding the approval or rejected a music festival, as it may be related to a different research topic. Instead, the aim is to clarify some ambiguities and misconceptions about the safety and security of music festivals and to define it more clearly to the organizer to ensure a safe music festival. This study explicitly used qualitative methods through observation, semi-structured interviews with key informants and a review of secondary documents. A semi-structured interview was scheduled and consisted of questions centered on their main areas, such as event safety, security, consequences, and recommendation. Thematic analysis was used to analyze the data obtained from the interviews and the themes were selected using an inductive approach, as suggested by Braun and Clarke (2006).

**Table 1: Key Informants of the Study**

Informants	Types of Organization	Experiences Liaising with the Music Festivals Organizers	Job Title
G1	Ministry A	5 years	Managing Director
G2	Municipal Council A	7 years	Director
G3	State Government A	5 years	Senior Executive
G4	State Government B	4 years	Senior Executive
G5	Municipal Council B	6 years	Senior Executive
G6	State Government C	5 years	Managing Director
G7	Ministry A	4 years	Senior Executive
G8	Government Division A	6 years	Managing Director
G9	Government Division B	4 years	Executive
G10	RELA	3 years	Senior Executive

## RESULTS

This section presents the result of the semi-structured interviews with nine key informants stated in Table 1 above. Three of the interviewees were managing directors from different government agencies such as ministry, state government, and government division. Five interviewees were senior executives from the state government, municipal council, RELA, and ministry, while one interviewee was the director and executive from the municipal council and government division. All informants here were deemed suitable for this study due to their experience liaising with the music festival organizers.

Most of the informants indicated that having safe and secure music festivals positively impacts the event's success. The positive view was related to the theme of benefit, destination, and enjoyment, while the negative views related to performers, security, and restriction.

**Table 2: Key Informants of the Study**

Positive View	Negative View
Benefit	Performers
Destination	Security
Enjoyment	Restriction

## DISCUSSIONS AND CONCLUSIONS

While semi-structured interviews, observation, and document sources have contributed significantly to understanding the importance of safety and security in a music festival, such understanding is complemented and bolstered by previous studies from both qualitative and quantitative methods. It is clear from the findings that benefits, destinations and enjoyment have a direct and positive relation to proper risk management planning, including safety and security. The results provide a better understanding to the music festival organizers of a safe and secure event and will directly influence attendees to attend their event in future. It is evident from the research finding and provides support from government agencies from a practical perspective.

Subsequently, the result of the study also indicates a negative view from the government agencies on the improper planning of safety and security in music festivals. The government agencies, especially municipal councils, are the most that directly liaise with the organizers toward the application to organize a music festival in Malaysia. It is thus deliberated in this context that the absence of a proper risk management plan might cause a failure of performers, security, and restriction.

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## 28. Food Tourism – Malaysian Perspective Towards Thai Food

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**Keywords:** Food Tourism, Malaysian Tourists, Thai Food

### EXTENDED ABSTRACT

Food tourism has emerged as one of the most popular types of tourism (Baah et al., 2019) as the number of tourists traveling to a destination are growing tremendously. Thailand has been known for its delicious cuisine and may become a popular tourist destination since Thai cuisine is revered all over the world for its unique, well-balanced flavors and sophistication (Singsomboon, 2015; Tourism Authority of Thailand, 2019). Thailand's economy has benefited greatly from the influx of food tourists, which has led to a rise in GDP (Raji et al., 2018). Despite a significant increase in food tourism research, there has been little research on tourist food consumption and the factors influencing Thai food consumption (Promsivapallop & Kannaovakun, 2019). Therefore, there is a need to further investigate visitors' behaviors and attitudes, revisit intention to better understand the customers of the food tourism in Thailand.

### LITERATURE REVIEW

Researchers have studied tourists' local food intentions and motivations intensively for the past decades (Adongo et al., 2015; Wu et al., 2014). Neophobic people avoid exotic, unknown, or novel food or have limited experience with foreign cuisine (Fischler 1988; Mak et al., 2017). Food familiarity creates tourists' loyalty (Paasovaara et al., 2012) and is an important factor in meal choosing (Pula et al., 2014). According to Lai et al. (2019), local cuisine food image is increasingly used in tourist marketing because it can add value to a place (Promsivapallop & Kannaovakun, 2019) and contribute to a tourism destination's long-term competitiveness (Roy et al., 2017). Word-of-mouth (WOM) spreads information about goods, services, or businesses among social contacts Senovitz (2012). It is the best way to attract visitors and increase sales with minimal marketing costs (Lai et al., 2018). Thus, the hypotheses proposed by the researchers are as follows.

**H1** *Food Neophobia has a significant effect on Intention to Try Local (Thai) Food.*

**H2** *Food Familiarity has a significant effect on Intention to Try Local (Thai) Food.*

**H3** *Food Image has a significant effect on Intention to Try Local (Thai) Food.*

**H4** *Word of Mouth has a significant effect on Intention to Try Local (Thai) Food.*

## RESEARCH METHOD

### Research Procedure and Sample

Non-probability sampling was used to collect data, with respondents chosen at random. Questionnaires were distributed via online social media platform. Due to the limited number of respondents who visited Thailand and tried Thai foods, the snowball technique was used to collect data more quickly. The Partial Least Squares - Structural Equation Model (PLS-SEM) was used to analyze 278 respondents. Measurement model was used to measure the reliability and validity of the constructs, and structural model was used to carry out the hypothesis and the relationship between the variables.

### Measurement Instruments

A five-point Likert scale was used to indicate the level of agreement of the respondents for each of the exogenous and endogenous variables. Seven items from Ghanem (2019) were used to measure intention to try Thai local food. Ten items were adopted from Previato (2015) to measure food neophobia. Five items were adopted from Zoltán et al. (2018) to measure food familiarity. Eight items from Ramazan (2019) were used to measure food image. Three items from Wardi et al. (2018) to measure Word of Mouth.

## RESULTS

SPSS version 21 was used in demographic analysis and SmartPLS 3 was used to assess inferential statistics because of its capacity to handle small to medium sample sizes, and the measurement between latent variables and their items can also be quantified (Carrion et al., 2016).

### Measurement Model

All variable average variances extracted (AVE) exceeded the minimum threshold value of 0.500. whereas all items loaded surpassed the minimum cut-off value of 0.500, except for Food Neophobia Item 3 (0.396). However, as Food Neophobia AVE (0.674) is more than 0.500, hence we did not remove its item 3. All the five variables composite reliability has shown that it has a good reliability with Food Neophobia (0.943) has the highest value among other variables while Food Image (0.881) has the lowest value. This showed that the model has fulfilled the criteria for convergent validity. HTMT was used to measure the discriminant validly and it was found all the constructs has value less than 0.9. Hence, the measurement items in this model are both valid and reliable.

### Structural Model

5000 resample was used to run the bootstrapping technique in structural model analysis. Food Familiarity, Food Image and Word of Mouth have significant values less than 0.05. However, Food Neophobia has significant value greater than 0.05. Hence, this shows Food Familiarity, Food Image and Word of Mouth have significant effect on the Intention to Try Local (Thai) Food while Food Neophobia does not have significant effect on the Intention to Try Local (Thai) Food. Therefore, all hypotheses are well supported by the data, except for hypothesis 1.

## DISCUSSION

The study's findings revealed a link between Food Familiarity, Food Image, Word of Mouth, and Malaysian tourists' Intention to Try Local (Thai) Food in Thailand. We reason that Food Neophobia

does not have significant effect in this study is because Malaysians generally are accustomed to Thai food that can be obtained in Malaysia, especially at the northern and East Coast region.

## MANAGERIAL IMPLICATIONS

According to Promsivapallop and Kannavakun (2019), one critical component of the local food image is food safety, which is seen as detrimental to Thai cuisine's image. Improving food hygiene may improve the image of food and possibly reduce food anxiety among guests unfamiliar with local cuisine. More advertising of Thai cuisine in non-Thai markets is needed, as this may increase understanding of Thai food and familiarity with it, as well as reduce food neophobia and encourage Thai visitors to consume more local food.

## FUTURE RESEARCH DIRECTIONS

First, this study only covered one nationality; its conclusions may not apply to other international travelers. Second, because regional cuisines vary, the findings of this study cannot be applied to Thai food in other places. Future food tourism research in Thailand should focus on all major tourist attractions and a wider spectrum of tourist nationalities and older participants. This study didn't explore the links between food-related and tourism-related components.

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## 29. The Number of Visitors visiting Sabah, Malaysia and the Unemployment Rate are Key Metrics for SDG 8 (Decent Work and Economic Growth)

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**Keywords:** Malaysia; Sabah; SDG 8; Tourist arrivals; Unemployment rate

### EXTENDED ABSTRACT

Sabah is Malaysia's second-largest state after Sarawak. Sabah is one of the few states continuously contributing to Malaysia's GDP growth. It is rich in natural resources (DOSM, 2021). This research investigates how the number of Malaysians who visit Sabah impacts the unemployment rate (SDG 8, Decent Work and Economic Growth). Even though Sabah receives many domestic visitors yearly, the unemployment rate is relatively high. From 2012 to 2021, Sabah had the highest average unemployment rate in Malaysia, at 6.04%. According to Malaysia's Household Income and Basic Amenities Survey Report (2019) by the Department of Statistics Malaysia (DOSM), Sabah has the highest incidence of Poverty, with 23.9% and 19.5% in 2016 and 2019, respectively. Consequently, it is unsurprising that Sabah has the lowest GDP and is the poorest in Malaysia compared to other states.

### LITERATURE REVIEW

Solarin et al. (2022) discovered that microcredit, microinsurance, savings, training, and social intermediation services improved the socioeconomic well-being of urban families in Sabah, Malaysia's poorest state. While Encharang et al. (2022) investigated the influence of three distinct types of subsidies on Poverty in eight rural areas in Sabah from 2009 to 2016, Poverty is the dependent variable. In contrast, subsidies for chosen consumer commodities, such as gasoline, diesel, and liquefied petroleum gas (LPG), are employed as independent variables.

### RESEARCH METHOD

The study will use data from the Malaysian Department of Statistics (DOSM) and the United Nations (UN).

### DISCUSSIONS

This research aims to investigate the link between the number of domestic tourists visiting Sabah from 2012 to 2021 and the state's unemployment rate from 2012 to 2021. Table 1 displays the total number of domestic visitors visiting Malaysia from 2012 to 2021. According to the Department of Statistic Malaysia (DOSM), Sabah is one of Malaysia's top five most visited states (from 2012 until 2021). Sabah has a lot to offer as a state's primary attraction, such as Kinabalu Mountain, the tallest



mountain in Borneo and Malaysia, and many beautiful islands, such as Gaya, Mamutik, Sapi, and others. Sabah is also Malaysia's third most populated state and has the highest number of domestic visitors after Selangor and the Federal Territory of Kuala Lumpur.

**Table 1: Number of Domestic Visitors by State Visited from 2012-2021 (in '000)**

States	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
JHR	9,486	10,360	11,637	11,589	12,207	13,141	13,487	14,274	7,243	3,658	107,082
KDH	8,474	8,706	11,373	12,425	13,188	13,305	14,480	14,831	10,108	4,023	110,913
KTN	10,312	11,560	12,047	9,070	8,646	9,624	9,846	10,986	6,058	1,921	90,070
MLK	8,413	9,783	11,582	11,552	12,268	12,625	13,123	13,979	7,275	3,878	104,478
NSN	8,366	7,688	8,555	9,984	10,130	10,822	12,802	13,303	7,918	5,485	95,053
PHG	7,689	9,099	13,027	14,398	14,168	16,491	18,111	18,498	9,905	3,405	124,791
PNG	7,601	6,319	7,858	9,341	12,565	12,643	14,450	15,411	8,929	5,061	100,178
PRK	12,998	13,997	14,596	15,966	16,783	20,110	17,553	21,070	13,173	4,489	150,735
PLS	980	1,057	923	1,410	1,410	1,414	2,156	2,088	1,193	407	13,038
SGR	17,886	21,089	21,800	22,063	24,124	25,491	30,179	33,589	19,715	10,212	226,148
TRG	7,939	9,593	9,499	11,483	12,010	12,979	13,742	14,158	7,420	3,719	102,542
<b>SBH</b>	<b>17,301</b>	<b>15,783</b>	<b>16,220</b>	<b>15,722</b>	<b>16,518</b>	<b>17,792</b>	<b>20,360</b>	<b>22,035</b>	<b>10,337</b>	<b>3,815</b>	<b>155,883</b>
SWK	10,573	12,271	13,608	15,355	16,282	17,670	19,380	19,793	9,393	6,511	140,836
KUL	12,538	14,440	15,419	15,080	16,784	19,049	19,165	22,633	12,435	9,116	156,659
LBN	179	253	308	310	354	381	545	524	107	54	3,015
PJY	698	876	830	1,188	1,816	1,872	1,892	1,949	451	223	11,795
<b>MAS</b>	<b>141,433</b>	<b>152,874</b>	<b>169,282</b>	<b>176,936</b>	<b>189,253</b>	<b>205,409</b>	<b>221,271</b>	<b>239,121</b>	<b>131,660</b>	<b>65,977</b>	<b>1,693,216</b>

Source: Domestic Tourism Survey, Department of Statistics Malaysia, various issues.

Note: JHR – Johor, KDH – Kedah, KTN – Kelantan, MLK – Melaka, NSN – Negeri Sembilan, PHG – Pahang, PNG – Penang, PRK – Perak, PLS – Perlis, SGR – Selangor, TRG – Terengganu, SBH – Sabah, SWK – Sarawak, KUL – Kuala Lumpur, LBN – Labuan, PJY -Putrajaya, MAS – Malaysia.

**Table 2: Top 5 Most Visited States by Domestic Tourists from 2012-2021**

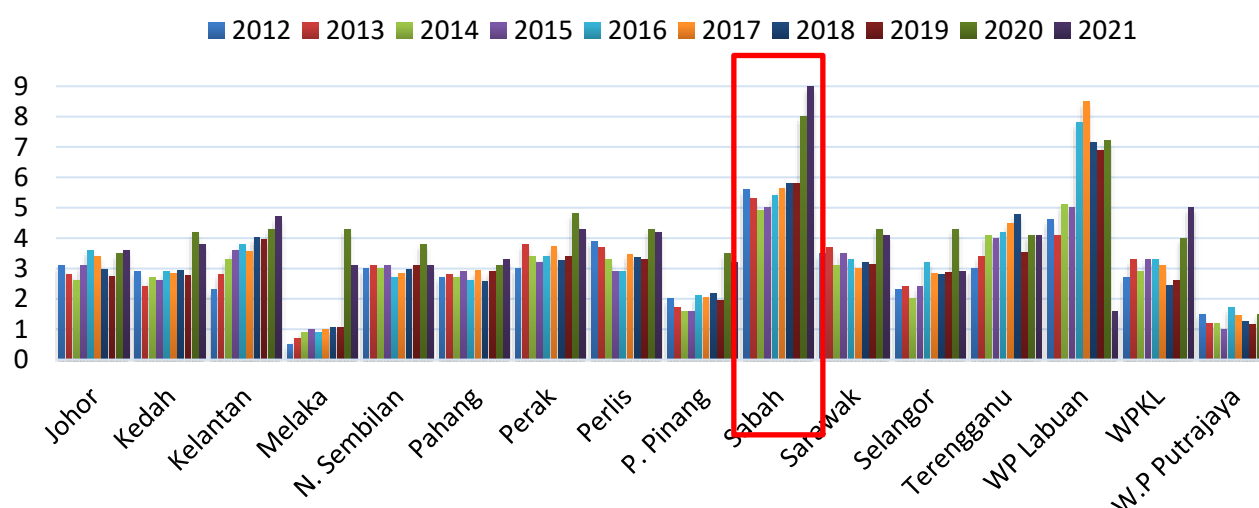
Year/Rank	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
1 <sup>st</sup>	SGR	SGR	SGR	SGR	SGR	SGR	SGR	SGR	SGR	SGR
2 <sup>nd</sup>	<b>SBH</b>	<b>SBH</b>	<b>SBH</b>	PRK	KUL	PRK	<b>SBH</b>	KUL	PRK	KUL
3 <sup>rd</sup>	PRK	KUL	KUL	<b>SBH</b>	PRK	KUL	SWK	<b>SBH</b>	KUL	SWK
4 <sup>th</sup>	KUL	PRK	PRK	SWK	<b>SBH</b>	<b>SBH</b>	KUL	PRK	<b>SBH</b>	NSN
5 <sup>th</sup>	SWK	SWK	SWK	KUL	SWK	SWK	PHG	SWK	KDH	PNG

Source: Domestic Tourism Survey, Department of Statistics Malaysia, various issues.

Note: KDH – Kedah, KUL – Kuala Lumpur, NSN – Negeri Sembilan, PHG – Pahang, PNG – Penang, PRK – Perak, SBH – Sabah, SGR – Selangor, SWK – Sarawak.

Table 2 lists the top five states in terms of local visitors. From 2012 to 2020, Sabah was always one of the top five states in Malaysia in terms of domestic tourism. The only year it did not rank among the top five was 2021. If you exclude Selangor and Federal Territory Kuala Lumpur as Malaysia's capital, Sabah is the state with the highest number of domestic visitors. As a result, Sabah is Malaysia's third most visited state, after only the capital, Kuala Lumpur, and Selangor (the most developed state in Malaysia).

Figure 1 depicts the unemployment rate in Malaysia in each state from 2012 to 2021. From 2012 to 2021, Sabah accounted for 9% of all jobs in Malaysia, with the highest unemployment rate in the country. Compared to other states, Sabah has the highest unemployment rate in history, at 9% in 2021 (post COVID-19).



**Figure 1: Unemployment Rate for all States in Malaysia from 2012 to 2021 (in %)**

Source: Domestic Tourism Survey, Department of Statistics Malaysia, various issues.

Table 3 depicts Malaysia's unemployment rate from 2012 to 2021. The same data indicated that Sabah was consistently one of the top two states with the highest unemployment rate from 2012 to 2021. Labuan Federal Territory is also included (a federal territory neighboring Sabah, which is the second place among all Malaysia states with the highest unemployment rate).

**Table 3: Top 5 States with Highest Unemployment Rate from 2012-2021**

Year/Rank	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
1 <sup>st</sup>	SBH	SBH	LBN	SBH	LBN	LBN	LBN	LBN	SBH	SBH
2 <sup>nd</sup>	LBN	LBN	SBH	LBN	SBH	SBH	SBH	SBH	LBN	PJY
3 <sup>rd</sup>	PLS	PRK	TRG	TRG	TRG	TRG	TRG	KTN	PRK	KUL
4 <sup>th</sup>	SWK	PLS	PRK	KTN	KTN	PRK	KTN	TRG	KTN	KTN
5 <sup>th</sup>	JHR	SWK	KTN	SWK	JHR	KTN	PLS	PRK	MLK	PRK

Source: data.gov.my (n.d); Department of Statistic Malaysia, DOSM, (2022).

Notes: JHR – Johor, KTN – Kelantan, LBN – Labuan, MLK – Melaka, PJY – Putrajaya, PLS – Perlis, PRK – Perak, SBH – Sabah, SWK – Sarawak, TRG – Terengganu

## MANAGERIAL IMPLICATIONS

In connection with SDG 8, the researcher aims to illustrate the disparity between the number of job opportunities created by domestic tourist arrivals and Sabah's higher unemployment rate (SDG 8, Decent Work and Economic Work). In the future, there may be a more in-depth look at the growing differences between Sabah's urban and rural areas and the high rate of Poverty in Sabah.

## FUTURE RESEARCH DIRECTIONS

Higher unemployment rates have been a problem for a long time. Sabah lags behind other Malaysian states regarding economics, society, and development (TheEdge Market, 2018). Unfavorable levels of unemployment and Poverty will make it difficult for Sabah inhabitants to obtain suitable jobs,

reducing their purchasing power, preventing economic activity, and eventually resulting in below-the-par educational standards. There is an urgent need for study in this area.

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### 30. Social Media for Museum Heritage Promotion: Riding the Waves of 'TikTok'

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**Keywords:** Audience engagement; Heritage tourism; Museum; Social media; TikTok

#### EXTENDED ABSTRACT

TikTok as an uprising social media platform can help organizations to reach a broader, and younger group amazingly fast by simply focusing on organic content. It provides a terrific opportunity for museums to maximize their marketing budget and reach new audiences (McIntyre, 2022). In comparison with traditional medias, TikTok ride on users prefer for authentic content instead of commercially produced mass media content. Museum, being the repository for a vast range of unique resources naturally have all it takes to make TikTok videos for free (McIntyre, 2022). According to Normanno Pisani, Head of Media Partnerships at TikTok UK, "At TikTok, we're proud to be a place where museums and galleries can open their doors digitally and connect with audiences all over the world," using the phrase "virtual tourists" to refer to this new visitor sector (Akers, 2021).

Although a significant percentage of museums uses networking or social media platforms to promote and engage with their audiences, the popularity of TikTok has not emerge widely by museums around the world. Most of the museums do not even have active accounts (Huebner, 2022) and only some museums and galleries have leveraged on the opportunity to be part of the fastest growing social media platform in the world- TikTok (Curator Notes, 2021).

As such, there is a need to examine the role of TikTok as a social media platform for museum heritage promotion. This pilot study aims to explicate and categorize the different formats, types, and themes of short videos used by top ranked and highly engaging TikTok channel of the museums. Findings from this study can give heritage museums a better idea on the types and themes of short videos suitable for successful social media audience engagement.

#### LITERATURE REVIEW

This study is developed based on the Uses and Gratifications Theory (UGT) (Katz, 1959) and social media engagement behavior (SMEB) model (Dolan et al., 2016).

The Uses and Gratifications Theory (UGT) posits that individuals will seek to use several types of media to satisfy their respective needs (Katz, 1959). UGT describes the reasons and the motivations behind an individuals' choice of a particular communication medium (Cheung et al., 2011). While the UGT is commonly used to examine the social and psychological motives behind conventional media usage alternate media choices, recent studies have applied UGT to examine social networking sites (SNS) attitude and behaviors (Bucknell Bossen & Kottasz, 2020). The application of UGT on social media platforms such as Facebook, Twitter, Snapchat, Instagram is getting more common. Although the growth of social media platforms is seeing a phenomenon where the consumption and

sharing of short videos in platform such as TikTok is gaining popularity, the empirical application of UGT on short videos are still lacking (Vaterlaus & Winter, 2021).

Referring to the Social Media Engagement Behavior Model (SMEB) model developed by Dolan et al. (2016), the six types of behaviors which capture the intensity and valence of social media engagement are such as creating, contributing consuming, dormancy, detachment, and destructing. The current study is focusing particularly on contributing and consuming. Contributing type of engagement is whereby users positively contributing to the content of a specific social media content creator and that can come in the form of users engaging through “likes”, “shares” and “comments” for instance (Hart, 2022). On the other hand, consuming is more passive but positively supports the content creator by taking in the content created across social media, which means a user viewing the content of the content creator without actively engaging with the social media postings (Hart, 2022).

## METHODOLOGY AND PILOT TEST

Museum TikTok videos featured from five official accounts of famous museum around the world. They are American Museum of Natural History (naturalhistorymuseum - AMNH); Museum of London (museumoflondon); National Museum of the Netherlands (Rijksmuseum); Sacramento History Museum (sachistorymuseum) and Black Country Living Museum (blackcountrylivingmuseum). The museum and video were chosen based on the following criteria. The researcher selected museum with the most followers that used #museum on their user’s tab. Secondly English must be the language used in the TikTok videos and finally the selected museum should fall under the category of history or natural history. Most of the videos includes at least one of the following hashtags: #museum, #learntiktok, #history. The researchers have also reviewed the videos contents and captions without any hashtags. A total of 50 videos were identified and randomly selected for pilot study. All these videos were downloaded from July 1-24, 2022.

The coding was developed based on existing content analysis studies of museum TikTok (Huebner, 2022). The codebook focused on descriptive, video format, video type and video themes. First, we recorded the date of the video, number of followers, number of views, likes, comments and shares of each video. Second, we collected information on video format including video length, subtitle, text, spoken language, caption, music and hashtag. Video type includes acting, animated infographic, documentary, news, oral speech, pictorial slideshow and TikTok dance (Li et al., 2021).

## FINDINGS, DISCUSSION AND CONCLUSION

The following are the themes emerged from the viewed videos: entertainment, information, history, and infotainment. Based on the pilot study, all the selected and identified videos from the five museums fall in the themes as mentioned above. Mostly it falls in the category of information. This finding indicates that even though the videos are comprising of different themes, many of the TikTok videos created by the museums are positioned to deliver information about the museum/history to viewers.

Sacramento History Museum recorded with the most followers; 2.3 million and the least number of followers with 28.3 thousand is Museum of London. The longer the video is posted the more view and comments it gets. In terms of video format, the longest video recorded at 4.23 minutes and the shortest at 9 seconds. Almost 40% of the video viewed included subtitles and text in their video. Black Country Living Museum recorded using music the most as compared to other museums and coupled with showcasing acting in their videos. All video that was viewed and analyzed falls in the category of oral speech under the video type.

Altogether, the findings from this pilot study are consistent with two of Dolan et al. (2016) from the SMEMB mechanism, where museum TikTok posts engages users from both the contributing and the consuming mechanisms. The engagement findings in terms of ‘following’, ‘view’ and ‘comments’ provides empirical evidence of UGT on short videos (TikTok).

## LIMITATIONS AND FUTURE RESEARCH

This study is bounded by several limitations which would serve as an extension for future research. Firstly, the usage of 50 videos out of numerous videos from the top five official museums listed on TikTok can be expanded in future studies to gather a richer set of TikTok museum themes extracted. Secondly, this pilot study did not examine the type of advertising appeals featured in these TikTok which may trigger different user gratifications. Thirdly, the findings of the content analysis as a single-point data source can be statistically analyzed to explore the relationship between the themes generated and the social media engagement. Finally, the methodology applied in this study can be applied to other area of research such as tourism and hospitality where social media engagement is in place.

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## 31. Tourist Acceptance of Community-Based Edutourism in Ciburial Village, Bandung Regency

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**Keywords:** Ciburial tourist village; Edutourism; Society; Tourist acceptance

### EXTENDED ABSTRACT

Village development is essentially all forms of human activity in building oneself, family, community, and the environment in the village area, both physical, economic, social, cultural, political, orderly, defense, and security carried out in a planned manner and have a positive impact on village progress. (Hanapiah, 2011). Ciburial Village is one of the tourist villages in Cimenyan District, Bandung Regency, the area is directly adjacent to the City of Bandung, precisely in the north of Bandung City. Ciburial village is located in an area with an altitude of more than 750 above sea level, because it is included in the North Bandung area which has a function as a catchment area and recharge area. The environment must be protected and maintained and preserved. Since the Dutch era, Ciburial Village has been prepared as a protected forest area which is now known as the Ir. H. Juanda. Therefore, the government also issued West Java Provincial Regulation No. 2 of 2016 concerning Guidelines for Controlling the North Bandung Area as a Strategic Area of West Java Province, as an area that must be protected and restricted to its built-up area. In 2011, Ciburial Village has been designated as a tourist village based on the Decree of the Regent of Bandung Number: 556.42/Kep. 71- Dispopar/ 2011. Given the condition of Ciburial Village as an area that must be protected, the development of tourist villages should be directed to tourist villages that are more pro-environmental, sustainable, and educational in value so that conservation is maintained and still pays attention to the empowerment of the local community.

North Bandung as a rain catchment area and water absorption, providing an understanding of the importance of preserving the environment. The development of edutourism provides opportunities for the community to participate in the tourism service sector such as attractions that integrate with the lives of rural communities in agriculture, animal husbandry, traditional food and beverage production, arts, and traditional children's games. Participation of the community has an important value in inhibiting the flow of urbanization to Bandung City and creating employment opportunities and rural diversification. This study aims to determine the potential of edutourism in Ciburial and how tourists accept the village's attractiveness as edutourism.

### LITERATURE REVIEW

Edutourism is a program or tourism product offering in which participants travel to a location with the primary purpose of engaging in a learning experience. Ritchie et al. (2003) define edutourism as an activity carried out by tourists whose education and learning are the main or secondary part of the trip, the management of edutourism can be done independently or cooperatively, with various objects, such as nature or humans. Moreover, Scheyvens (2002) recognizes that empowerment includes economic, social, psychological, and political aspects in the context of tourism. Based on the framework, it can define how tourism can improve the effectiveness of community access to

productive resources within the region, through ensuring access to these resources. From the psychological empowerment aspect could increase the residents' pride and self-esteem from the feeling associated with visitors traveling to one community to experience the unique natural and cultural features the community has to offer. Sulaeman (2019) stated that the development of edutourism is tourism that is used as a learning medium to study the rural environment, local wisdom, and food security of rural communities. Furthermore, Maryani and Indrianty (2020) explained that based on the object, distance, and access, Ciburial Village can be grouped into four zones, of which three are managed by the community and one zone is managed by the West Java Perhutani. Those are: (1) Nature Tourism, (2) Community Cultural Tourism, (3) Cultural Tourism, and (4) Conservation Tourism.

## RESEARCH METHOD

The research was descriptive with a survey method. Data was obtained by using a questionnaire to 30 residents and 30 tourists. Samples of tourist respondents were taken by accidental sampling, at tourist attractions in Ciburial Village. The data were processed with percentages. Then the data is interpreted to answer the research questions. As a complement, interviews were also used with village officials and *Kompepar*. The observations are also carried out to see the attractiveness, accessibility, and community activities in carrying out activities that has edutourism value.

## RESULTS

### Potential Edutourism in Ciburial

Each region has a complementary attraction and educational value. Artificial culture tourism is located at the main gate, cafes, restaurants, hotels, villas, local-owned stalls, art studios, Hong children's games, presenting buildings with modern architecture, and gardens. Community cultural tourism is in resident villages. Open land is getting wider, agriculture, animal husbandry and activities of residents with a rural feel are starting to appear. In Ciburial Village, small stalls or restaurants can be easily found. This zone is the zone for rural residents whose attractiveness is attached to community activities. According to informants from *Pokdarwis*, almost every village has a variety of arts, such as *debus*, *calung*, *angkung*, *rampak gendang*, lute flute, *pencak silat*, *reog*, *Sisingaan* and traditional puppet; Home industries in the form of traditional food and beverages, beekeeping that produces honey, patchwork and woven bamboo, and agricultural and livestock activities. In this zone there is also a waterfall *Batu Nyusun* which is still very natural. All of these attractions are attached to the activities of the residents of Ciburial. Nature tourism is located on the south and north sides (*Kraton and Mumbungan Hill*) including Tahura Ir. H. Juanda. To reach the two objects, take a road parallel to the Tahura boundary, in this area there is also the Lembang Fault and the Ancient Lake site.

**Table 1: Society Perception of Edutourism**

Perception of Edutourism	Percentage
Natural Beauty	80.33%
Rural Atmosphere	80.14%
Sundanese cultural events	70.66%
Tourism Village	81.00%
Average	78.03%

## Acceptance of Edutourism-Based Tourism Villages by tourists

Tourist acceptance of edutourism tourism villages, shows the same results as people's perceptions of the selling power of the village as a tourist destination, namely natural scenery, cool and natural weather, local food and drinks, and a soothing expanse of plantations (77%), while folk arts, children's games, regional culture, and modern culture (in the form of cafes or thematic buildings) only reached 23%. This shows that the countryside and the atmosphere are the main attraction for tourists. Sports and refreshing or recreation were the most chosen activities (67%). Enjoying culture, both local and modern shows the same attraction, which is 11% each, then research and shopping.

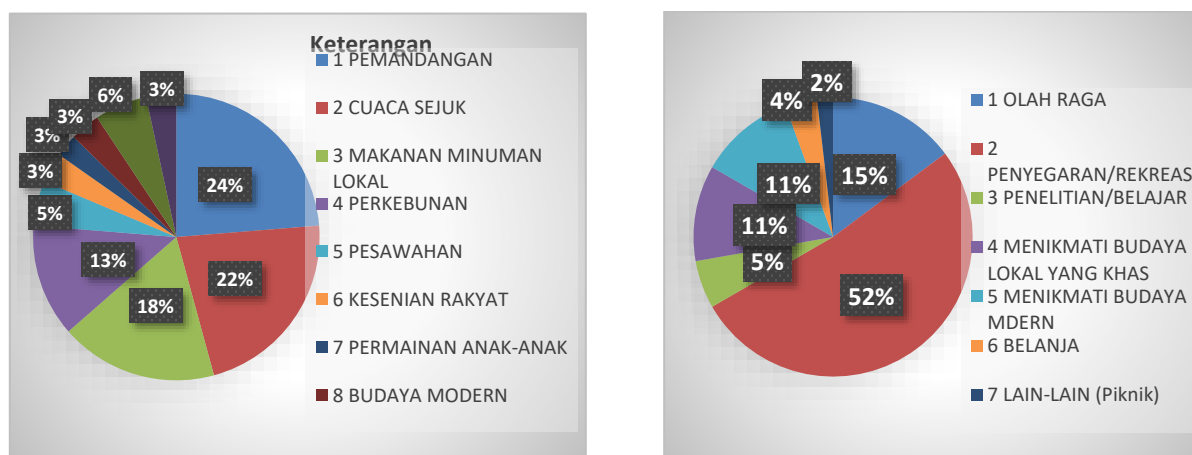


Figure 1: Acceptance of Cibural Village Attraction as Edutourism

## DISCUSSIONS

The response of residents about the potential of Cibural Tourism Village based on edutourism showed positive results, from each component of natural beauty, rural atmosphere, cultural events that were still being held, approval of the development of edutourism tourism villages, showing more than 75% stated the response strongly agreed and the perception was very positive. This shows confidence in the potential of Cibural village as a tourist village and at the same time shows hope for community empowerment to open up job opportunities.

Acceptance of attraction based on the attractions enjoyed in Cibural Village, shows the attractiveness of objects that have been managed well, namely Tebing Keraton, café/restaurant (for eating and drinking), Selasar Sunaryo (cafe with modern architecture) and hotel restaurant. Objects that are community-based and have not been managed properly such as Nyusun stones, home industry (honey industry), toy studios, typical Sundanese housing, arts, agricultural land or rice fields, Islamic boarding schools (listening to religious lectures), have not been widely accepted as tourist attractions (< 10%).

## MANAGERIAL IMPLICATIONS

Judging from the potential of the community is large enough to be empowered, and the community also has confidence in its potential. Sundanese culture is still inherent in terms of art, children's games, making food and drinks, and expanses of rice fields and plantations are resources that can be utilized for tourist villages. However, this potential has not been matched by increasing human resources in the form of hospitality, tour guides, *Sapta Pesona*, digital promotions and training in speaking simple English, which are priorities to be realized. In addition, homestay training and

preparation of tour packages are also priorities that must be given to the community. Management, marketing, and training to the community to be more prepared to receive tourists are important steps in marketing edutourism in Ciburial Village. In addition, the synergy between the village government and *kompepar* is also needed to be synergistic in managing and marketing tourism villages.

## FUTURE RESEARCH DIRECTIONS

After identifying the potential that exists in Ciburial Village, it is necessary to develop an edutourism development model and training that can increase community empowerment in edutourism.

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## 32. Green Open Space (GOS) in the Form of a City Park as a Population's Recreation Place and Their References on the Thematic Park in Bandung City

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**Keywords:** City; Garden; Green open space; Recreation; Thematic

### EXTENDED ABSTRACT

City parks as GOS are very important, not only as ecological and hydrological functions, but also as recreational areas for urban communities. This study examines the existence of GOS in the form of thematic parks as places for recreation for residents and supports the creation of a sustainable city. Urban space is mostly used for building areas such as settlements and offices. Not only intended for buildings, but also for various facilities, such as GOS and parks.

The need for land for built-up areas changes the configuration of urban landscapes including GOS into built landscapes. According to Law no. 26 of 2007 concerning spatial planning, GOS should be 30% of the urban area. Based on its function, GOS has two functions, namely intrinsic and extrinsic (Dirjentaru, 2008).

City parks are open lands that have social and aesthetic functions as a means of recreational, educational, or other activities at the city level. They are intended to serve residents of a city or part of a city area. These parks can be in the form of GOS (green field) equipped with recreational and sports facilities, as well as a sports complex with a minimum of 80%-90% GOS (Imansari & Khadiyanta, 2015).

In the Minister of Public Works Regulation No. 05/PRT/M/2008 explained that Urban GOS has ecological, hydrological, social, economic, aesthetic, and cultural functions. In Meitry's research (2015), it was revealed that city parks are developers of social capital and reducers of social pathology. GOS and parks, as public spaces, can fulfill functions as recreational and educational facilities, sports, and culinary centers (Imansari & Khadiyanta, 2015).

The purpose of this research is to find out:

- How is the existence of GOS and city parks in Bandung City as a supporter of a sustainable city?
- Are the existing city parks in accordance with the area and physical conditions with the needs of the community?
- How is the existence of thematic parks in Bandung City?

## LITERATURE REVIEW

### Definition of Green Open Space and City Parks

GOS is an elongated/lane and/or grouped area whose use is more open, where plants grow that are intentionally planned or not (Regulation of the Minister of Public Works Number 5 of 2008 concerning Guidelines for the Provision and Utilization of GOS in Urban Areas).

### The Role of Community City Parks

City parks are part of GOS and public spaces. City residents can use them to interact, expand social capital, recreation, sports, educational facilities, and develop culture as an entity of a society or community. Parks and GOS refer to land that have been reserved for formal and informal sports and recreation purposes, preservation of the natural environment, provision of green space and/or urban storm water management. (Design Principle-Parks and Open spaces, Aussie 2009).

### The Needs of Ideal City Park

City park area must be compatible with the population's number and density. According to the Urban Housing Area Planning of the Directorate General of Human Settlements, DPW 1987 which was reaffirmed by instruction of Ministry of Home Affairs No. 14 of 1988 regarding the arrangement of GOS in urban areas, the availability of environmental and city parks is as follows, "every 480,000 residents there is a park area of 144,000 m<sup>2</sup>. This park is a community sports complex equipped with sports facilities, green spaces as leisure areas and other supporting facilities". Based on the above guidelines, a minimum of 480,000 residents with a minimum standard of 0.3 m<sup>2</sup> per city resident, with a minimum garden area of 144,000 m<sup>2</sup>.

## RESEARCH METHOD

This research is located in Bandung City, using a descriptive qualitative approach with a survey method. The research population is the park visitors as respondents. Respondents were taken by accidental sampling in 24 thematic parks.

Questionnaires and observation sheets were used as primary data collection tools. Secondary data in the form of documentation from the Central Bureau of Statistics and Bandung City Profile Book, as well as other relevant secondary data used to answer the research. Observations were made to 24 thematic parks in Bandung. Data were processed and interpreted descriptively to answer research questions.

## RESULTS

### Geographical Condition

Bandung is located at 107°36' East Longitude and 6°55' South Latitude. Bandung area is 16,729.65 ha and divided into 30 districts and 151 sub-districts. Morphologically, Bandung is located in the middle of the "Bandung Basin", surrounded by mountains, with an average altitude of 700 m ASL. The average temperature of Bandung is 25.86°C, the hydrological conditions of Bandung are crossed by 24 rivers along 265.05 km. The population in 2021 is 2,452,943 people, consist of 1,235,134 men and 1,217,809 women.



## The Area and Needs of a Park in Bandung

Bandung has 759 parks, with a total area of 2,170,134.11m<sup>2</sup>. The presence of parks in Bandung is shown in Table 1.

**Table 1: Area and Number of Parks in Bandung**

No	SWK	Kecamatan	Kelurahan	Nama Taman	Lokasi	Koordinat	Luasan
1	Bojonegara	Cicendo	Husein Sastranegara	Taman Alun-alun Cicendo	Jl. Arjuna, Husen Sastranegara, Cicendo	-6.91085, 107.58881	5,400.00
2	Cibeunying	Coblong	Lebak Gede	Taman Gesit	Jl. Dipatiukur, Lebak Gede, Coblong	-6.895685, 107.616626	556.50
3			Lebak Gede	Taman Fitness	Jl. Teuku Umar, Lebakgede, Coblong	-6.891981, 107.615701	3,614.00
4			Lebak Siliwangi	Taman Eks SPBU Cikapayang (Taman Cikapayang Dago)	Jl. Ir. H. Djuanda	-6.898684, 107.612426	2,490.00
5		Bandung Wetan	Citarum	Taman Lalu Lintas	Jl. Sumatera	-6.91213, 107.6137	45,600.87
6			Cihapit	Taman Anggrek/Bengawan (Taman Super Hero)	Jl. Anggrek	-6,91084, 107,6304	1,425.00
7			Cihapit	Lapang Supratman (Taman Persib)	Jalan W.R. Supratman No.24, Cihapit	-6,90721, 107,63031	9,072.75
8			TamanSari	Taman Ranga Malela (Taman Radio)	Jl. Juanda/ Jl. Ranggamalela	-6,90269, 107,61136	920.90
9				Taman Cempaka (Taman Fotografi)	Jl. Cempaka		1,785.00
10				Taman Pasupati (Taman Jomblo)	Bawah Fly Over Pasupati		1,539.00
11				Taman Skate Park	Bawah Fly Over Pasupati		300.00
12				Taman Cibeunying Park	Jl. Cilaki		488.25
13				Taman Film	Bawah Fly Over Pasupati		1,100.00
14			Citarum	Taman Inklusi	Jl. Aceh/Jl. Saparua (pojok Taman Maluku)		400.00
15		Sumur Bandung	Braga	Taman Braga	Jl. Braga/Jl. Naripan	-6.919841, 107.610051	55.00
16			Babakan Ciamis	Taman Merdeka (Taman Dewi Sartika)	Jl. Merdeka (Balaikota)	-6.913369, 107.609527	14,729.00
17			Merdeka	Taman Tongkeng	Jl. Tongkeng	.6.911922, 107.623405	3,610.50
18			Merdeka	Taman Sentrum (Taman Musik)	Jl. Belitung	-6.911949, 107.616080	2,100.75
19			Babakan Ciamis	Taman Air Mancur Vanda	Jl. Merdeka No.9	-6.914037, 107.610081	976.00
20			Babakan Ciamis	Taman Sejarah	Jl. Aceh No. 53		2,600.00
21	Karees	Lengkong	Lingkar Selatan	Taman Pers Malabar	Jl. Malabar/Jl. Palasari	-6.925685, 107.632069	5,007.68
22		Regol	Balonggede	Taman Alun-alun Bandung	Jl. Asia Afrika	-6.921467, 107.607017	12,000.00
23			Ancol	Taman Cilentah (Taman Bobotoh)	Jl. Cilentah	-6.931821, 107.615667	1,608.20
24	Ujung Berung	Ujung Berung	Cigending	Alun-Alun Ujungberung	Jl. A.H. Nasution, Cigending, Ujung Berung	-6.91451, 107.70097,327	5,089.00

Source: Department of Housing and Settlement Areas, Land and Parks Bandung City (2022).

If the park need is 0.3 m<sup>2</sup>, then it takes an area of 735,882.9 m<sup>2</sup> to make it sufficient, the ratio of the existing park area to the park's needs in terms of per resident, then the area is adequate, even almost three times wider. Based on Law No. 26 of 2007 concerning Spatial Planning, the minimum proportion of urban GOS is 30% of the total urban area, then Bandung should have a park area of 5,018,895 m<sup>2</sup>. The current area is only 43.23% of the area that should be or the lack is 56.73%.

### Thematic Parks in Bandung

One of Ridwan Kamil's challenges when he served as a Mayor was to create a balance in the urban ecosystem by increasing the role of the function of GOS, based on the layout, diversity of plant species, harmony between plant species and the physical condition of the environment. The arrangement is done through the development of thematic parks. The realization of revamping the thematic park functions as a public space that can be distinguished by theme and uniqueness. There are about 24 thematic parks.



Vanda Park



Pasopati/  
Jomblo Park



Foto Park



Super Hero  
Park



Tongkeng Park



Bobotoh Park

As the result in 2015 Bandung received the title of Creative City from UNESCO where Bandung improves the urban environment and can create an inspiring city atmosphere, and because of these parks, Bandung has also become a *Creative Cities Network* in the distribution of intensive, green development, and maintaining the function of GOS.

## DISCUSSIONS

In an urban area, the four functions of intrinsic and extrinsic can be combined according to the needs, interests, and sustainability of the city such as water management protection, ecological balance and biological conservation. Park existence in Bandung City is still lacking compared to the area of Bandung itself. It is feared to disturb the balance of life.

## MANAGERIAL IMPLICATIONS

It is only 43% park area in Bandung, and it's still lacking. Naming thematic gardens do not always connote the area covered by various plants. Parks are mostly used as a gathering place for city residents, so they are not yet fully functional ecologically. Further research needs to study the park quality and the city residents' satisfaction with the existence, function of the park in accordance with the theme and completeness of its facilities.

## FUTURE RESEARCH DIRECTIONS

This research is exploratory research that must be followed up by further research to see how the park quality as a recreational area for city residents and how the existing facilities exist so that the

park can function properly, equipped with various facilities that can be accessed by all residents, are comfortable, safe and provide recreational value for both city residents and out-of-towners.

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### 33. Willingness to Pay and Willingness to Contribute for Komodo Dragon Conservation Fund

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**Keywords:** Conservation fund; Komodo; Tourism; Trend; WTP

#### EXTENDED ABSTRACT

Komodo National Park (KNP) has been well-known as a tourist destination since it was selected as one of the New 7 Wonders of Nature in 2012. Tourist visits in Labuan Bajo have increased dramatically. Many people think that the entrance ticket to Komodo National Park is currently very cheap. In addition, many parties wish to contribute to the preservation of the Komodo dragons which is designated as an endangered species by the IUCN. For this reason, it is necessary to know how much people are willing to pay for the entrance ticket and contribute to the conservation of Komodo dragons.

The purpose of this study was to determine tourism trend, willingness to pay (WTP) of entrance fee and willingness to contribute (WTC) for conservation funds. Tourism trend and WTP were analyzed using descriptive analysis.

The results showed an increasing number of visitors between 2015 to 2019, as well as non-tax government revenues significantly from 2010 to 2019. Tourists consider Komodo dragon conservation is important and willing to pay entrance fee 4,600% more expensive for domestic tourists or 360% for foreign tourists. Conservation fund contribution is USD 4.86 for one visit or USD 23.3 per year for domestic tourists while foreign tourists up to USD 7.5 for one visit or USD 34.7 per year. The institutions trusted by respondents to manage conservation funds are the government, local communities, or NGOs.

#### LITERATURE REVIEW

Tourism development will affect physical development that may have a significant role in phenomenon of tourism growth from qualitative point of view as an important factor in terms of visitor satisfaction (Ramyar & Halim 2020).

The money spent by foreign tourists in Labuan Bajo is USD 1,066/person (Wahyuti et al. 2013) and 26 tourist destinations outside KNP are recorded (Sugiarto & Mahagangga 2020). Tourism can help protect environmental destructive forms and could have beneficial role in regeneration of economically depressed environments (Holden 2008).

Willingness to pay is defined as maximum amount of money that can be paid, so that it is difference between pay option or rejecting for something change and spending it for something else. WTP value can describe benefits of a proposed policy such as environmental improvement (Fauzi, 2014). WTP application in sustainable financing can be carried out to develop market-based conservation

approaches in developing countries which reduce ongoing biodiversity loss and conserve wildlife species (Aseres & Sira, 2020).

## RESEARCH METHOD

Research was carried out in Labuan Bajo, Manggarai Barat Regency, Indonesia from March to June 2022. Analysis technique in this research is descriptive analysis. Tourist data visits is obtained from KNP. WTP analysis for entrance tickets and Komodo conservation funds is obtained from questionnaires to 65 domestic tourists and 37 foreign tourists.

## RESULTS

Tourists have increased from 2015 to 2019 (Figure 1), as well as non-tax state revenues (Figure 2). WTP entrance fee for domestic tourists were IDR 358,000 (USD 25.57) and USD 39 for foreign tourists (Table 1). Domestic tourists were willing to contribute conservation fund an amount of IDR 68,000 (USD 4.86) for one visit or IDR 326,000 (USD 23.3) annually while foreign tourists up to USD 7.5 for one visit or USD 34.7 annually (Table 2 and 3).

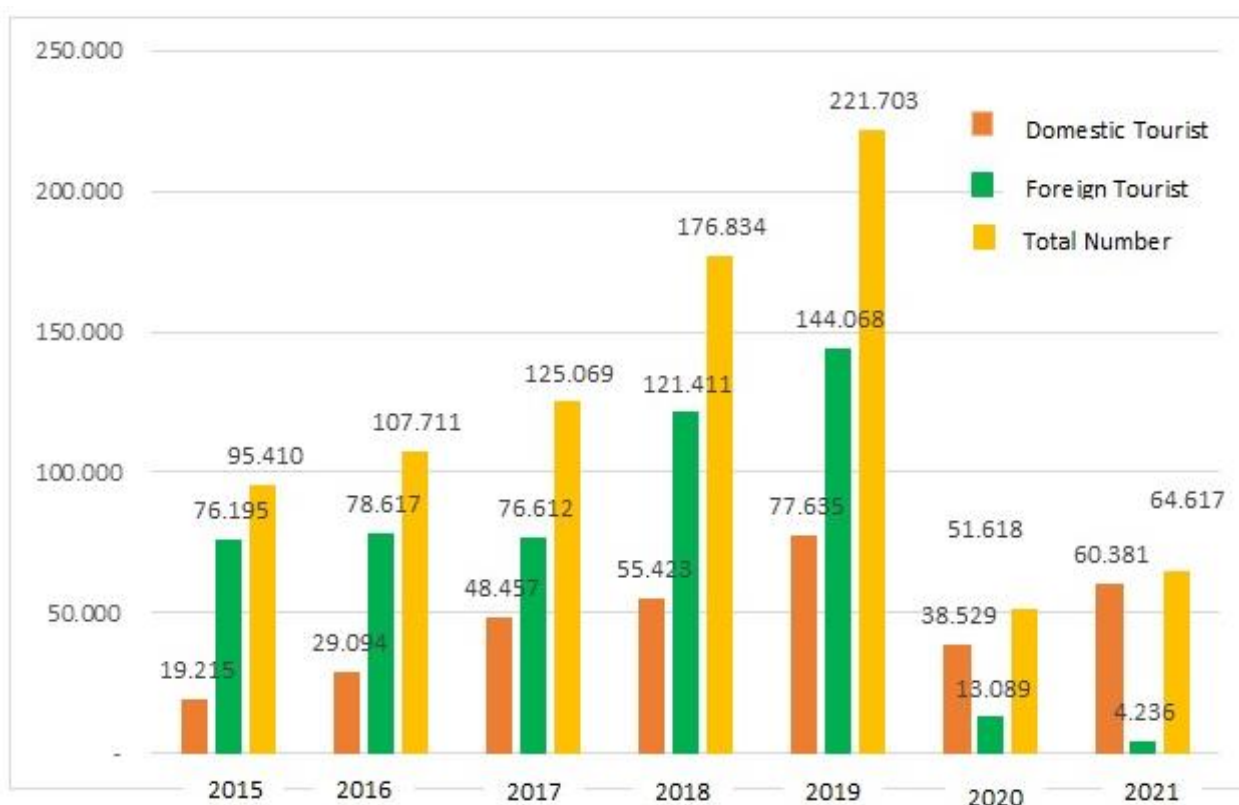
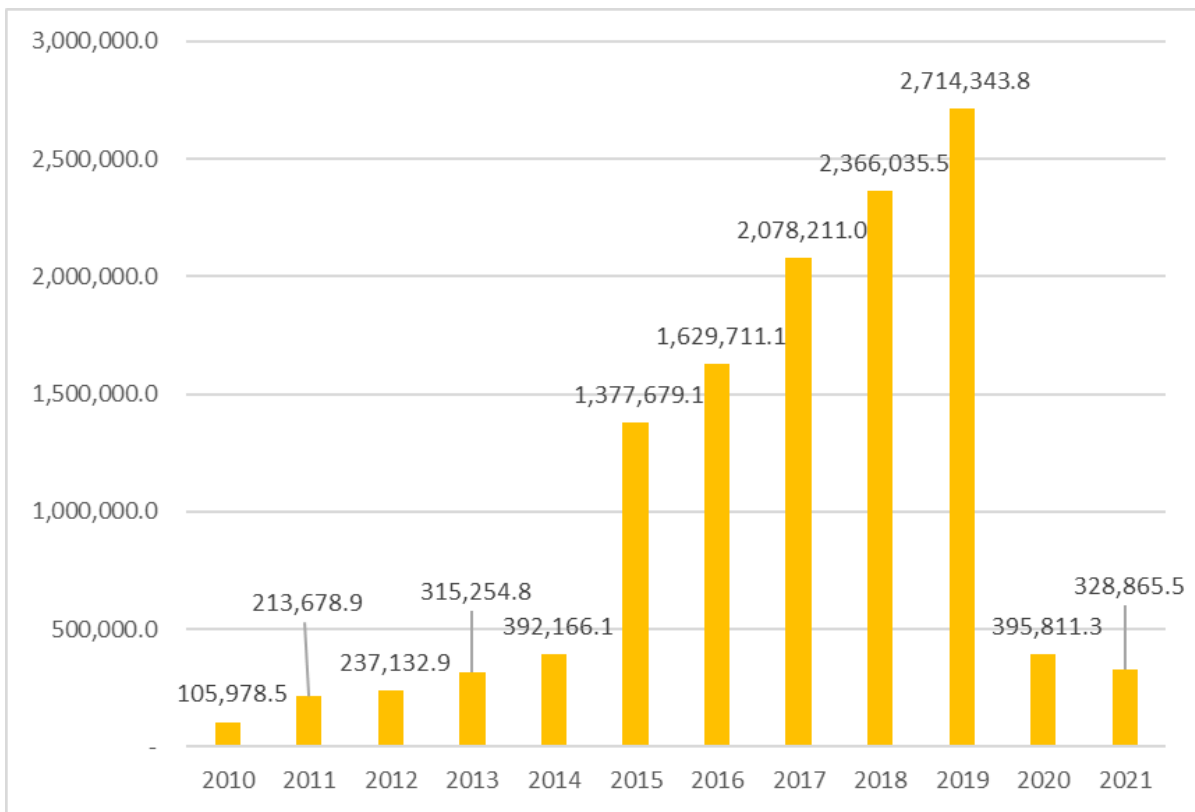


Figure 1: Number of Tourists in KNP (2015 -2021)

Source: KNP (2022).



**Figure 2: Non-Tax State Revenue from Tourist to KNP (USD)**

Source: KNP (2022).



**Figure 3: Respondent's Opinion on Entrance Fee**



**Figure 4: Respondents' Trust in the Management of Conservation Funds**



**Table 1: WTP Value on Entrance Tickets**

WTP (IDR)	Domestic Tourist			WTP (USD)	Foreign Tourist		
	Frequency of Respondents	Relative Frequency	WTP Value (IDR)		Frequency of Respondents	Relative Frequency	WTP Value (USD)
25,000	1	0.019	471.70	30	18	0.72	21.6
50,000	3	0.057	2,830.19	45	2	0.08	3.6
100,000	4	0.075	7,547.17	60	3	0.12	7.2
200,000	1	0.019	3,773.58	75	1	0.04	3
250,000	30	0.566	141,509.43	100	1	0.04	4
300,000	1	0.019	5,660.38				
500,000	8	0.151	75,471.70				
1,000,000	3	0.057	56,603.77				
1,400,000	1	0.019	26,415.09				
2,000,000	1	0.019	37,735.85				
	53	1	358,018.86		25	1	39.4

**Table 2: WTC to Komodo Conservation Funds for One Visit**

WTP (IDR)	Domestic Tourist			WTP (USD)	Foreign Tourist		
	Frequency of Respondents	Relative Frequency	WTP Value (IDR)		Frequency of Respondents	Relative Frequency	WTP Value (USD)
25,000	29	0.446	11,153.85	3	13	0.351	1.054
50,000	12	0.185	9,230.77	5	9	0.243	1.216
100,000	15	0.231	23,076.92	10	9	0.243	2.432
150,000	3	0.046	6,923.08	15	3	0.081	1.216
200,000	6	0.092	18,461.54	20	3	0.081	1.622
	65	1	68,846.15		37	1	7.541

**Table 3: WTC to Komodo Conservation Funds for One Year**

WTP (IDR)	Domestic Tourist			WTP (USD)	Foreign Tourist		
	Frequency of Respondents	Relative Frequency	WTP Value (IDR)		Frequency of Respondents	Relative Frequency	WTP Value (USD)
200,000	46	0.708	141,538.46	20	23	0.622	12.432
500,000	14	0.215	107,692.31	50	10	0.270	13.514
750,000	2	0.031	23,076.92	75	3	0.081	6.081
1,000,000	2	0.031	30,769.23	100	1	0.027	2.703
1,500,000	1	0.015	23,076.92	150	0	0	0
	65	1	326,153.85		37	1	34.730

## DISCUSSIONS

Tourists have increased from 2015 to 2019 and declined in 2020 and 2021 due to COVID-19 as does non-tax state revenues from tourism to KNP. The entrance price for KNP were no longer relevant and consequently must be adjusted to the willingness of tourists. The increase in ticket prices will increase state revenue that can be used for Komodo dragon conservation. Tourists considered Komodo dragon conservation is important and thus are willing to contribute to conservation. According to Aseres and Sira (2020) most of tourist are willing to pay conservation fees for supporting conservation projects to preserve endangered wildlife species for future generation. The increase in ticket is a conservation compensation and demarketing which can increase revenue with the number of visitors that may be the same or decrease due to the increase in ticket prices.

Conservation costs must also be the responsibility of tourism actors and local governments so that there is a balance between tourism and conservation. Conservation fund for the Southeast Asian region according to Paine et al. (1997) is USD 509/km<sup>2</sup> per year. Komodo dragons' habitat on West Flores Island other than Komodo National Park is 14,275 ha or 142.75 km<sup>2</sup>, so the ideal funding on West Flores is USD 72,659. Assuming the number of visitors in 2021, the conservation funds that can be collected are USD 1,535,752. This number exceeds the ideal amount according to Paine et al. (1997). The management of these funds can be given to the government, local communities, or NGOs according to the willingness of tourists and not all conservation funding is supported by the government so that conservation is not only the responsibility of the government but all related parties.

## MANAGERIAL IMPLICATIONS

Information about costs and public willingness to support of Komodo dragon conservation is important in order to support Komodo dragon conservation activities. Conservation Fund is an important factor in decision making in the context of natural resource management.

## FUTURE RESEARCH DIRECTIONS

Further studies with larger sample sizes need to be carried out to increase the generalizability of the results more significantly. Research on WTP modeling by considering many variables is needed to improve the quality of research results.

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## 34. Impact of Tourism Development on Habitat of Komodo Dragons in Labuan Bajo

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**Keywords:** Conservation; Destination; Human activities; Suitable; Tourist

### EXTENDED ABSTRACT

Labuan Bajo is a well-known tourist destination since Komodo National Park was chosen as one of the 7 New Wonders of Nature in 2012. The Indonesian Government made it as a world-class tourist destination in 2020. Tourism development led to a rapidly increased number of tourists and an impact on the development of West Manggarai Regency. Unfortunately, tourism development has affected to habitat of the Komodo dragons (*Varanus komodoensis*) in Flores Island, especially in Labuan Bajo and its surroundings.

The purpose of this study is to analyze land use and land cover change (LULCC) and habitat suitability of Komodo dragons in Labuan Bajo and its surroundings. LULCC and habitat suitability are analyzed using Maximum Likelihood Classification (MLC) on ArcGIS 10.3 and Maximum Entropy (MaxEnt).

The results indicated that suitable habitat for Komodo dragons is around the coast that also suitable area for tourism development. LULCC in Komodo dragons' habitat were caused by road infrastructures, settlements, and tourism facilities development.

### LITERATURE REVIEW

Komodo dragon is a rare wildlife that was first described by Ouwens in 1912. Surveys and expeditions to collect information and specimens were carried out in various locations within Flores Island (Burden, 1928; Horst, 1926; Jong, 1973; Pfeffer, 1959). Komodo dragon is endemic reptile to the Komodo National Park, Flores Island and several satellite islands. Komodo dragons inhabited the western and northern parts of Flores (Jessop et al., 2004). Nowadays, western part of Labuan Bajo has been developed for world-class tourism facilities.

Twenty-six tourist destinations outside the Komodo National Park are recorded in the Labuan Bajo (Sugiarto et al., 2020). Ecotourism areas may influence demographic processes through intraspecific competition or predation of Komodo dragons (Ardiantiono et al., 2018). The decrease in Komodo dragons' habitat and range loss due to multiple and cascading human activities may be addressed by a range of land use planning and community conservation actions to avoid a potential Komodo dragon extinction on the largest island habitat within their distribution (Ariefiandy et al., 2021). Other research in other wildlife habitats, such as: Sumatran elephants (Pratiwi et al., 2022), Sumatran tigers (Arum et al., 2018; Nasution et al., 2021) show the same conclusion.

## RESEARCH METHOD

The research was conducted in Labuan Bajo and its surroundings in West Manggarai Regency, East Nusa Tenggara Province, Indonesia during March to June 2022. Sentinel 2 Satellite Imagery data for 2016 and 2022 were processed using the MLC method on ArcGIS 10.3 software to obtain LULCC maps (Poursanidis et al., 2015). Determination and analysis of the suitability of the Komodo dragons' habitat using the MaxEnt application (Manzo et al., 2020) based on the Komodo dragon exploration and ground check in 2017. LULCC, the spatial planning of West Manggarai Regency and suitable habitat of Komodo dragons has been processed to find out the overlapping locations of the Komodo dragons and development of tourism facilities.

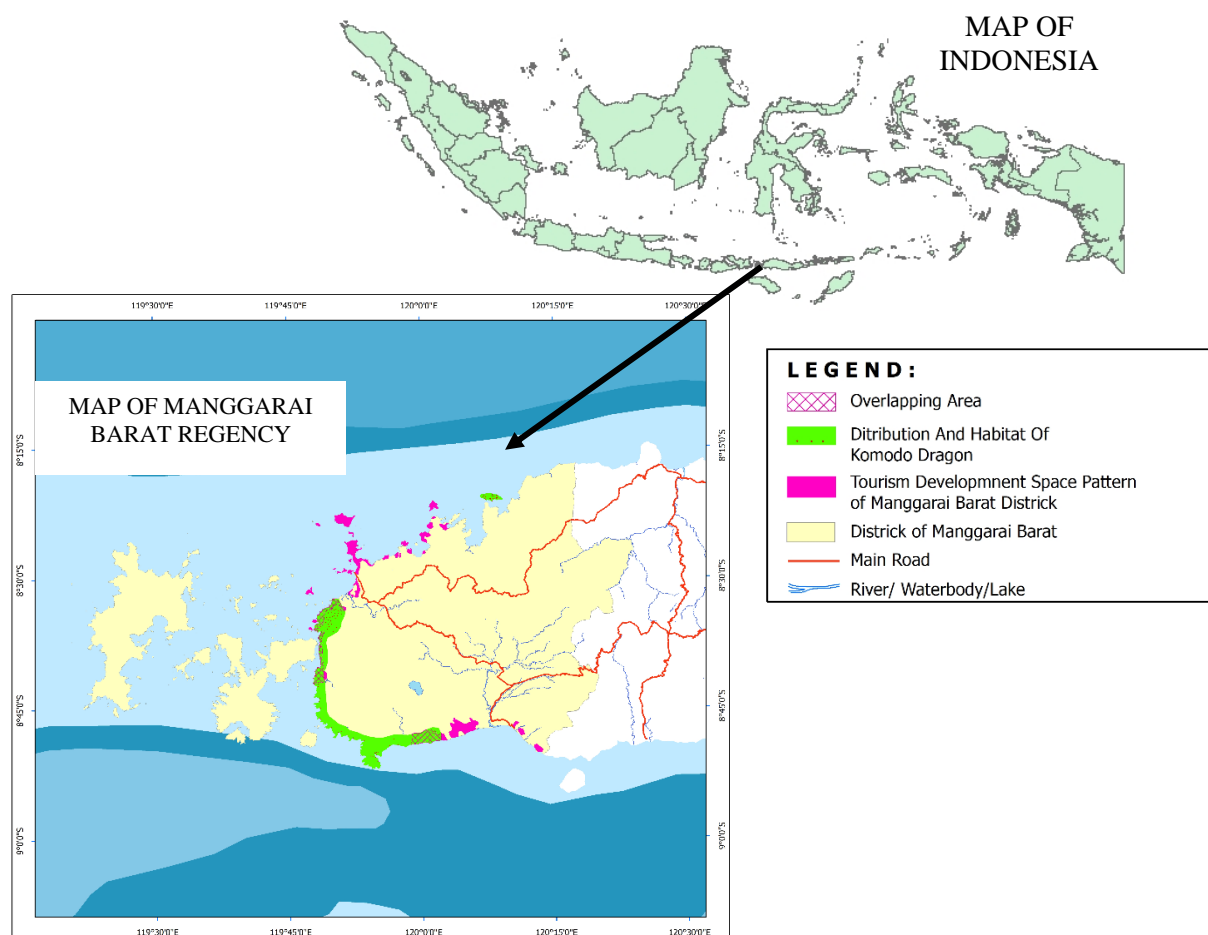


Figure 1: Map of Study Site

## RESULT

Habitat suitability of Komodo dragons was obtained from MaxEnt using variables i.e., distance from settlement, forest, roads, rice fields, bushes, rivers, elevation, slope, topography, and land cover (Figure 2). Overlay between suitable habitat and Tourism Development Plan (Figure 3) and land cover analysis using Sentinel 2 Satellite Imagery data in 2016 and 2022 with the MLC (Figure 4).

MaxEnt's analysis showed that the suitable habitat for Komodo dragons is around the coast at 0 to 300 m above sea level. The area of habitat is 14,275 ha and the area of the planned tourism development is 11,225 ha. The overlapping between the location of tourism development and the habitat of Komodo dragon area is 3,285 ha. The overlapped physical development area is the development of 300 ha Golo Mori tourism area and 7.5 km of road to Golo Mori.

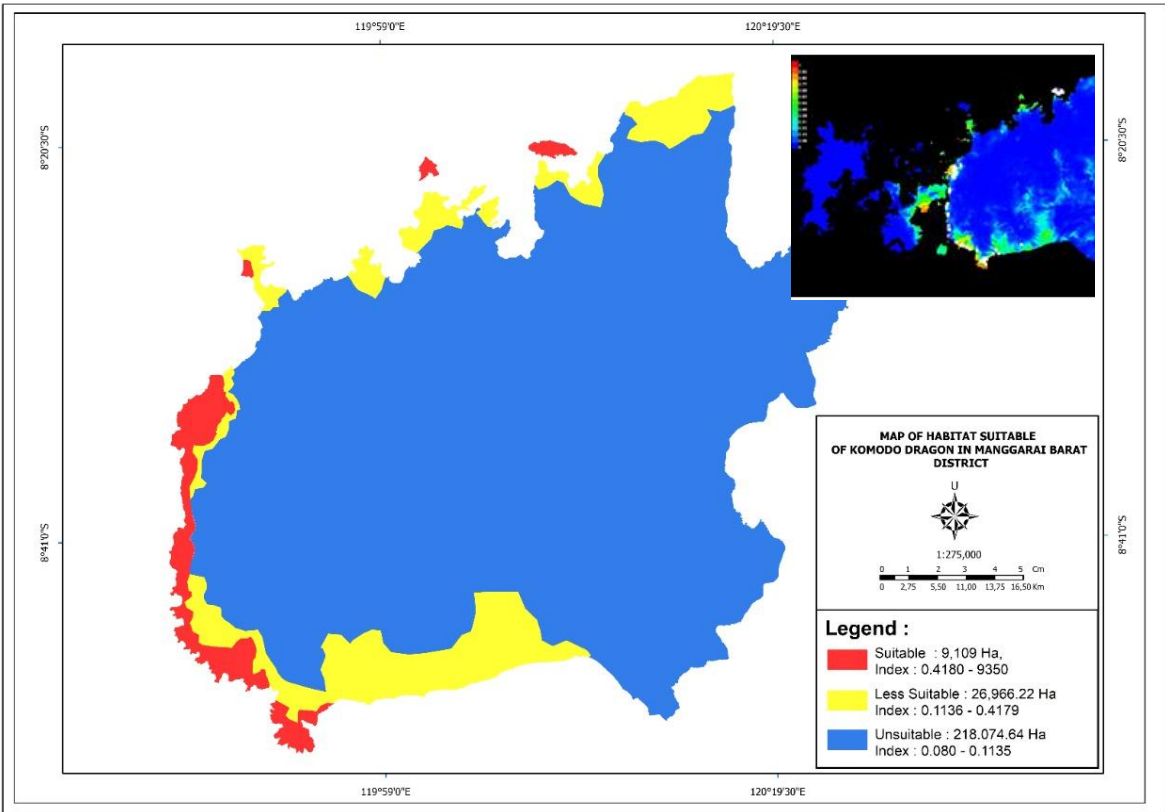


Figure 2: Komodo Dragons’ Habitat in West Flores

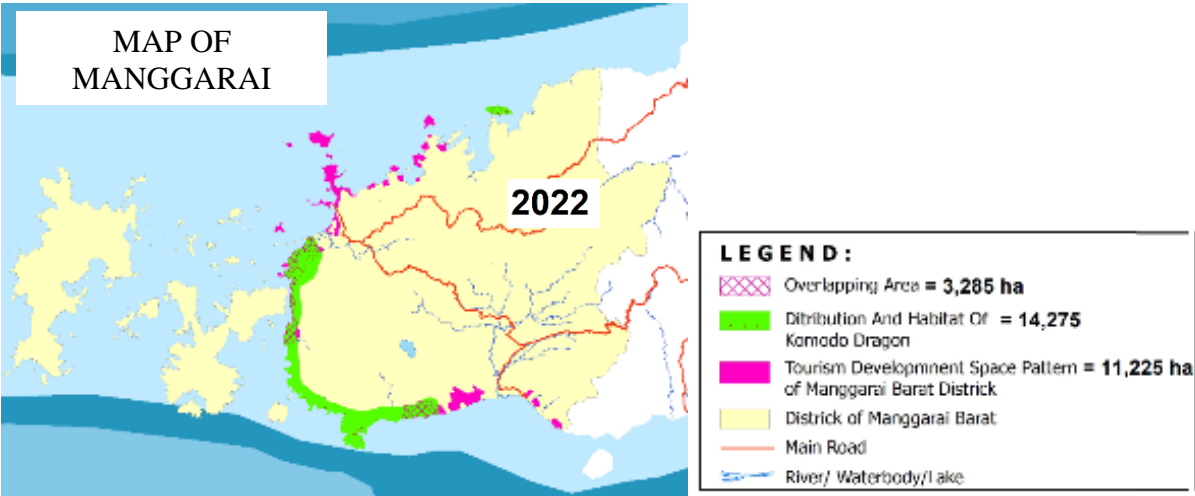


Figure 3: Overlay between Suitable Habitat of Komodo Dragons and Tourism Development Plan



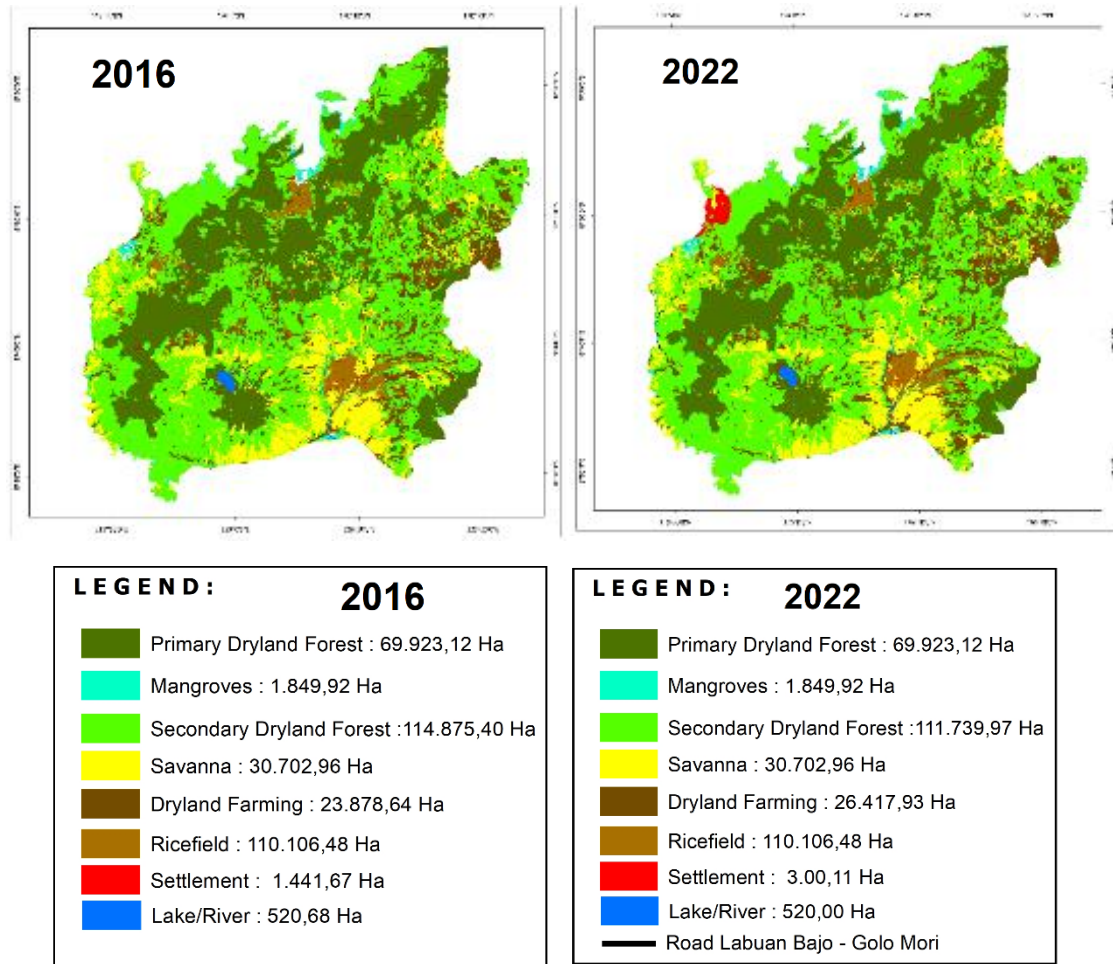


Figure 4: Map of West Manggarai Regency Land Cover Analysis in 2016 and 2022

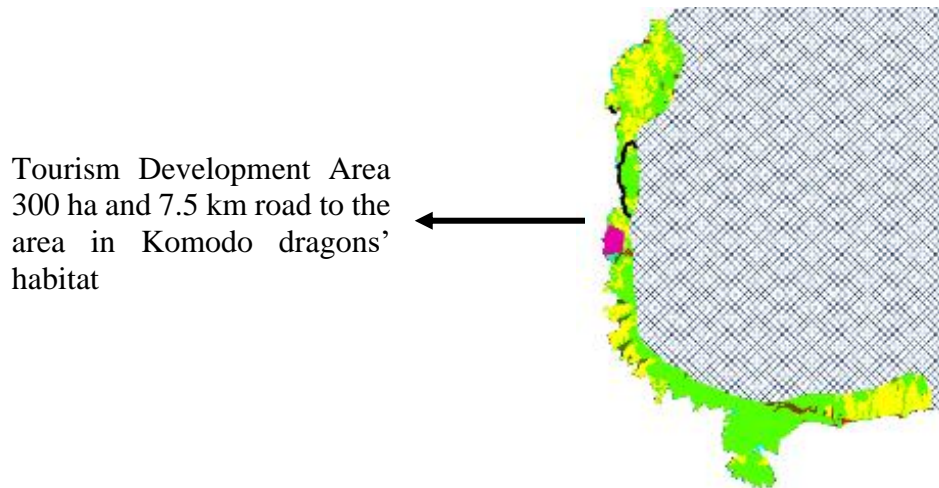


Figure 5: Ground Check in March 2022

## DISCUSSIONS

Tourism policies should consider Komodo dragon conservation due to the fallacy policy that focuses, and attention is only on tourism infrastructure with Komodo dragons as the main attraction but efforts to protect and conserve Komodo dragons have not received proportional attention. Analysis using MaxEnt shows that the suitable habitat for Komodo dragons is around the coast at an altitude between



0 and 300 m above sea level. The suitable habitat for Komodo is also suitable for tourism, so that the Manggarai Barat regency designates the habitat for tourism development. The available habitat for home range is narrowing and the prey population is decreasing, while the tourist development and human population is increasing that may cause Komodo dragons were forced to come into conflict with humans.

The location of tourism development overlaps with the habitat of Komodo dragons. The overlapped area is 3,285 ha. The overlapped physical development area is the development of 300 ha Golo Mori tourism area and 7.5 km of road to Golo Mori. In addition, tourism development planning in the Komodo dragons' habitat corridor between Golo Mori area and Wae Wu'ul Nature Reserve and its around may result in the isolation of the Komodo dragons (Figure 2).

Location of tourism development will increase human activity which causes losing or decreasing habitat and threat of humans and Komodo conflicts. Access roads to tourist locations cause fragmentation of the Komodo dragons' habitat. Another impact is anthropogenic threats and changing habitats into agricultural land. The increase in Komodo dragon prey poaching such as Timor deer and wild boar and habitat fragmentation may cause conflict between humans and Komodo dragons. Fragmented animal populations often compete for living space with communities around their habitat.

## MANAGERIAL IMPLICATIONS

Tourism development is expected to support Komodo dragon conservation due to the importance of the sustainability of Komodo dragons' habitats, corridors and buffer areas in Labuan Bajo and its surroundings.

## FUTURE RESEARCH DIRECTIONS

Future research is required related to studying the Komodo dragons' habitat in Flores which is vulnerable to anthropogenic threats. The research will provide comprehensive data on the habitat conditions of Komodo dragons that are useful in providing management interventions. The research can provide recommendations on tourism development policies in support of conservation.

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## 35. Staycation Post-pandemic: The Experiential Tourism in Malaysia

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**Keywords:** Staycation; Experiential tourism; Post-pandemic; Domestic tourism; Malaysia

### EXTENDED ABSTRACT

According to World Economic Forum (2021), workers daily stress reached a record high in 2020. Workers in US and Canada showed the highest level of daily stress, with 57% in 2020. The COVID-19 pandemic has highly impacted the personal well-being and social and working life of millions of people globally. Malaysians reported the highest level of anxiety among 12,823 employed online adults aged 16-74 across 28 countries between November and December 2020 based on research conducted by Ipsos on its Global Advisor online platform (Ipsos Malaysia, 2021). There is an unexpectedly high percentage of Malaysians who experienced increased anxiety around job security at 74% compared to a global share of 56%, and stress due to changes in work routines and organization at 67% compared to a worldwide percentage of 55%, respectively. Besides, 10% of the employees lost their jobs, and 7% of employees chose to leave their jobs during this COVID-19 pandemic at the end of 2020 in Malaysia. Although stress is a potential killer to a person's health and well-being, several studies have shown that seven consecutive vacation days provided an efficient recovery strategy.

Blank et al. (2018) stated that one single short-term vacation with independent mode brings significant, positive, and immediate effects on perceived stress, recovery, and well-being. A staycation, a road trip, and a meeting with someone at the local destination are believed to reduce stress. Experiential travel, which focuses on experience quality rather than quantity, is getting increasingly attractive to visitors or travelers especially post COVID-19. The interaction with local people, culture and environment brings value to the visitors. Experiential tourism differs from other traveling modes on direct experience during pre-departure trip planning and post-trip follow-up, including the people they met, the places visited, the activities participated in, and the memories created. Moreover, personal growth and reflection of individuals' values and interests are essential to experiential tourism as emotional experience is associated with vivid memory, the feeling of the destination place and revisiting intention is more important than tangible goods we can purchase.

According to the survey on domestic travel in Malaysia since the recovery movement control order (RMCO) in assessing the domestic demand for leisure travel from September to October 2020, 75.2% of the total of 12,281 respondents planned for domestic travel shortly after the promotion of inter-state traveling since June 10, 2020, by the Malaysia government. 74.7% of the respondents arranged their leisure holidays alone, and 87.0% purchased their holiday through online booking sites. Only 10.5% of the respondents purchased their holiday through travel agencies or tour operators. Besides, the highest percentage of 51.6% of the respondents preferred to travel during the weekend or long weekends other than on weekdays, public holidays, and festival holidays. It is believed that Malaysians generally have limited time to go for leisure due to their hectic work schedule and children's studies. Based on research by Bilgihan (2016), hedonism also relates to online spending, and when a positive experience has been created, it will lead to loyalty. For example, the staycation

goers who booked online and are satisfied with the experience will have a positive attitude towards staycation. As such, hedonism is vital for online staycation booking as it happens in a comfortable environment with a relaxed attitude and enjoyment with shopping intentions (Wagner et al., 2016). Furthermore, entertainment directly affects attitudes (Childers et al., 2002). Thus, it is assumed that the higher the hedonic motivation towards the staycation, the higher level of decreased anxiety and stress levels.

One of the most influential theories of human behavior is the social cognitive theory, which serves as the theory for this study (Bandura, 1986). One of the basic concepts of social cognitive theory stipulates that the person regulates behavior through the process and the environment through external social situations (Cooper & Lu, 2016). As such, going for a staycation through a series of techniques such as searching, evaluating, and booking the staycation is considered a social interaction that helps to reduce stress levels, and experiencing a staycation comfortably will further enhance the feel-good experience, according to Bandura (1991) one of the components of social cognitive theory is behavior change when people react or respond to a particular situation or object.

Domestic tourism spending fell 54.5%, recorded RM 18.4 billion in 2021 compared to RM 40.4 billion in 2020, which showed the lowest record since 2008, the first year of the survey report (Domestic Tourism Malaysia, 2021). The border restrictions on new variants of COVID-19, such as Omicron and Delta, continued to impact domestic tourism in 2021, and the floods disaster towards the end of 2021 in many parts of Peninsular Malaysia caused domestic travel to worsen. In addition, the overnight trip had decreased by 67.8%, with 15.5 million visits, while daily trips decreased by 42.4%, with 56.9 million trips recorded in 2021.

However, due to the closure of Malaysia's international border, the statistics showed a significant increase in domestic visitors with a household income of RM 5,001 to RM 10,000, with the highest contribution of 30.4% in 2021 from the pre-pandemic year, at 23.3% in 2019. In contrast, there is a decrease of 6.4% from 2019 to a record of 29.3% of the domestic visitors travel by household income between RM 1,001 and RM 3,000. Malaysia's domestic travel industry is likely to recover with the transition to the endemic phase, as announced by the government, which will lead to positive growth in 2022.

This study explores the determinants of experiential tourism in the context of staycation among the M40 group, where the household income fell under RM 4,851 to RM 10,970 per month. There are 37.2% of the Malaysian population with a mean of RM 7,348 household income per month, which are categorized under M1, M2, M3 and M4, contributing to 6.8%, 8.2%, 9.9% and 12.3%, with median income of RM 5,336, RM 6,471, RM 7,828, and RM 9,695 respectively (Department of Statistics, Malaysia, 2019).

Using the purposive sampling technique, a self-administered questionnaire was given to 300 respondents: 150 in West Malaysia and 150 in East Malaysia. As this study used a quantitative approach, a further in-depth analysis using a qualitative approach should be conducted. This study contributes to Malaysia's tourism industries and policymakers targeting and servicing the M40 group of preference. It also highlights the market demand from the local experiential tourism perspectives. Stress levels can be reduced among the middle group after experiencing a staycation or short vacation in Malaysia. Such findings align with the United Nations' Sustainable Development Goals (SDG) 8 and SDG 12, which directly and indirectly contribute to and emphasize the importance of decent work, economic growth, and responsible consumption and production.

Future research shall be focused on social media's influence on the selection of experiential tourism based on popularity and word of mouth. External factors such as peer pressure, social status, access to information and economic influences could be investigated to solidify the findings of this research which are solely on personal factors.

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## 36. Development of Cultural Tourism Based on Kerinci Indigenous People in Jambi Province, Indonesia

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**Keywords:** Conservation; Sustainability; Forestry; Heritage, TNKS

### EXTENDED ABSTRACT

Kerinci community is one of indigenous people who live in Kerinci Seblat National Park (TNKS) area. Not only consists of swamp and lake areas that maintain its beauty and natural ecosystem, TNKS as ASEAN heritage site have cultural heritage and unique culture from indigenous people whom a high potential become an international tourism attraction. Research aims to identify the cultural heritage of the Kerinci Indigenous people as a tourist attraction. The study was conducted for three months from April to July in Kerinci Indigenous People of Lekuk 50 Tumbi and Tigo Luhah Tanah Sekudung in six sites of Kerinci Regency, Jambi Province, Indonesia. The data was obtained using a participatory observation approach, based on key informant interviews. Analysis of data for 23 intangible cultural heritage with descriptive qualitative and SWOT analysis. The Study showed that Kenduri Sko, Asyeik traditional ceremony, and Tauh dance have a potential cultural tourism by Kerinci indigenous people.

### LITERATURE REVIEW

Kerinci community is one of Indigenous people who live in Kerinci Seblat National Park (TNKS) (Helida, 2015). TNKS is a national park that have an important role for the balance of the ecosystem and buffer areas of central and southern Sumatra, in addition TNKS has high biodiversity (Suminar 1997). TNKS has mountain, lakes, caves, and waterfalls that very beautiful, so it will not be surprised if it appears a saying "Do not die before visiting Kerinci". TNKS is not only known for its natural beauty, but also known for its unique culture of the surrounding residents. However, the influx of foreign cultural in this globalization era make local culture began eroded.

Cultural heritage regards to all cultural heritage that has historical importance, science and technology, and art. Cultural heritages shared by a community or society and experiences development from generation to generation, in the flow of a tradition. Intangible cultural heritage such as language, music, dance, ceremony, etc., is an abstract and can be extinct by time and era. According to the UNESCO convention for the safeguarding of The Intangibel Cultural Heritage in 2003, intangible cultural heritage is any practice, representation, expression, knowledge, skill, instrument, object, artifact, and anything that relates to culture and community, group, or in some cases an individual who is part of the culture itself. Intangible cultural heritage is passed down from generation to generation, is recreated by the community of indigenous people as a response to their surroundings, their interaction with nature, their culture, and giving a sense of identity to respect the cultural diversity and human creativity.

The intangible heritage gives the chance to open a creative tourism business, to develop culture as a creative product that can compete globally, to market and sell the Indonesian creative products, to know the cultural diversity in Indonesia and to increase the people's welfare. Approximately 52% of



the total area of Kerinci district includes in TNKS area, so the people around the area to fulfill the needs of their life is highly dependent on the existence of the region (Adnan, 2004). For this reason, an integrated system that not only can preserve the national park and cultural community, but also able to increase the income of local people so that illegal logging and land conversion to commercial purposes can be minimized. One of the wise ways to realization it, by introduce and make TNKS as natural attractions and cultural heritage is integrated not only domestically but also internationally.

## RESEARCH METHOD

Field studies were carried out in April to July 2022 in Kerinci Indigenous People of Lekuk 50 Tumbi and Tigo Luhah Tanah Sekudung in six sites of Kerinci Regency, Jambi Province. The data consisted of Intangible cultural heritage includes (1) oral tradition and expression including language; (2) performance art; (3) community customs, rites, and celebrations; (4) knowledge, behavior, and habits about nature and the universe, and (5) traditional skills and crafts. The approach of the research was qualitative, which a review of documentation; semi-structured interviews guide by an outline of questions; free listing (Irawan, 2006; Neuman, 2006); depth interview, and direct researcher observation. Key informants consisted of people who have a fairly good knowledge of intangible culture such as leader of indigenous people. The data was analyzed by descriptive qualitative and SWOT analysis.

## RESULTS

Tourism has a big role as the locomotive of economic development, as well as a generator of social and cultural development. The benefits of the tourism, among others is diversify sources of income, diversification of employment, and increasing foreign exchange earnings. It has been shown to boost the economy in Bali but also can protect nature and culture that flourished there. Therefore, the promotion TNKS as an international tourism object is expected to be alternative solutions to improve the economy of citizens.

This research found 23 intangible cultural heritage Kerinci indigenous people, but In the Lekuk 50 Tumbi community as found *Aksara Incung, Tale Nek Jei, Bapeno Adat, Kenduri Sko, Wisuda Adat, Tauh Lempur, Lubuk Larangan, Tauh Dance, Lemang Kancung Beruk, and the old mosque*. In Tigo Luhah Tanah Sekudung community as found *Aksara Incung, Tupai Jenjang, Tale Nek Jei, Bapeno Adat, Ngadu Tanduk, Kenduri Sko, Niti Mahligai, Ceremony of Mandi di Taman, tulak Bala, and Asyeik*.

## DISCUSSIONS

The Study showed that Kenduri Sko, Asyeik traditional ceremony, and Tauh dance have a potential cultural tourism by Kerinci indigenous people.

### Asyeik Traditional Ceremony

Asyeik is a traditional ceremony of the Kerinci people for healing or treating the sick. Usually when there is someone who is sick and their illness still persists even after they have been checked by the expert and drugs have been given, then this ceremony is used as an alternative for healing. The Kerinci indigenous people are a Melayu tribe that have very strong relations with nature and the supernatural things in it. The relations between the real and the unreal is very strong and respected. Asyeik is a healing ritual by dance movement, symbols, and mantras. The appearance and the usage

of mantra in the life of the Melayu people relates to their traditional life that is very close to nature. This healing ceremony is performed to call the ancient spirits or the Gods to treat or to heal the sick person. This is an alternative way when other ways have been done but unsuccessful.



**Figure 1: Kenduri Sko as One of the Potential Cultural Tourism**

### **Kenduri Sko**

Kenduri Sko is also called Kenduri Pusako. The word Sko means *khalifah ngan dijunjung dan waris yang dibawah* which relates to the lineage from the mother's side, a cultural title that is given to the son of the woman with the same title by the elders, or the brother of that woman. Meanwhile, Pusako means anything passed down by the ancestors or the elders.

### **The Tauh Dance**

The Tauh dance (local people sometimes call it the Tauh art) has been existing in Lempur Tengah village for a long time and is always performed after the harvesting ceremony. Tauh dance is an expression of gratitude of the local people for the harvests they get – in accordance with the life of agrarian society. Besides that, Tauh is a gratitude to the ancestor that is believed to take care of them and makes their village avoid catastrophe. Tauh is also used as a way to show respect when accepting important guests. The lyrics being song are usually taken from the local customs, so that the Lempur people always remember the local customs that have been agreed on since the past until now, from generation to generation.

## **MANAGERIAL IMPLICATIONS**

The results of this research can be applied by involving many stakeholders ranging from TNKS, local governments, the private sector, and indigenous peoples themselves.

## FUTURE RESEARCH DIRECTIONS

There are still a lot of research opportunities in the future related to the cultural heritage of indigenous peoples as cultural tourism because this kind of research has not been done much.

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## 37. The Influence of Korean Wave and Experiential Marketing on Purchase Decision at Korean House Bandung

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**Keywords:** Experiential marketing; Korean wave; Purchase decisions; Culinary tourism

### EXTENDED ABSTRACT

The study aimed to know the impact of the Korean wave and experiential marketing on the decision to purchase in the Korean House as part of a culinary tourism site in Bandung Indonesia. The method used in this study is quantitative by distributing questionnaires to 375 respondents. The resulting coefficient of determination ( $R^2$ ) is 0,252 or 25,2 %, the rest (epsilon) of 74,8 % which is a variable that has not been studied. The test result of the hypotheses showed the significance of the influence between the Korean wave on the decision of purchase (T-test) of  $0,001 < 0,05$  and experiential marketing on the decision of purchase of  $0,000 < 0,05$ . While simultaneously (F-test) the significance of  $0,000 < 0,05$ , which means Korean wave and experiential marketing have a strong and significant influence, both partially and simultaneously on purchasing decision.

### LITERATURE REVIEW

#### Experiential Marketing

According to Smilansky (2009) "Experiential marketing is the process of identifying and satisfying customer needs through two-way communication that animates brand personality and adds value to target audiences". Meanwhile, Kartajaya (2004) stated that experiential marketing is a concept that aims to form loyal customers by touching customer emotions and giving a positive feeling towards the products and services consumed. In other words, experiential marketing is a concept that aims to form loyal customers by touching customer emotions.

Experiential marketing provides the opportunity for customers to gain a range of experiences with brands, products, and services that provide sufficient information to make purchasing decisions. Alma (2014) says that experiential marketing can be measured using five dimensions, namely, Sense, Feel, Think, Act, and Relate

#### Korean Wave

According to Jeon and Yuwanto (2014), Korean wave or "Hallyu" is the spread of modern popular culture from South Korean entertainment to all over the world in the form of popular music, drama series, films, animation, games, culinary arts, and even fashion which began to spread in the 1990s- and is still transforming through new versions to this day. Meanwhile, Febrina et al. (2017) "Korean wave is a phenomenon of the rapid spread of Korean pop culture through mass media". In addition, Lita and Cho (2012) said that the influence of the Korean cultural wave or the Korean wave on changes in consumer behavior can be measured through dimensions: understanding, attitudes and behavior, and perceptions.

## Purchasing Decision

According to Kotler and Armstrong (2016), purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, and use, and how goods, services, ideas, or experiences satisfy their needs and desires. According to Tjiptono (2014) "purchase decision is a process where consumers recognize the problem, seek information about a particular product or brand and evaluate how well each alternative can solve the problem, which then leads to a purchase decision". Based on the above definition, it can be concluded that purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, and experiences satisfy their needs and desires.

Kotler and Armstrong (2016) explained that the purchase decision consists of five stages, namely: product choice, brand choice, dealer choice, purchase time, purchase amount, and payment method.

Based on the literature review, the framework of thought is as follows:

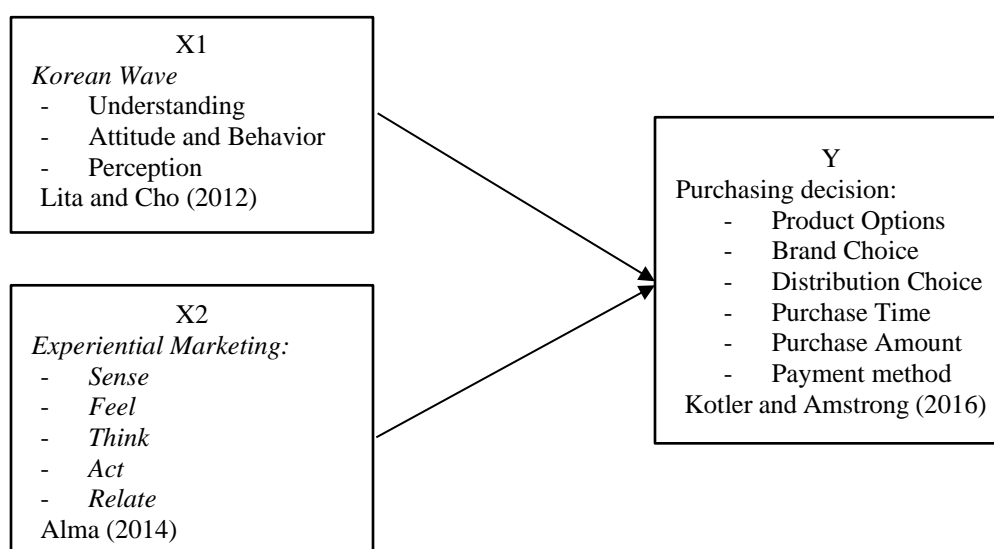


Figure 1: Research framework

## Hypotheses

- H1** *There is a significant influence between the Korean wave on purchasing decisions.*
- H2** *There is a significant influence between experiential marketing on purchasing decisions.*
- H3** *There is a simultaneous positive and significant influence between the Korean wave, and experiential marketing on purchasing decisions.*

## RESEARCH METHOD

The research method used is a quantitative method with a descriptive verification approach. Sugiyono (2019) explains that a quantitative research method is to examine certain populations or samples, collect data using research instruments, and analyze quantitative or statistical data, to test the hypothesis. The number of samples used in this study was 375 consumer respondents Korean House Bandung.

## RESULTS

The coefficient of determination is used to test how much influence the variable X simultaneously has on the variable Y. In this study, the coefficient of determination can be seen in Table 1 below.

**Table 1: Coefficient of Determination**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.502 <sup>a</sup>	.252	.248	4.283

a. Predictors: (Constant), X2, X1

Based on Table 1, the coefficient of determination ( $R^2$ ) is 0.252 or 25.20%, the remaining 74.80% is influenced by other variables not examined by the author. For the results of partial hypothesis testing (T-test) between the Korean wave variable on purchasing decisions and experiential marketing variables on purchasing decisions, it can be seen in Table 2 below.

**Table 2: Partial Test Result**

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	15.497	2.886		5.369	.000
	X1	.192	.055	.174	3.505	.001
	X2	.288	.036	.402	8.090	.000

a. Dependent Variable: Y

From Table 2 above, it can be stated that the significant figure for the Korean wave is  $0.001 < 0.05$ , and for experiential marketing is  $0.000 < 0.05$ , meaning that the Korean wave and experiential marketing partially have a positive and significant influence on purchasing decisions. Meanwhile, the results of simultaneous hypothesis testing (F-test) between the Korean wave and experiential marketing variables on purchasing decisions can be seen in Table 2 below:

**Table 3: Simultaneous Test Results**

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2297.071	2	1148.535	62.612	.000 <sup>b</sup>
	Residual	6823.863	372	18.344		
	Total	9120.933	374			

a. Dependent Variable: Y  
b. Predictors: (Constant), X2, X1

From Table 3 above, it can be stated that the significant number for Korean wave and experiential marketing on purchasing decisions simultaneously is  $0.000 < 0.05$ , meaning that Korean wave and experiential marketing have a positive and significant influence on purchasing decisions.



## DISCUSSIONS

Based on multiple regression analysis on Korean wave and experiential marketing on purchasing decisions, the results of multiple linear regression analysis with the equation  $Y = 15.497 + 0.192 X_1 + 0.288 X_2 + e$ . From these equations, the constant value is 15,497. That is, if the Korean wave and experiential marketing variables are worth 0, then the purchase decision will be worth 15.497. The regression coefficient value in the Korean wave variable is positive at 0.192, meaning that if there is a change or increase in the Korean wave by 1, there will be a change or increase in purchasing decisions of 0.192. The value of the regression coefficient on the experiential marketing variable is positive at 0.288. This means that if there is a change or increase in the price of 1, then the influence on purchasing decisions at Korean House Bandung will increase by 0.288.

Furthermore, the coefficient of determination shows that (R square) obtained is  $(0.502)^2 = 0.252$ , this means that 25.2% of purchasing decisions at Korean House Bandung are influenced by Korean wave and experiential marketing, while the remaining 74.8% are influenced by variables -other variables not examined in this study.

## MANAGERIAL IMPLICATIONS

Korean House Bandung is hoped to maintain a more comfortable restaurant atmosphere with a local cultural Korean atmosphere.

## FUTURE RESEARCH DIRECTIONS

It is very important to conduct further research on what aspects can influence purchasing decisions at Korean House to improve restaurant marketing performance. According to the study's findings,  $R^2$  (R Square) has a low value, indicating that there are many other variables that can be considered for future research.

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## 38. To Travel or Not To Travel? Understanding the Relationship between COVID Stress and Travel Avoidance

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**Keywords:** COVID fear; COVID stress; Perceived threat; SOR model; Travel avoidance

### EXTENDED ABSTRACT

As of July 27, 2022, the COVID-19 pandemic has caused 6,381,643 cumulative deaths and 568.7 million confirmed cases in over 210 countries (World Health Organization, 2022). Given this situation, tourism is considered a high-risk activity, creating COVID stress and fear (Zheng et al., 2021). It is also believed that public fear may lead to attitudes that result in negative outcomes in the tourism (Bali et al., 2016). Using the stimulus-organism-response (S-O-R) model, this study aims to understand the relationship between Malaysians' perceived threat, stress, and travel avoidance. In this study, COVID stress is categorized as (1) danger and contamination fears, (2) compulsive checking and reassurance checking, and (3) traumatic stress symptoms.

The results indicated that danger and contamination fears mediate the relationship between perceived threat and travel avoidance. From a theoretical perspective, this study also contributes to knowledge by extending the application of the S-O-R model in tourism research. From a practical perspective, this study provides meaningful insights for tourism practitioners to understand the fear factors and enhance their tourism recovery strategy.

### LITERATURE REVIEW

#### Stimulus-Organism-Response Model

According to the S-O-R model, specific environmental characteristics may stimulate an individual's inner state and lead the person to engage in specific behavior (Mehrabian & Russell, 1974). In this study, the perceived threat is known as the stimulus. COVID stress acts as the organism, whereas travel avoidance is the response of tourists.

#### Travel Avoidance

After the outbreak of COVID-19, many countries have created visiting restrictions. Similarly, many people are more likely to avoid traveling due to the pandemic (Karl et al., 2021; Zenker et al., 2021).

#### Perceived Threat

Perceived threat refers to the individual's judgment of a particular risk (Floyd et al., 2000). Rogers (1975) has identified two dimensions of perceived threat: (1) perceived susceptibility and (2) perceived severity.

### ***Perceived Susceptibility***

Perceived susceptibility refers to the individual's belief in contracting a disease (Brewer & Fazekas, 2007). It is believed that individuals are more likely to make preventive and avoidant actions if they perceive themselves at risk of developing an illness.

Thus, we proposed the following hypotheses:

**H1a** *Perceived susceptibility is positively associated with COVID danger and contamination fears.*

**H1b** *Perceived susceptibility is positively associated with COVID compulsive and reassurance checking.*

**H1c** *Perceived susceptibility is positively associated with COVID traumatic stress symptoms.*

### ***Perceived Severity***

Perceived severity refers to the concern of individuals with the severity of a condition (Brewer & Fazekas, 2007). When individuals perceive an illness at a severe level, the individuals will take preventive measures and avoid the condition in most cases (Cahyanto et al., 2016).

Thus, we proposed the following hypotheses:

**H2a** *Perceived severity is positively associated with COVID danger and contamination fears.*

**H2b** *Perceived severity is positively associated with COVID compulsive and reassurance checking.*

**H2c** *Perceived severity is positively associated with COVID traumatic stress symptoms.*

### **COVID Stress**

According to Taylor et al. (2020), COVID stress is categorized into three different dimensions: (1) COVID danger and contamination fears, (2) COVID compulsive checking and reassurance checking, and (3) COVID traumatic stress symptoms.

### ***COVID Danger and Contamination Fears***

One of the basic emotions is fear which helps individuals to avoid a specific threat (Cisler et al., 2009). Several studies found that fear is associated positively with individuals' avoidant behaviors during and after the outbreaks of disease (Cahyanto et al., 2016; Zheng et al., 2021).

Thus, we proposed the following hypotheses.

**H3a** *COVID danger and contamination fears are positively related to travel avoidance.*

**H4a** *COVID danger and contamination fears mediate the relationship between perceived susceptibility and travel avoidance.*

**H5a** *COVID danger and contamination fears mediate the relationship between perceived severity and travel avoidance.*

### *COVID Compulsive Checking and Reassurance Checking*

Individuals tend to develop a habit of compulsive and reassurance checking on COVID-19-related news, such as checking social media and seeking reassurance from medical professionals (Taylor et al., 2020).

Thus, we proposed the following hypotheses:

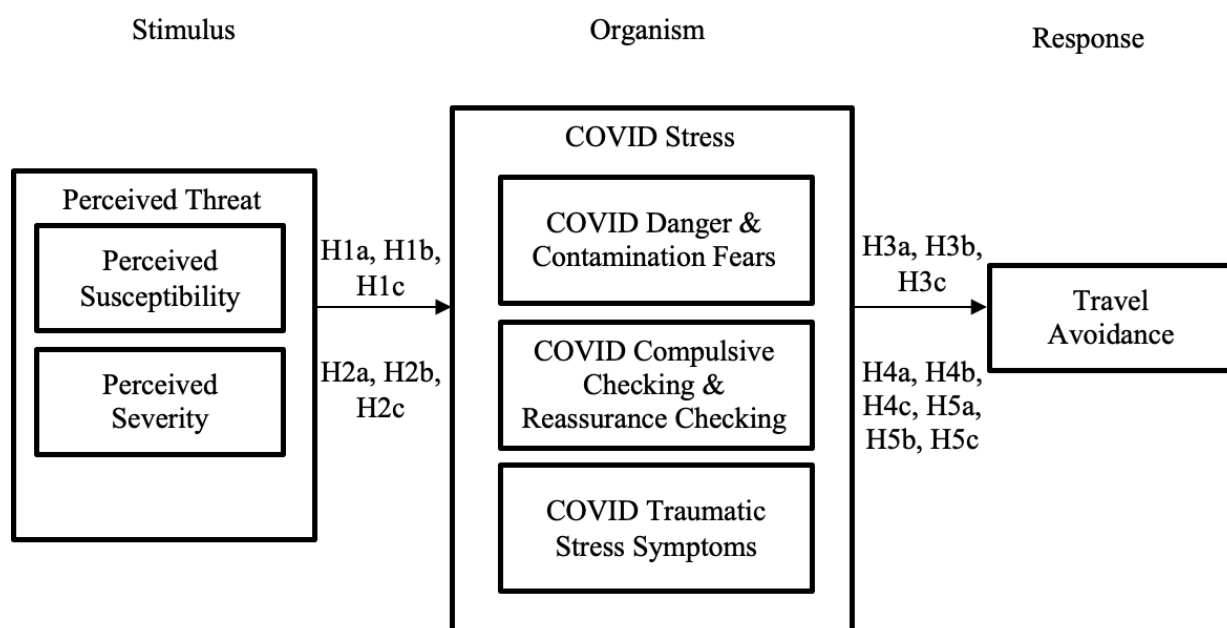
- H3b** *COVID compulsive checking and reassurance checking are positively related to travel avoidance.*
- H4b** *COVID compulsive checking and reassurance checking mediate the relationship between perceived susceptibility and travel avoidance.*
- H5b** *COVID compulsive checking and reassurance checking mediate the relationship between perceived severity and travel avoidance.*

### *COVID Traumatic Stress Symptoms*

Research suggests many individuals developed anxiety-related distress responses during the pandemic (Taylor, 2019). According to Taylor et al. (2020), traumatic stress symptoms included intrusive thoughts and nightmares.

Thus, we proposed the following hypotheses:

- H3c** *COVID traumatic stress symptoms are positively related to travel avoidance.*
- H4c** *COVID traumatic stress symptoms mediate the relationship between perceived susceptibility and travel avoidance.*
- H5c** *COVID traumatic stress symptoms mediate the relationship between perceived severity and travel avoidance.*



**Figure 1: Research Framework**

## RESEARCH METHOD

A total of 211 valid responses were collected. The items were measured using a 5-point Likert scale. The scales adopted are perceived threats (Witte, 1992; Witte & Morrison, 2000), COVID Stress (Taylor et al., 2020), and travel avoidance (Karl et al., 2021).

## RESULTS

### Measurement Model Assessment

As shown in Table 1, the composite reliability values are more than 0.70, the outer loadings are more than 0.50, and AVE values are higher than 0.5 (Hair et al., 2017). The result shows that the data has achieved discriminant validity.

**Table 1: Measurement Model**

Dimension	Construct	Indicator	Loading	Composite Reliability	AVE	
Perceived threat	Perceived susceptibility	PSC1	0.944	0.925	0.805	
		PSC2	0.940			
		PSC3	0.800			
	Perceived severity	PSV1	0.824	0.808		
		PSV2	0.820			
		PSV3	0.640			
COVID stress	COVID danger and contamination fear	DFCF1	0.857	0.967	0.727	
		DFCF2	0.798			
		DFCF3	0.904			
		DFCF4	0.874			
		DFCF5	0.846			
		DFCF6	0.841			
	COVID compulsive seeking and reassurance checking	CCRS1	0.766	0.912		
		CCRS2	0.755			
		CCRS3	0.716			
		CCRS4	0.829			
		CCRS5	0.878			
		CCRS6	0.824			
	COVID traumatic stress symptoms	TSS1	0.862	0.936		0.710
		TSS2	0.865			
TSS3		0.906				
TSS4		0.840				
TSS5		0.814				
TSS6		0.761				
Travel avoidance	Travel avoidance	TA1	0.938	0.951	0.828	
		TA2	0.926			
		TA3	0.875			
		TA4	0.899			

PSV4 was removed due to loading < 0.4

## Structural Model Assessment

The result indicates that perceived susceptibility and perceived severity have significant influences on COVID stress. However, compulsive checking and reassurance checking (H3b) and traumatic stress symptoms (H3c) have no significant influence on travel avoidance.

**Table 2: Structural Model (Direct Relationship)**

Hypothesis	Relationship	Confidence Interval (Two-tailed)		Std Beta	Std Error	t-value	P- value	Decision
		2.5%	97.5%					
H1a	PSC->DFCF	0.016	0.231	0.123	0.055	2.223	0.026	Supported
H1b	PSC->CCSR	0.085	0.352	0.220	0.068	3.232	0.001	Supported
H1c	PSC->TSS	0.108	0.383	0.250	0.070	3.905	0.000	Supported
H2a	PSV->DFCF	0.443	0.661	0.554	0.056	9.964	0.000	Supported
H2b	PSV>CCSR	0.012	0.350	0.188	0.086	2.170	0.030	Supported
H2c	PSV->TSS	0.116	0.354	0.235	0.060	3.905	0.000	Supported
H3a	DFCF->TA	-0.205	0.081	0.668	0.061	10.994	0.000	Supported
H3b	CCSR->TA	0.543	0.778	-0.064	0.073	0.874	0.382	Not supported
H3c	TSS->TA	-0.103	0.158	0.032	0.067	0.487	0.626	Not supported

## Mediation Testing

Based on the result, the relationship between perceived susceptibility, perceived severity and travel avoidance is mediated by danger and contamination fears (H4a and H5a).

**Table 3: Structural Model (Indirect Relationship)**

Hypothesis	Relationship	Confidence Interval (Two-tailed)		Std Beta	Std Error	t- value	p- value	Decision
		2.5%	97.5%					
H4a	PSC->DFCF->TA	0.261	0.489	0.123	0.037	6.433	0.000	Supported
H4b	PSC->CCSR->TA	-0.051	0.019	-0.014	0.017	0.818	0.413	Not supported
H4c	PSC->TSS->TA	-0.044	0.020	0.250	0.017	0.467	0.640	Not supported
H5a	PSV->DFCF->TA	0.261	0.489	0.370	0.058	6.433	0.000	Supported
H5b	PSV>CCSR->TA	-0.044	0.020	0.188	0.016	0.757	0.449	Not supported
H5c	PSV->TSS->TA	-0.025	0.042	0.235	0.017	0.467	0.640	Not supported

## DISCUSSIONS

The results show that the COVID danger and contamination fears are the main “travel fear” which lead them to avoid traveling.



## THEORETICAL IMPLICATIONS

This study adopted the S-O-R model as an underpinning theory to explore Malaysians' future travel intentions. Consistent with the findings, negative inner states of individuals, such as fears, lead to negative responses such as avoidant behaviors.

## MANAGERIAL IMPLICATIONS

The results suggest that travel avoidance is mainly triggered by fear. Therefore, practitioners need to provide safer travel destinations to build public confidence by using more cautious measures.

## FUTURE RESEARCH DIRECTIONS

A cross-sectional survey was used in this study to measure the constructs. Future studies should consider including qualitative data and analysis to obtain more fruitful findings.

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## 39. Cultural Festival's Spatial Setting in Pampang Cultural Village Samarinda - East Borneo

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**Keywords:** Cultural festival; Cultural village; Dayak Kenyah; Lamin; Spatial setting

### EXTENDED ABSTRACT

According to history, the origin of the Dayak Kenyah tribe settling in the cultural village of Pampang is said to be the result of the migration of the Dayak Kenyah tribe from Apokayan, Bulungan district. North Kalimantan in 1967. Then, they built a Lamin (long house) called Lamin Adat Pemung Tawai in the 1980s. The Pampang Cultural Village was later designated by the East Kalimantan provincial government as the Dayak Kenyah Cultural Village in 1991 (Pemprov Kaltim, 2017).



**Figure 1: Location of Pampang Village in East Borneo (Google Earth and Google Map, 2022)**

Lamin (long house) is a cultural symbol and identity of the Dayak Kenyah community. The architectural form of this house is equipped with various motifs, ornaments, and decorations that contain the meaning or values of noble characters, which are the philosophy of life for the Dayak Kenyah community. In addition to it, Lamin is a place where they gather as a community and practice their culture and beliefs. This cultural attraction is a magnet for tourism in Pampang Village.

### Cultural Village and Tourism in Pampang

As a cultural village, tourists mainly come to Pampang village for the cultural festival, which is held weekly on Sunday and once per year in June. The number of tourists who visits Pampang, are fluctuating. Dispora Samarinda (2022). And during 2020-2021, the number decreased significantly

due to COVID-19. During COVID-19, the village was closed down. The cultural festival is temporarily not available for tourists. They started again gradually by holding the festival outside the Lamin.

In relation to the number of tourists who come to watch the festival, the weekly festival and annual festival attract different numbers of tourists. The number of tourists in the yearly festival is larger than a weekly festival. Consequently, the place and the arrangement for the performance also different. Therefore, this study aims to observe how the spatial arrangement of the two festivals and to determine aspects that need to be improved in relation to the spatial setting.

## LITERATURE REVIEW

### Cultural Festival

A Cultural festival can be underlined as a festival featuring arts and events specific to a particular culture, especially one celebrating and promoting that culture in a wider public context; (also more generally) an arts festival. A cultural festival is defined as a collection of arts and cultural activities presented over a minimum of a one-day period with a common theme. A cultural festival may be devoted to one or more artistic disciplines and be produced annually or once every two years. The cultural festival should be primarily free to the public, take place in the public realm, and have general appeal and a public profile (City of Toronto, 2022).

### Cultural Festival in Pampang Village

The festival is usually held weekly and annually. Every Sunday they do dance performing for the tourist who visit the village. And for the annual festival usually after the harvesting or the village anniversary. At least, there were two major events held at the Pampang Cultural Village, Pelas Tahun and Junan. Pelas Tahun is a traditional ceremony held as a form of gratitude to God for the community's harvest. This traditional ceremony is usually held every year in June by performing various dances of the Dayak Kenyah Tribe. The Junan ceremony is a tradition that has been preserved since time immemorial (Wirawan, 2021), The festival consists of traditional ceremonies and performances of the Dayak Kenyah traditional dances.



*The Audience of the Weekly Festival*



*The Dancers*

**Figure 2 and 3: Cultural Festival of Dayak Kenyah in Lamin Pemung Tawai (MidEastBros, 2018)**

### Spatial Setting

Rapoport (1982) stated that setting is a spatial arrangement or layout of interaction between humans and their environment by looking at several components, namely space, activity, time, and the

community. Spatial is more related to space which means distance, plane, or area between objects. Furthermore, it is shown in Prihanto (2006) cited in Udayana (2013) underpins that Spatial space is a physical space that is formed in residential, residential, and building forms that occur due to factors that develop in the community. Thus, the spatial setting in this study focuses on the order of behavior in the physical space that is a place for activities and interactions between individuals and between individuals and their environment. The activity is carried out in a certain spatial space and within a certain time span by looking at the components in that setting, namely spatial space, activity, time, and the perpetrator of the activity.

## RESEARCH METHOD

This study used the inductive method with a case study approach. To understand how people activities and how they use their spatial environment, such as behavior, culture, motivation, action, and others (Creswell, 2014).

### Type of Data and Data Collection

Data are gathered from the field observation. Data collection started with deep on-site observation on two cultural festival occasions. First, a weekly cultural festival which is held every Sunday 14.00 to 16.00 central Indonesian time. Next, the annual cultural festival is held after paddy harvesting and the village anniversary on June 23-26, 2022.

### Data Analysis

The activities of the cultural festivals are then carried out by deepening the information from the informants and the observation of the cultural festival when it took place. The cultural festival consists of the dancing performance spatial layout in the Pampang cultural village. Both festivals were then compared in relation to the people, the activities, and the places where the cultural festivals were performed. There are two places where the festival is held, inside the Lamin (long house) and outside the Lamin.

## RESULTS

From the observation, it can be seen that all the dances performed at the cultural festival have a variety in the type of players, numbers, and ages. In regard to the number of players affect the choice of places where they perform the dances. List of dances based on the order of performance.



*The Dance Performance Inside Lamin*



*The Dance Performnce Outside Lamin*

**Figure 4 and 5: Comparison of Spatial Setting of Dance Performance**



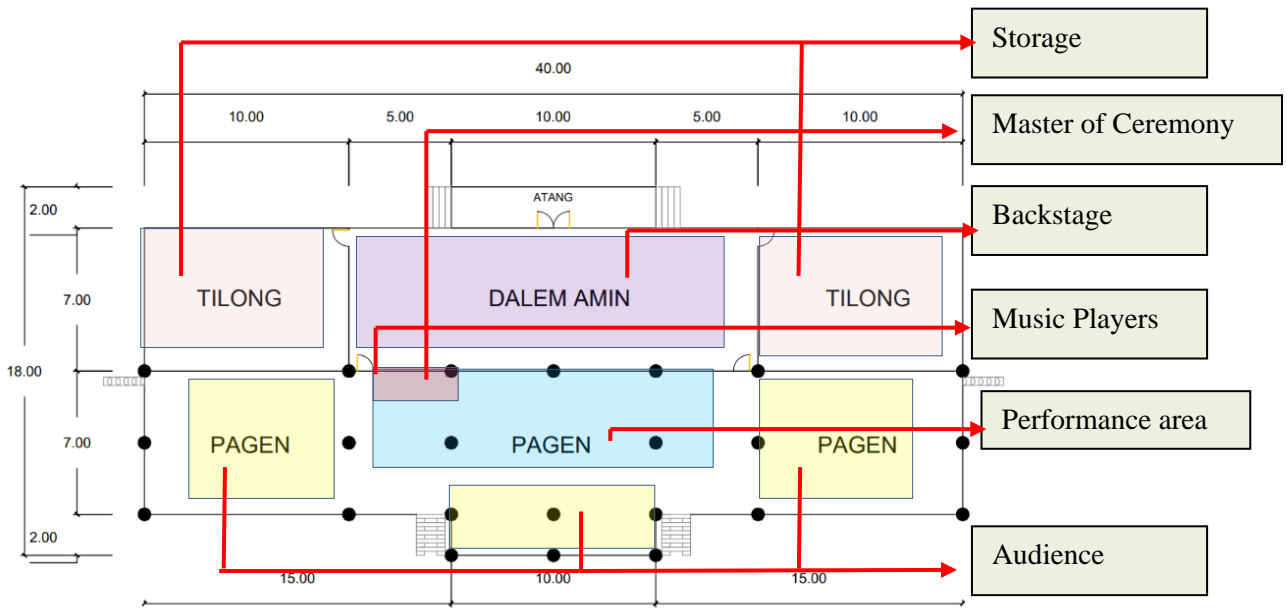


Figure 6: Spatial Lay Out Performance for Weekly Festival Held Inside Lamin

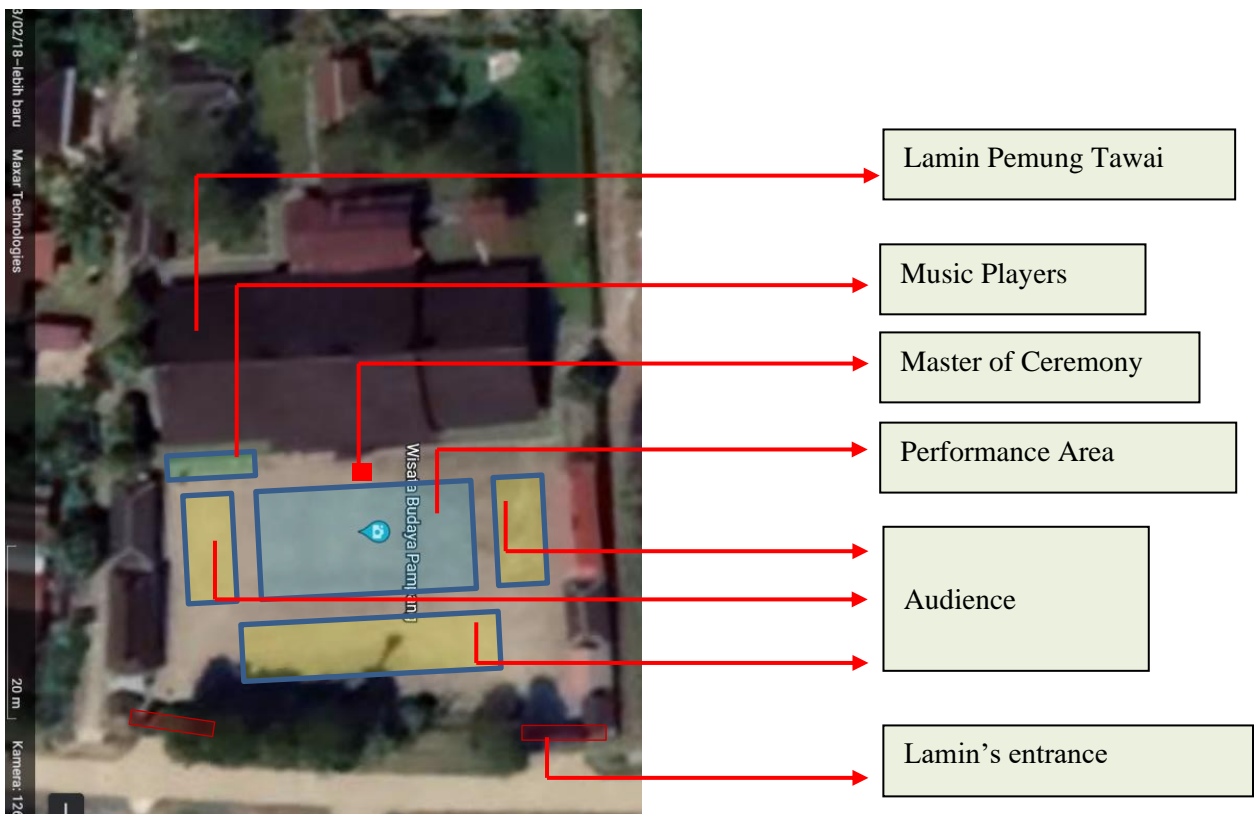


Figure 7: Spatial Lay Out for Annual Festival Held Outside Lamin



**Figure 8: Comparison of Spatial Setting of Cultural Festival**

## DISCUSSIONS

Generally, the number of the audience during the weekly festival is lower than at the annual festival. The higher number of audiences during the annual festival is one of the reasons to hold the festival outside the Lamin. While the larger number of dancers was only found for the Ajai Piling dance (Fighting dance). The number of dancers is almost three times that in the weekly festival. In the spatial setting, both of the festivals are similar. However, the differences are seen in the flexibility of the backstage area. Nevertheless, for the analysis considering audiences and the dancers, it is important to highlight the contrast of the convenience between inside the Lamin and outside the Lamin. Heavy rain and sunlight are two challenges that both audience and dancer have to face during the festival.



## MANAGERIAL IMPLICATIONS

The arrangement of both settings affected how the management managed the cultural festival. For the annual festival, the management needs to establish a formal committee and have to coordinate with the city government. And the committee also has to coordinate with the people in relation to the usage of the house's front yard for the handy craft market area.

## FUTURE RESEARCH DIRECTIONS

This study focused on the people and the usage of the spaces. The different arrangements affect the spatiality of performances. Further research focused on the evaluation from the audience's perspective and the stakeholders when they experienced performances in both arrangements.

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## 40. Gayo Lut Traditional Cuisines, a Key Element of Cultural Revitalization through Responsible tourism in Central Aceh

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**Keywords:** Gayo Lut; Gastro-tourism; Responsible tourism; Traditional cuisine; Traditional knowledge

### EXTENDED ABSTRACT

Gayo Lut offers a wide range of natural and cultural. Combination of nature and Gayo Lut Traditional Cuisine (GLTC) will emphasize the experience offered by its authentic tastes, aroma, colors that adds the cultural value. GLTC has been inherited in their role of traditional ceremonies. Previous research shows an increase in the number of Gayo people who are urbanizing to metropolitan cities (Jakarta) and it is noted that Gayo language proficiency is recorded at the parental level. Urbanization is also understood to be an obstacle to the transfer of traditional knowledge. Then it becomes important to transfer the traditional cuisine knowledge of GLTC through responsible tourism of gastronomy, where the tourist participates in the process. Tourist can enjoy and understand the relation of Gayo Lut and nature from the cuisines using storytelling to interpret the GLTC to create an unforgettable experience. This article looks at how GLTC can revitalize the Gayo Lut culture by creating Responsible Tourism and highlighting efforts to promote the cuisines. This research demonstrates the potential for GLTC to serve as a gastrotourism destination to promote culture branding and transfer of traditional knowledge for Responsible Tourism.

### LITERATURE REVIEW

#### Urbanization affects Traditional Knowledge

Based on Suntajaya (2016), urbanization occurs due to factors of a more modern life, more complete facilities and infrastructure, high employment opportunities, and the influence of the mass media. This can lead to changes in the economic, social, and cultural aspects of society. This displacement migration to urban areas can be a form of escape to avoid existing traditions, this causes the loss of their cultural identity (Aravena 1998). Research run by Sunkar et al. (2021) in Gayo Lut Urbanized community in Jabodetabek (Jakarta-Bogor-Depok-Tangerang-Bekasi) shows the language intergenerational transmission indicated that most children still speak Gayo as their first language but are restricted to a specific domain. The main reason that can limit cultural inheritance is urbanization. (Tang, 2012; UN, 2010).

#### Traditional Cuisine as Gastro-tourism Experiences

Traditional cuisines (TC) are an important part of societies because they are a combination of components in community, including food plant conservation methods and cultures (Torres & de-la-Fuente, 2012). However, TC is now starting to be substituted by urbanization, which reduces the production of TC, and the loss of knowledge of TC. This can create health, social, and economic

problems for community (Lin, 2019). One of the ways to revitalize the community's TC knowledge is by developing cuisine as the tourist attraction through Gastro-tourism. This specifically involves the cuisines of a community and can introduce the community's values of tradition and its uniqueness (Yanthi, 2018).

## RESEARCH METHOD

### Study Area

Data collected in October and November 2020 on Mude Nosar Village, Central Aceh, Indonesia as the oldest village that became the center of the Gayo Lut migration in Central Aceh with culture holds development. The tools are global positioning system (GPS), camera, voice recorder, Ms. Office and ANTHROPAC. The instruments used are tally sheet freelisting of TC.

### Data Collection

This study enlisted 32 (50% Males, 50% Females) key informants who were chosen based on their traditional knowledge hold (head village, elders, mothers), collected by field observation and interview. Prior to the start of the project, clearance was obtained from the Research Ethics Commission Engaging Human Subjects, IPB University, followed by informed consents from the Sirwan Yoga (village headman) as well as the individual knowledge holders that were asked to list 25 types of common TC and its ingredients.

### Data Analysis

The data were assessed with salience index tool in the ANTHROPAC to show TC that are most widely mentioned by the community (Borgatti, 2012).

## RESULTS

Study recorded a total of 134 TCs that are commonly cooked to serve. Anthropoc analysis showed that *Macam Jing Jahir* and *Pengat Jahir* become the most important TC.

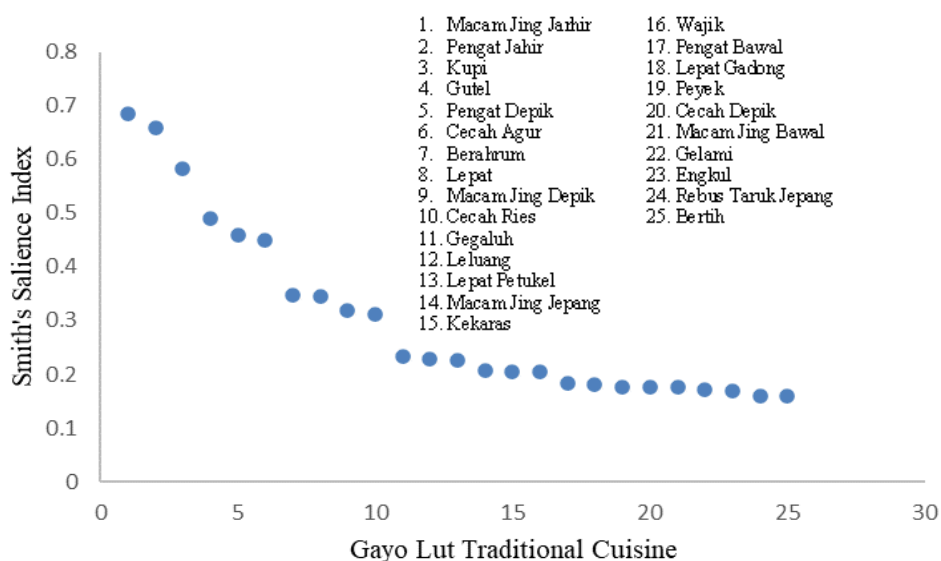


Figure 1: Gayo Lut Top 25 TCs

## DISCUSSIONS

### Gayo Lut Traditional Ceremony and its Cuisines

The Gayo Lut habits of using nature can be seen in their daily activities through cuisines. Apart from being daily food, GLTC is also served at traditional ceremonies such as *Kenduri Luwes Blang*, gratitude for the harvest given; *Turun Mani* is to give names to newborn baby; and *Sinte Mungerje*, wedding ceremony. In each of these, GLTC served as a form of thanksgiving to be eaten together, one of which is *Pengat jahir* and *Kupi*.

Mothers gather, prepare, and cook one day before the ceremony starts. *Pengat*, which means "cooked until dry," to avoid staleness. Most of the ingredients are food plants such as *Gegarang* (*Mentha x villosa* Huds), *empan* (*Zanthoxylum acanthopodium*), *asam* (*Citrus* sp.), and *leude* (*Capsicum* sp.) that gives GLTC its taste of sour and spicy. The tradition of drinking *Kupi* has the slogan "Gere ara *Kupi*, Gere ara *Cerite*" (no coffee, no story) (Iwan, 2018).

### GLTC as Sustainable Tourism Attraction to Support Transfer Knowledge

GLTC is the key to the manifestation of heritage, if it is not revitalized soon, this Gayo recipes will potentially disappear over time. Making GLTC as major tourist attraction, can be a wider transfer of knowledge media. Not only tourists, but also local communities as the main actors will preserve this TC knowledge in running a sustainable tourism business.

As TC could enhances the relationship between tourists, destinations, and food culture. Cuisine terminology of GLTC, which linked to language, social, culture, and environment offer authentic cuisine experiences. Tourists can be involved in the process of collecting ingredients, cooking, and when enjoying the cuisine, they learn that Gayo Lut is in touch with nature that also can be explain through storytelling. As what Kim and Jamal (2007) explain that to create responsible tourism, tourists need to be involved in exploring destinations.

The tourism in Central Aceh is highly potential, considering that the Gayo Lut are indicated to be the oldest tribe in Sumatra and offer views of the Lake Lut Tawar, and Mount *Bur Kelieten*. In addition, Central Aceh has an airport that is connected to Kualanamu-International-Airport in Medan, as a city for Lake Toba which is currently a super priority destination by the Ministry of Tourism. So, tourist can add Central Aceh on their list after visiting Lake Toba.

## MANAGERIAL IMPLICATIONS

Culture can be revitalized to preserve it loss due to the urbanizations, through TC as the responsible tourism attraction. So, it is necessary to document cuisine culture including cooking ingredients, how to obtain ingredients, cooking terminology. The ability to interpret the culture of GLTC is also matter, and tourists can receive information about Gayo from cuisines. To achieve responsible tourism, involve tourists in the process of the GLTC, so that they can have firsthand experience in interpreting the life of Gayo Lut community and nature.

## FUTURE RESEARCH DIRECTIONS

Studies related to Gayo Lut Gastrotourism destination development analysis and planning is important to run to provide basic infrastructure elements and information to maintain successful gastro-tourist enterprises in Central Aceh.

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## 41. Community Perceptions in the Social and Cultural Impact from Tourism Activities in Cidahu Village, District of Sukabumi

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**Keywords:** Community; Culture; Perceptions; Social; Tourism

### EXTENDED ABSTRACT

Tourism activities in Cidahu Village have an impact on the social and cultural community. This study aims to analyze people's perceptions of social and cultural impacts and analyze the factors that influence people's perceptions of the social and cultural impacts of tourism activities in Cidahu Village. The sample of respondents was taken as many as 225 respondents. Data was collected using a household questionnaire survey while the interviews used semi-structured interviews in which the selection of informants was based on purposive sampling. The data analysis method used is quantitative and qualitative. Quantitative data analysis used frequency analysis, cross tabulation, and chi-square analysis, while qualitative data analysis used thematic analysis. The results showed that tourism development in Cidahu Village had not had a positive impact on the social aspects of the community. Also, the results in cultural aspect showed that tourism development in Cidahu Village had a positive impact on the cultural aspects of the community. Based on the analysis of the results, it is found that the factors that influence people's perceptions are distance from residence, gender roles and social relations, kinship relationship and economic motivation. This also affected people's cooperation and participation that a part of social aspect.

### LITERATURE REVIEW

Tourism as one of the drivers of the world economy has an impact on people's lives which can be seen from a social and cultural perspective (Harahap, 2020). According to Rahmah (2016), social impact can be seen from the relationship that occurs between one individual and another, such as cooperation and participation. The impact of culture can be seen from the aspect of livelihoods and traditional languages (Miharja, 2016). According to Syahrul and Sumardi (2019), traditional food is one of the unique cultures in the community that can become tourism potential that has great opportunities to be developed. However, the potential of traditional food at the research site has not been managed properly. According to Arifin et al. (2017), differences in perceptions are caused by family background, information obtained, knowledge, individual characteristics, prejudices, desires or expectations, and motivation.

The existence of TNGHS as a tourist area in Cidahu Village has an impact on the social and cultural life of the community. Therefore, research related to community perceptions of social and cultural impacts is very important so that the manager can develop a better management strategy so as to increase the positive impact on the social and cultural community of Cidahu Village. Based on this background, this study aims to analyze public perceptions of the social and cultural impacts of tourism activities and analyze factors that influence public perceptions of social and cultural impacts in Cidahu Village.



## RESEARCH METHOD

This research was conducted in Cidahu Village, Cidahu District, Sukabumi Regency, West Java from June 2021 to March 2022. Data collection was carried out in June 2021. The tools used in this study were writing instruments, voice recorders, laptops, cameras to document activities, Microsoft office and the Statistical Package for the Social Sciences (SPSS) to process data. The instruments used are interview guides and questionnaires.

Collecting data by using a questionnaire using a household survey technique (Angelsen & Lund, 2011). Respondents were taken from each hamlet with a total of 225 respondents. The respondents are 18 years and over according to the wishes of the adult age category (KPPA, 2015). Collecting data using a semi-structured interview method. Observations/field observations are carried out to obtain an overview and suitability of the real conditions from the respondents' perception of the community in terms of social and cultural aspects. The picture is obtained by observing assets, social relations both among the community and with the tourism manager (Harahap, 2020). Then the literature study was obtained from journals, books, theses, theses, dissertations, reports, documents, and so on (Sari, 2017).

Data analysis was carried out quantitatively and qualitatively. Quantitative analysis was conducted to analyze the respondent's characteristics, perceptions, and the relationship between the respondent's characteristics and their perception of social and cultural impacts. Frequency and crosstab analysis methods were used to analyze data related to respondent characteristics and perceptions. Meanwhile, in the data processing of the relationship between characteristics and perceptions, the analysis was carried out using the Chi-Square test. Qualitative analysis was conducted to analyze the factors that influence perception by using thematic analysis. The theme is determined from the points of the analysis that appear.

## RESULTS

The results in social aspect showed that tourism development in Cidahu Village had not had a positive impact on the social conditions of the community. This can be seen from the opinion of the majority of respondents who do not feel connected to other community members (cohesiveness), feel they do not get the opportunity to be involved and do not have the desire to work together to ensure success. However, tourism development also does not increase the emergence of conflict in the community. Characteristics that influence the perception of respondents in Cidahu Village include hamlet, gender, age, occupation, education, involvement of respondents and family members in the tourism industry.

The results in cultural aspect showed that tourism development in Cidahu Village had a positive impact on the cultural aspects of the community. This can be seen from the opinion of most respondents who feel they are able to support tourism in Cidahu Village through the diversity of cuisines as a result of utilizing local resources.

However, most of the respondents are not sure that they can produce local cuisine that can be enjoyed by visitors. Respondents are not sure that the local cuisine produced in Cidahu Village comes from the closest ecosystem. In addition, respondents also do not feel confident that tourism in Cidahu Village will improve the processing of traditional dishes. This uncertainty shows the tendency of respondents to pay less attention to traditional dishes in their village. The diversity of natural resources that can be used as ingredients for traditional cuisine as cultural heritage is not seen by respondents as something special. According to Harsana et al. (2018), this is due to the low level of motivation and interest among the community.

People do not understand the importance of local wisdom, especially in traditional culinary, which is part of development in their area. On the other hand, tourism in Cidahu Village does not cause changes in the use of traditional languages and changes in livelihoods. The factors that influence people's perceptions of social and cultural impacts in Cidahu Village, namely distance from residence, gender roles and relations, kinship, and economic motivation.

From the results, this research is expected to be a reference material for compiling management and evaluation strategies for managers to develop a tourism village. Also, to increase the positive impact of tourism activities in the social and cultural aspects. Therefore, the impact can be felt directly by the local community and can be a reference for the academic community in conducting research related to social impacts and culture of tourism activities. The research that will be carried out further can examine further related to cooperation and community participation as well as traditional cooking processing strategies.

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## 42. Communicating Industrial Tourism as Identity Asset of Territories – A Regional Perspective on Center of Portugal

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**Keywords:** Center of Portugal; Communication; Cultural heritage; Cultural tourism; Industrial tourism

### EXTENDED ABSTRACT

The study frameworks the reconversion of Industrial Heritage in Portugal, in order to understand the impact of its valorization in the Center of Portugal. We bring two case studies - Burel Factory and Vista Alegre, which reconverted and dynamized some of its facilities for tourism projects -. to analyze how industrial tourism is contributing to this region, namely by attracting new visitors and enhancing the local economy.

### LITERATURE REVIEW

UNESCO (2022) defines Cultural Heritage as “the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations”. Because of the ever-increasing competition and the economic restructuring of regions, new forms of tourism and new types of destinations emerged in the last few decades. In some cases, places and facilities which were considered unattractive earlier, drew significant attention and became popular tourist destinations. The growing importance of industrial tourism is part of the above-mentioned process: former or still operating industrial facilities (e.g., factories, mills, forges, etc.) and related buildings are becoming attractions. Industrial tourism can contribute to the development of the whole region in several ways: because of the deindustrialization and tertiarization, and the global restructuring of economy, former prosperous regions have to find new ways for their development. Their former manufacturing, mining and other industrial activities can offer an answer to this challenge, since the identity and built heritage of these areas are closely associated to industry. The closed factories can be revitalized for new activities: cultural and heritage tourism, or creative industries (Hospers, 2002).

In a context of progressive development, Industrial Tourism intends to respond to the needs and expectations of today’s tourists looking for authentic and original experiences. To understand the (current or past) manufacturing process of a given product, or the way machinery works, and try out the final product, are examples of this type of tourism. Thus, Industrial Tourism allows to differentiate the tourist offer of certain territories, including those inland, through the valuation and sharing of identity aspects that add authenticity to the experience.

In Portugal, Industrial Tourism has been consolidating itself through the increase of an offer supported by guided tours to factories in operation and museum equipment linked to old industrial

complexes and know-how, complemented with different experiences of contact with products and production processes (outstanding events, multimedia presentations...). There are several companies and municipalities across the country that promote industrial tourism initiatives, thus contributing to a better knowledge of national production, merging tradition and modernity.

In the Center of the country, abandoned factories became living museums where visitors can get to know the raw material, the product, the process and the production methods, their applications, as well as the historical background that these economic activities keep in the memory of the communities where they are integrated. This region has great potential in what concerns Industrial Tourism, in sectors such as glass, ceramics, wool, mineral extraction, metal mechanics, plastics, two-wheel industry, among others, so it is sought that the municipalities, in partnership with private organizations and Turismo do Centro (Center of Portugal Tourism), can organize ideas, promoting synergistic projects that point the way towards sustainability, towards digitalization, for new audiences, so that the country and the region can have an even stronger Industrial Tourism in the coming times.

## RESEARCH METHODS

For the research, the option concerning case studies fell on industrial units that clearly fit into representative typologies of Industrial Tourism resources in the region: Fashion and Textile plus Ceramics and Glass.

The research is based on bibliographic research, seeking to survey and critically analyze the documents published on the subject, in order to update, develop knowledge and contribute to the progress of knowledge in this area. The methodology is based on qualitative analysis of data concerning the Center of Portugal (28,200 km<sup>2</sup> and 2 235.000 inhabitants), provided by previous scientific research, the Portuguese government, regional tourism data sources, and the Industrial Tourism projects themselves.

## CASE STUDIES

### Burel Factory

In 1947, Lanifícios Império, the most important wool factory in the Center of Portugal, was born in the highest Portuguese mountain. In 2010, the old factory was discovered by two mountain explorers, who after realizing the heritage that was there, decided not to let it die and moved forward with the recovery of the factory, that would become the Burel Factory.

The Burel Factory is one of the best examples of Industrial Tourism in operation in the country, with a careful visual merchandising strategy, and it has won the National Tourism Award 2020, in the “Authentic Tourism” category (Rodrigues, 2020).

*“The future of tourism depends on being authentic and genuine, characteristics rooted in Portuguese culture. We were able to create a concept with characteristics of unique cultural interest; it is this past that allows us to be very authentic and, above all, to preserve the heritage, whether natural, historical or industrial”.*

*(The Gentleman, 2020)*

In 2016, the former “São Lourenço Inn” was acquired by the owners of Burel Factory and transformed into the new Hotel Casa de São Lourenço, showing a lifestyle linked to the mountain,

its culture, its people, and the knowledge inherited for generations. In the hotel décor, burel, wool and its secular connection to the culture of the region were used, aiming to recover material and immaterial heritage. This way, an industrial heritage was saved, jobs were created and secured, and knowledge passed to the new generations.

### **Vista Alegre**

Founded in 1824, the Vista Alegre Porcelain was the first industrial unit dedicated to the production of porcelain in Portugal (Figueira, 2018). One of the few Portuguese luxury brands worldwide, VISTA ALEGRE produces different types of products from tableware, decorative porcelain, giftware and hotel ware, high quality glass and crystal.

The VISTA ALEGRE Hotel (opened in 2015) is a symbol of the history, art and culture of the Centre de Portugal region, combined with the universal value of the heritage and history of one of the most prestigious Portuguese brands, being part of the Vista Alegre factory renovation project, and communicated in an elegant and selective way. This five-star Hotel offers painting and ceramic workshops, as well as ceramics and glass circuits, and its museum space was built from the old furnaces of the factory, that function as an entrance space in the new structure: the starting point for a journey through the history of porcelain in Portugal. This type of offer and its schedule strategically distributed attracts sophisticated visitors who demand the region and its cultural offer not only in high season.

## **CONCLUSIONS AND FUTURE WORK**

These factories, part of the Portuguese Industrial Tourism Network, configure new experiences and new players highlighting and valuing industrial processes. This kind of touristic offer makes it possible to reinforce the region's attractiveness and bring national and international visitors throughout the year.

Diverse typologies highlight the activities that stand out in the Center of Portugal: Fashion and Textile, Ceramics and Glass, Agrifood, Extractive, Hydraulic Energy, Transport, Services and Communication, or Metal Mechanics (Turismo de Portugal, 2022), and we intend other categories to be part of the case studies under analysis. In this context, we believe the work can be further explored within the theme of territorial marketing techniques. Future research will be conducted to study how industrial tourism can help local tourism to recover and increase the levels of economic wealth in these territories.

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### 43. Tourism Development Strategy Using A'WOT: Case Study in Ngada Regency, East Nusa Tenggara

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**Keywords:** Development; Strategy; Tourist; Ngada; A'WOT

#### EXTENDED ABSTRACT

Ngada Regency, one of the regencies in East Nusa Tenggara Province located on Flores Island has many natural and cultural attractions. This district has great potential tourist attractions for tourism development but has not been managed and developed properly. The number of tourist visits in Ngada has increased from year to year but the number of visits is relatively small when compared to other regencies on Flores Island. The designation of Labuan Bajo which is located on the western part of Flores Island as a Super Priority Tourism Destination will affect tourism development in the surrounding area including Ngada.

The purpose of this study was to determine the direction and strategy of tourism development in Ngada. The tourism development directions and strategies formulation are carried out using the A'WOT method which combines SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis with the Analytical Hierarchy Process (AHP).

The results of the analysis concluded that the direction of the strategic plan for tourism development in Ngada is the SO and ST strategy. It means that the strategic plan is carried out based on the strength factor possessed with considering opportunities and threats. According to the order of the weights obtained, there are five strategic plans for tourism development in Ngada.

#### LITERATURE REVIEW

Moutinho (2000) mentions that strategic decisions consist of fundamental choices for the long-term development of the organization. Strategic decisions consist of choices fundamental to the long-term development of the organization. Strategic planning is the development of a long-term plan that best utilizes organizational resources within the organization's mission domain. The strategic planning process consists of a careful analysis of the tourism organization and the opportunities and threats that may be posed by competitors and environmental factors. Rangkuti (2014) states that goals and strategies are set with the intention of exploiting internal strengths and overcoming weaknesses. Marimin (2004) states that the process carried out in the SWOT analysis so that the decisions obtained are more precise, they need to go through stages.

#### RESEARCH METHOD

The analysis of this study uses the A'WOT method which combines the analysis of SWOT with AHP. The use of this method enhances and sharpens the basic information of the strategic planning process (Kurttila et al., 2000). AHP respondents were determined by purposive sampling method that was

carried out on the basis of the required data requirements, where the party designated as the respondent is the party who knows and understands the conditions and the management of Ngada. The number of respondents in this study is four people consisting of representatives of two respondents from the Tourism and Culture Agency of Ngada, one respondent from the Development Planning and Research Agency of Ngada, and one tourism actor.

## RESULTS

The formulation of the tourism development strategy is strengths, weaknesses, opportunities, and threats related to the development of tourism activities in Ngada.

**Table 1: SWOT Factor Weighting in Ngada**

Strategy Factors	Weight	Rating	Score
<b>Strength</b>			
Potential tourist attractions	0.58	0.41	0.24
Strategic geographical location		0.33	0.19
High government participation and support		0.26	0.15
<b>Weakness</b>			
The lack of tourism facilities and infrastructure	0.12	0.33	0.04
Inadequate infrastructure.		0.22	0.03
Human resources for tourism management are still low.		0.17	0.02
Cooperation between tourism stakeholders is still limited		0.27	0.03
<b>Opportunity</b>			
Business opportunities in the tourism service sector still have the opportunity to be built	0.20	0.07	0.01
Supportive tourism policy		0.18	0.04
The trend of Flores overland tourism makes Ngada a place to stop for rest.		0.12	0.02
domestic tourism market opportunities for surrounding districts		0.11	0.02
Promotion via social media		0.40	0.08
The existence of travel awareness group in Ngada		0.12	0.02
<b>Threat</b>			
Lack of coordination between sectors and policy makers	0.10	0.40	0.04
Destructive tourism activities		0.21	0.02
Economic situation		0.19	0.02
Destination marketing from other regional tour operators makes Ngada a transit destination before tourists continue to other places.		0.19	0.02

In line with the ranking order of development strategy directions according to the order of the weights obtained, there are five strategic plans, namely (1) developing new destinations and integrated tourism packages for cultural and natural tourism activities, (2) integrated tourism marketing and promotion, (3) building marketing and product promotion units unit for local products, (4) strengthen coordination between sectors, policy makers, and the community, and (5) improve accessibility to tourism destinations by improving the quality of accessibility.

**Table 2: Ngada SWOT Analysis Matrix**

	<b>Opportunity</b>	<b>Threat</b>
<b>Strength</b>	<ul style="list-style-type: none"> <li>• Developing new destinations and integrated tour packages for cultural and natural tourism activities. S1O1O2O3O4O5</li> <li>• Improving accessibility to tourism destinations by improving the quality of accessibility. S2O2O3O4</li> <li>• Building a marketing and promotion unit for local products (souvenirs, etc.). S3O2O4O5O6</li> </ul>	<ul style="list-style-type: none"> <li>• Increase community support to minimize the impact of tourism ST12T3</li> <li>• Build communication and cooperation with other regional tourism actors. S3T1T4</li> <li>• Marketing and promotion of integrated tourism. S2S3T1</li> </ul>
<b>Weakness</b>	<ul style="list-style-type: none"> <li>• Development and improvement of public and tourism facilities &amp; infrastructure. W2O1O2O3O4</li> <li>• Improving the economic business of the community in tourism destinations. W3O1O2O3O4O5O6</li> <li>• Increase the capacity of human resources through counseling, training and certification. W3W4O1O2O3O4O5O6</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthening coordination between sectors, policy makers, and the community. W4T1T4</li> <li>• Controlling environmental damage due to the impact of tourism activities or household activities. W3T2</li> <li>• Minimize security disturbances that can have an impact on regional economic stability. W3W4T1T3</li> </ul>

**Table 3: Order of Tourism Development Strategy**

<b>SWOT Group</b>	<b>Linkages</b>	<b>Weight</b>	<b>Ranking</b>
Strategi SO	S1O1O2O3O4O5	0,41	1
	S2O2O3O4	0,27	5
	S3O2O4O5O6	0,31	3
	S1T2T3	0,28	4
Strategi ST	S3T1T4	0,21	7
	S2S3T1	0,38	2
	W1W2W4O1O2O3O4	0,19	8
Strategi WO	W3O1O2O3O4O5O6	0,21	7
	W3W4O1O2O3O4O5O6	0,22	6
	W4T1T4	0,09	10
Strategi WT	W3T2	0,04	11
	W3W4T1T3	0,11	9

## DISCUSSIONS

he selection of strategic priorities is intended so that the implementation of the strategy can be carried out in a focused manner, although it does not rule out the possibility of implementing strategies in the next order. Strategies that have a high level of importance need more attention than those with a low level of importance (Rohmatulloh & Winarni, 2012). The top positions in the direction of the tourism development strategy of Ngada based on Matrix Space analysis are the SO and ST strategies. This means that the strategic plan is carried out based on the strength factor possessed by Ngada by considering opportunities and threats.

The opportunity for developing new destinations and integrated tourism packages for cultural and natural tourism activities in the Ngada district is tremendous because this district has a high potential tourist attraction. Tourism must be packaged attractively to increase tourists' interest. Marketing and promotion of tourist destinations are carried out to provide information about products, services, and facilities at the destination. Tourism as a complex activity can be viewed as an extensive system that has many actors who play a role in it. Coordination and communication between sectors are necessary

for developing tourism. The existing cooperation and communication between stakeholders were relatively good, thus accelerating the process of implementing tourism development (Hidayah et al., 2019). An adequate level of accessibility serves as a determining factor for regional tourism demand. A sufficient level of accessibility can serve as a determinant of regional tourism demand. Increased development and improvement of facilities and infrastructure supporting tourism development as well as increasing accessibility to make it easier for visitors to reach tourist attractions (Porto et al., 2018).

## MANAGERIAL IMPLICATIONS

These formulated strategies would be a great help to increase the efficiency of tourism developments. These results can be used as input and appropriate strategy alternatives consideration for the Ngada government and the communities in managing, planning, and developing tourism in Ngada.

## FUTURE RESEARCH DIRECTIONS

Tourism is a complex study that requires a multidisciplinary approach. Qualitative and quantitative studies are needed on tourism developments. Research on tourism demand is needed to see market opportunities and their development.

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## 44. Relationship of Customer Citizenship Behavior towards Intention to Revisit Heritage Destination: Moderating Effect of Cultural and Historical Attractions

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**Keywords:** Customer citizenship behavior; Cultural and historical attractions; Revisit intention

### EXTENDED ABSTRACT

This study aims to examine the relationship of customer citizenship behavior towards intention to revisit with the moderating effect of cultural and historical attraction in Kuching, Sarawak. Kuching is a popular tourism destination in Malaysia and blessed with numerous heritage attractions available in the region (Chin et al., 2018). Similar studies were undertaken in Malaysia, but there is a lack of research conducted in Sarawak, especially in Kuching. Therefore, this study sought to examine customer citizenship behavior (CCB) as influencing variable that may exert influence on domestic tourists' intention to revisit heritage attractions in Kuching. Besides, prior research has been carried out and studies on tourist motivations are limited to heritage attractions particularly in Kuching. Moreover, moderating role of cultural and historical attractions is also deployed in this study to examine how it may affect CCB and intention to revisit heritage attractions in Kuching.

### LITERATURE REVIEW

#### Customer Citizenship Behavior and Intention to Revisit

Heritage tourism destinations have gained attention and it has been shown to be a significant predictor of travel intention (Lee & Choong-Ki, 2020). In tourism, the word '*heritage*' is referred primarily to landscapes, natural history, structures, artifacts, and cultural practices that are transmitted from generation to generation in a literal or figurative manner. Intention to revisit is being defined as the likelihood that an individual would take an action or make a choice to visit to a certain destination as mentioned by Abbasi et al. (2020) and Tosun et al. (2015). As posited by Ming et al. (2020), tourists tend to categorize their intention to revisit based on varied push motives and CCB.

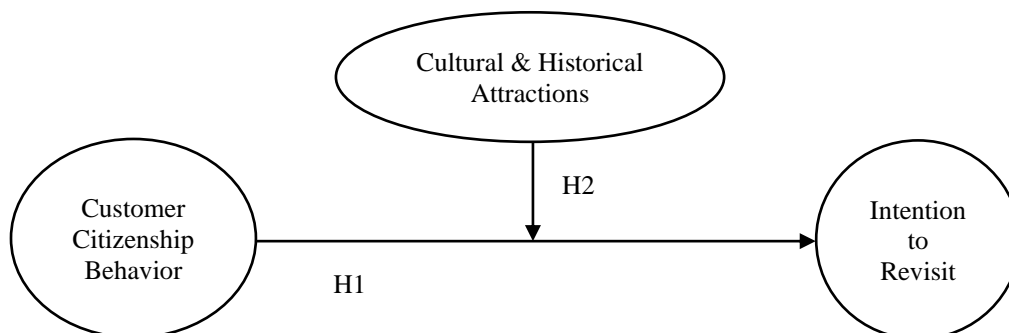
According to Shafiee et al. (2020), CCB regarded as a voluntary and discretionary actions that are not necessary for the effective production and/or delivery of the service but benefit the service organization as a whole.

#### Moderating Role of Cultural and Historical Attractions

Wasudawan et al. (2021) stated that cultural and historical attractions play an important part that contribute to tourist's intention to revisit certain place and it could play a moderating role between customer citizenship behavior and the intention to revisit.

## Underpinning Theories

Theory of Planned Behavior is crucial as it is presumed to explain the revisit intention based on person's past behavior. Intention to revisit is being defined as the likelihood that an individual would take an action or make a choice to visit to a certain destination decision.



**Figure 1: Conceptual Framework**

## RESEARCH METHOD

This research applied quantitative approach particularly using purposive sampling technique. G\*Power technique is utilized and a total of 200 respondents' data targeting domestic tourists were collected online via Google Form. Seven-Likert measurement scale was utilized to get more reliability result as midpoint choice is important. This larger (step by step) spectrum of choices offers more independence to a participant to pick the 'exact' one (which he prefers most) rather than to pick some 'nearby' or 'close' option (Dawes, 2008). The data was analyzed using SPSS Version 22.

## RESULTS

**Table 1: Structural Model Results**

Relation	Std. Beta	Std. Deviation	t-value	p-value	Lower CI	Upper CI	f <sub>2</sub>	R <sub>2</sub>	Q <sub>2</sub>
CBB -> INT	0.192	0.069	2.796	0.003	0.079	0.303	0.057	0.548	0.681
CBB*CHA -> INT	-0.028	0.033	0.858	0.195	-0.071	0.023	0.012	0.681	0.579

Note: Bootstrapping with 5,000 re-sampling was conducted (Hair, 2017).

Demographic profiles showed a majority of the respondents were between 18 to 25 years old (48.2%), residing in Sarawak (68.7%), female (55.8%), and 9.9% of the respondents have visited to any cultural heritage destination in Sarawak. Assessment of the reflective measurement model was performed, and the results show that all constructs have passed the threshold values. Next, variance inflation factor (VIF) was performed, and the result revealed that this study model is safe from multicollinearity issue among the constructs. Table 1 shows the summary of the results.

## DISCUSSIONS

In line with Santharen et al. (2019), Table 1 result showed that the tourists will tend to perform positive CCB behavior during travel. Furthermore, the study revealed that the CCB has positively significant influence on the intention to revisit (H1). The result indicated that the tourists were willing



to provide feedback which helps the tourist service to improve and recommend the destination to their friends or family. As for the moderating role of Cultural & Historical Attraction (CHA) (H<sub>2</sub>), the finding indicated that the CHA does not exert any influence on the respondents' CCB and intention to revisit heritage attractions in Kuching. Given various choices of heritage tourism destinations, the respondents may tend not to be influenced by the attractiveness of cultural and historical values in Kuching when making decision to display CCB and intention to revisit as each destination is considered unique and distinct from each other (Katahenggam, 2020).

## MANAGERIAL IMPLICATION

The research helps government other relevant authorities to better understand the visitors' intention to revisit in the perspective of domestic heritage destination. The government should extend their marketing effort by introducing Kuching as heritage destination to the public so that more people will be aware of the existence of destinations while at the same time boost the number of tourists to Sarawak.

## FUTURE RESEARCH DIRECTIONS

Although the study met its objectives, it has some limitations. Online questionnaires were used to gather the data due to COVID-19 pandemic mobility restrictions. Besides, the questionnaires were only prepared in English language. This study was carried out among domestic visitors, and some respondents may have faced difficulty in understanding the questionnaires.

This study was cross-sectional in nature, future researchers may use longitudinal approach to collect data to comprehend the complexity involved in understanding tourist attitude and their subsequent behavior. Future researchers may also explore the application of the extended TPB model using different sampling technique aside to purposive sampling. Lastly, future studies should replicate the studied model question with a larger and more geographically diverse sample.

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## 45. Responsible Tourism in Southeast Asia Post COVID-19 Pandemic using NVIVO

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**Keywords:** NVIVO; Post-COVID-19; Responsible tourism; Southeast Asia

### EXTENDED ABSTRACT

The tourism industry is one of the sectors impacted by the COVID-19 pandemic, which has caused a massive loss of income and unemployment worldwide. The pandemic has exacerbated the existing sustainability challenges of the tourism industry, challenges that are being addressed through responsible tourism. In this study, the authors examined and discussed responsible tourism based on literature, interviews, and blogs by using NVIVO software. The study identified several emerging themes from the software analysis based on eight interviews and three blog reviews. As a result, to practice responsible tourism requires the participation of all parties involved in the supply chain, including investors, institutions, governments, tour operators, local communities, and destination management organizations (DMOs) and the tourists themselves.

### LITERATURE REVIEW

It is important to note that the tourism industry is based on people and target locations and the interactions between both. This industry is very sensitive to the micro and macro social and physical conditions of the destination environment (Hanafiah & Harun, 2010). The key element in the success of tourism development is tourism planners and other authorities involved in the tourism industry because they must pay attention to the views of the community about the development plan. Community involvement is critical to the success of tourism development and responsible tourism implementation and the attitudes of citizens can directly influence the development of the tourism industry (Ling et al., 2010).

Two years ago, the COVID-19 pandemic began wreaking unprecedented havoc on the tourism industry, resulting in massive loss of income and unemployment across the globe. Thus, the pandemic exacerbates the already existing sustainability challenges of the tourism industry (Seabra & Bhatt, 2022). The tourism industry in the Southeast Asia region has experienced several crises that raise questions about their ability to manage crises and readiness for future contingencies. The importance of these capabilities is increasing especially in today's landscape where the speed and scale of the COVID-19 pandemic threatens to derail the global economy (Eppang et al., 2020).

## RESEARCH QUESTION

**RQ1** What are the factors that influence implementation of responsible tourism (RT) in Southeast Asia (SEA)?

**RQ2** How is environmental awareness related to RT in SEA?

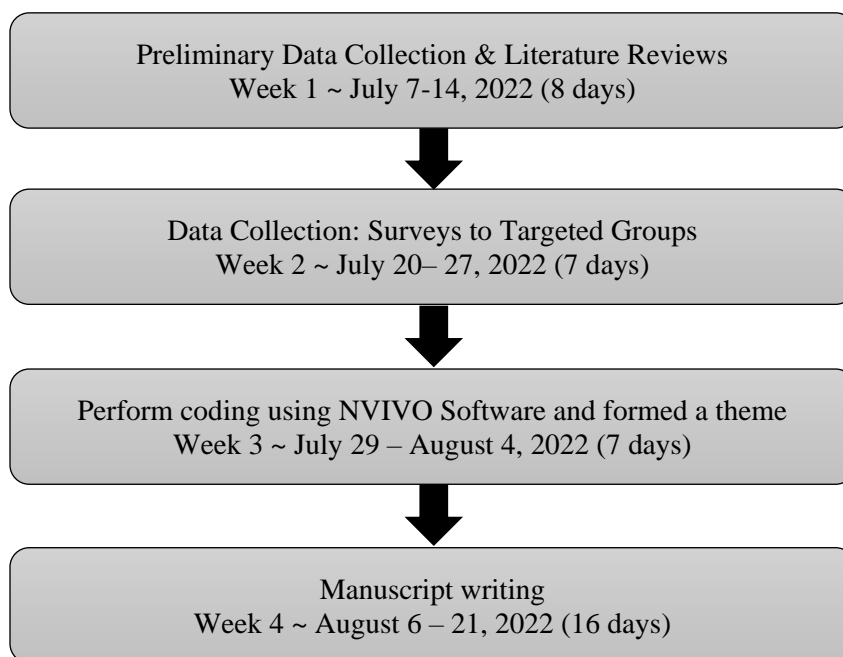
## OBJECTIVE OF STUDY

**RO1** To investigate the factors that influence the implementation of responsible tourism in (SEA)

**RO2** To examine the relationship between environmental awareness and RT in (SEA)

## RESEARCH METHOD

The study is qualitative in nature with the authors conducting a review of literature on responsible tourism, looking for factors that have been affecting development and implementation of responsible tourism. Based on the literature gathered, we performed coding using NVIVO software and classified the factors into significant themes such as environmental protection, community development, community-based tourist program and, lastly, environmental awareness. Questions were then developed based on these themes and used for interviews among respondents in SEA.



**Figure 1: Flowchart for the Data Collection**

These are some of the questions asked during the interviews with the respondents:

- Can you please describe what are the responsibilities of tourists when conducting tourism activities?
- What should a person do (not do) to be a responsible tourist?
- How would you differentiate responsibility from sustainability?
- Who are the key players in tourism industry?

- Who are the stakeholders involved in ensuring that tourism is sustainable?
- Can you please describe the way tourism can be developed sustainably?
- Can you provide examples/share your experience in relation to responsible tourism practices?
- Why is responsible tourism important today?

## RESULT

### Profiles/background of the Respondents

Out of eight respondents, six are female and the rest are male, most of them are considered as millennials, with ages ranging between 20-30 years old. Most of the respondents came from both Indonesia and Myanmar, with each country having three respondents plus they are officials and practitioners in the area of responsible tourism making them appropriate respondents for this study.

**Table 1: Distribution of Respondents**

Variables	Descriptions	Total Number
Gender	Male	2
	Female	6
Age	20 – 30 years	5
	31 – 40 years	3
Country	Indonesia	3
	Malaysia	2
	Myanmar	3
Employment Status	Officials and Practitioners	5
	Students	1
	Frequent Travelers	2

## DISCUSSIONS

Tourism is an industry that has continued to grow over the years. According to the World Tourism Organization, there are over one billion tourists who travel abroad each year, and this number is expected to grow. As the industry continues to grow, it becomes increasingly important for companies and governments to consider how their actions can affect the environment and communities.

### Environmental Protection

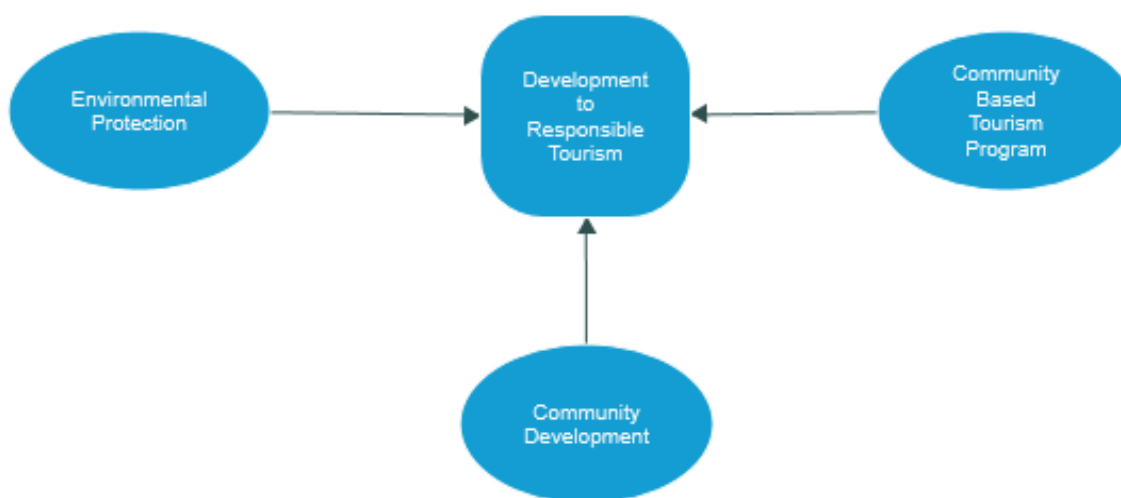
In tourism, there are many ways in which people can be environmentally conscious. A few of these include using public transportation and walking instead of driving a car, recycling, avoiding the use of plastic bags and straws, buying locally made souvenirs instead of imported ones, and choosing to stay in hotels that are eco-friendly.

As one of the fastest growing industries in the world, tourism brings in billions of dollars every year and is a huge opportunity for many people to make a living. However, tourism also has its downsides. One of them being irresponsible tourism practices that cause damage to local communities, their culture and environment. To reduce these negative impacts on communities, responsible environmental tourism practices are needed.

## Community Development

Developing tourism is not without its challenges. For the most part, developing tourism relies on the local people and their willingness to welcome tourists into their communities. This can present problems for some communities who may not be accustomed to foreigners or who are still struggling with poverty.

Responsible tourism development includes community development which focuses on the needs of the local community and ensures that they are benefitting from tourism activities taking place in their area. The goal is to empower them with skills, knowledge and opportunities so they can take advantage of the benefits that tourism can bring while protecting themselves from its negative impacts.



**Figure 2: Development of Responsible Tourism**

## Community Based Tourist Program

Tourists often visit different places in the country to know more about the culture and traditions of that country. They are also able to see how people live their lives in a destination. Tourism can be good for the economy of a nation because it helps create jobs for locals. However, tourism can also have negative impacts on a country's development if not managed properly.

## Environmental Awareness



**Figure 3: How Environmental Awareness relates to Responsible Tourism**

Environmental awareness tourism is a form of ecotourism that aims to raise people's awareness about the environment. It usually involves visiting natural landscapes and learning about their ecological significance. Environmental awareness tourism can be done in a variety of ways, including hiking, biking, kayaking, bird watching and more. The goal is to get people out into nature so they can understand how important it is to preserve it for future generations.



When it comes to sustainable tourism, the majority of people want to help the environment and do their part, but the movement is not always easy to define. The terms "green travel," "green tourism," "ecotourism," "responsible travel," "ethical tourism," and others may also come to mind. Reusing hotel towels for an additional day or choosing a reusable water bottle over single-use plastic bottles are just two examples of these concepts.

## MANAGERIAL IMPLICATIONS

From the practitioners' perspective, this study provides invaluable inputs for policymaking, planning, destination management, collaborating, involving, and guiding stakeholders. The implication of this study is to perform critical stakeholders' perspectives for achieving long-term ecotourism sustainability through understanding stakeholders' responsibilities and roles in responsible tourism. This paper also emphasizes the importance of involving the local residents in the tourism destination, stakeholders that more often neglected in tourism development.

## FUTURE RESEARCH DIRECTIONS

A comparative study between the Southeast Asia countries (Malaysia, Indonesia, Philippines and Myanmar on Responsible Tourism can be conducted in the future using a similar methodology. The same study can be used as a baseline to see the impact of the COVID-19 pandemic on the responsible tourism industry in Southeast Asia after the post-pandemic.

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## 46. Digitalization of Heritage Mosque Tourism for Commercialization; Issues and Potential

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**Keywords:** Digitalization; Heritage mosque tourism; Commercialization

### EXTENDED ABSTRACT

Heritage sites become much more commercially viable if they are designed to be maintained and well promoted for the public to gain economic advantages. This is in line with SDGs 9, 11, and 16 to promote regeneration, preserve cultural heritage, and sustain city communities, as well as strengthen the institution of the mosque as a peaceful place for community gathering. This research is aimed to explore the potential and issues of digitalization towards the commercialization of heritage mosques in the tourism industry through a qualitative study (structured interview) that will answer the stipulated research questions.

### LITERATURE REVIEW

#### Digitalization in Heritage Mosque Tourism Development

Digital platforms such as mobile applications, social media, and many more have become one of the chosen options to make daily activities more efficient (Kapoor et al., 2018). Its use has also gained recent response in the Islamic tourism industry, for example, Umrah and Hajj service application provided by the Saudi government.

#### Potential in Digitalization of Heritage Mosque Tourism

It is demonstrated that the presence of a digital platform is more beneficial to mosque management members in managing, conducting da'wah, and expanding outreach activities (Batool et al., 2019). For example, social media platform has made it easier for the mosque to advertise activities, which can indirectly attract and provide information to local or foreign visitors (Sazali et al., 2020). Otherwise, website also assisted to promote and raise tourism trust as well as for da'wah communication (Briandana et al., 2020). QR code also has the potential to be smart tourism with various benefits (Azmedi et al., 2022). Meanwhile, Aris and Ahmad (2019) claimed that collaboration can spread word-of-mouth (WOM) or feedback widely, which can build tourist trust, such as the collaboration between the heritage mosque and TripAdvisor, so that tourists can see previous visitor experiences. Then, using a virtual reality headset, the heritage mosque can preserve, restore, and maintain its structure for future generations thanks to a collaboration between heritage building and laser scanned 3D modeling (Noor et al., 2019).

## Challenges in Digitalization of Heritage Mosque Tourism

Even though digitalization is making work easier, there are still challenges for those who lack knowledge of how to use it. Parson et al. (2022) mentioned that the barrier to digitalization is the skill in using digital platforms. Otherwise, the perception of value is another barrier to heritage mosque tourism (Fadli et al., 2019). Meanwhile, the heritage mosque bounding with the act 645, therefore not easy to make changes on the building (Som et al., 2021). It is not easier to prepare better infrastructure, public facilities, and so on which need to go through approval of the Heritage Commissioner (Dawood, 2019).

## RESEARCH METHOD

A multi-case study is conducted by exploring the element of digitalization to answer the research questions of (1) What is the current position of the Mosque as a tourism icon according to the industry standard? and (2) What are the potential and issues arising in the sustained commercialization of heritage mosque tourism?. Mosques located in heritage land were selected as a sample of the study as reported in Mosque Trail Malaysia (Razak, 2020). Under section 67(2) of Act 645, there are nine criteria in determining a heritage building, Therefore, some mosques have been identified for meeting the criteria of heritage buildings, including the Alwi Mosque, Perlis; Zahir Mosque, Kedah; Kapitan Keling Mosque, Penang; National Mosque, Kuala Lumpur; and Kampung Hulu Mosque, Malacca.

## RESULTS

The study has been conducted on the mosque representatives that have highlighted potential and issues, which have been displayed in Table 1 below.


## DISCUSSIONS

### Potential of Digitalization in Mosque Tourism Development

As technology develops, the mosque's function is also getting wider. The results in Table 1 show three potential elements arise, which are commercial, management and collaboration.

Commercial refers to the digitalization platform that can help them introduce the mosque's existence to visitors or tourists. In fact, most of them have commercialized the mosque using Facebook pages, Instagram, YouTube, WhatsApp Groups (Qariah), television information, QR codes for donation, and subsequently, websites are still in the process of being developed for the future user. Meanwhile, from a management perspective, mosques agree that digitalization can facilitate their daily management. Not only that, in fact, the use of digitalization can also help mosques to get collaborations, such as the National Mosque, Kuala Lumpur, which has implemented a collaboration with TripAdvisor. This indirectly can help visitors or tourists to get information about the mosque, such as the location, nearby attractions, hotels, etc. Kapitan Keling Mosque has also become one of the knowledge centers for visitors and tourists by providing 3D visualizations to visitors who did not have the opportunity to attend the program.

Table 1: Thematic Results of Potential and Issues in Digitalization

Mosques	Potential			Skills	Issues	
	Commerc- -ial	Manage- -ment	Collabora- -tion		Perceived Value	Heritage Issues
 <p>Alwi Mosque</p>	√		√		√	√
 <p>Zahir Mosque, construction site will remind of the tombs of Kedah warriors who died during the Siamese invasion of Kedah in 1821.</p>	√	√	√	√		√
 <p>Kapitan Kling Mosque combines Indian-Mughal architecture with Gothic, Moorish, and Roman Renaissance designs.</p>	√	√	√			√
 <p>National Mosque, Kuala Lumpur, the design was inspired by India, Pakistan, Iran, Turkey, Saudi Arabia, UAE and Spain.</p>	√	√	√			√
 <p>Kampung Hulu Mosque, with a symbol of Malay culture and Baba yonya in Malacca.</p>		√		√		

### Issues of Digitalization in Mosque Tourism Development

Digitalization making it easier for the community to manage or engage in mosque activities. However, several issues arose from the interview, which are: skills, value, and service provider. Skills refer to the ability of users to use digitalization platforms. For example, Zahir Mosque management is still based on a traditional paradigm due to the age factor of the officers with lack of digital skills.

This also leads to the service provider issue, whereas we know that not all mosques have their own website since they do not have any experts in the fields of technology or digitalization. Otherwise, the value of the digitalization benefit is being debated. For example, at the Alwi Mosque, the mosque management does not emphasize the digital use of the platform to tackle visitors or tourists; instead, they use a touch of faith approach. This is supported by Kampung Hulu Mosque, which mentioned that the mosque does not need an upgrade in terms of digitalization, as is already famous for its history and architecture.

## MANAGERIAL IMPLICATIONS

The Malaysian government has shown serious intentions of developing the tourism industry through Malaysia's National Tourism Policy 2020, which gives concrete direction for the future of Malaysia's tourism industry over the next 10 years.

## FUTURE RESEARCH DIRECTIONS

Future research direction for mosque tourism should be embedded in the exploration of digitalization, not only for the purpose of sustainable commercialization, but also for the management and community development.

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