

A T R C
2 0 1 7

Call for Papers

CONFERENCE PROCEEDINGS

**SHAPING OUR TOURISM
JOURNEY TOGETHER**

ASEAN Tourism Research Conference

18 January 2017 | James Cook University | Singapore

Organised and Hosted by



ASEAN TOURISM
RESEARCH ASSOCIATION



Proceeding of the ASEAN Tourism Research Conference 2017

Copyright © 2017 by ASEAN Tourism Research Association (ATRA)

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, include photocopying, recording or by any information storage and retrieval system, without permission in writing from the copyright owner. On no account may any part of this publication be reproduced without the written permission of ATRA or the authors concerned.

Published by Taylor's University, Malaysia

ISBN: **978-967-0173-37-5**

Disclaimer: The views expressed in this publication are those of invited contributors and not necessarily those of the Association. The ASEAN Tourism Research Association (ATRA) do not endorse any of the views stated, nor any claims or representations made in this publication and accept no responsibility or liability to any person for loss or damage suffered as a consequence of their placing reliance upon any view, claim or representation made in this publication. The information and expressions of opinion contained in this publication are not intended to be a comprehensive study, nor to provide advice of any nature and should not be treated as a substitute for specific advice concerning individual cases. All contents, opinions and syntax/grammar of the papers under the sole responsibilities of the authors.

ASEAN Tourism Research Association
School of Hospitality, Tourism & Culinary Arts
Taylor's University Lakeside Campus
No. 1, JalanTaylor's, 47500 SubangJaya
Selangor, Malaysia
Tel: +603-56295500

Printed in Malaysia

Message from ATRA President

ATRA is proud to organize the third scientific event since its inception in November 2013. I am pleased that this scientific event has today grown into the size of an International conference with participation from over 10 countries primarily from ASEAN member countries, Australia, India, Sri Lanka, Nepal and Taiwan. It is also my pleasure to note that for the first time the ATRA conference is now held out of its secretariat at Taylor's University, Malaysia and hosted by James Cook University, Singapore.

Since its formation, ATRA has become a network of 18 universities with more expressing their support the ASEAN agenda, and contributing for the development of Tourism Research and Tourism Education through diffusion of knowledge, organization of scientific conferences and joint research projects. As tourism is one of the major drivers in ASEAN economies, ATRA aims to be the hub of expertise on ASEAN tourism and related disciplines. ATRA also aims at enhancing collaboration among ASEAN nations and offer research consultancy services to tourism authorities and decision makers.

The third ASEAN Tourism Research Association Conference (ATRC) 2017 coincides with the 50th Anniversary of ASEAN. Tourism is one of the priority sectors for regional integration of the ASEAN Economic Community (AEC) that was implemented in 2015. To achieve this objective, the ASEAN Tourism Strategic Plan (ATSP) 2016-2025 aims to strategically transform the region into a competitive, sustainable, and more socio-economically inclusive and integrated tourism destination. That creates multiple research opportunities to be discussed at ATRC 2017.

I would like to thank all of you for attending ATRA conference and sharing your in this scientific event. As academician, scholars, researchers have the vision, the knowledge and the experience to pave our way into the future. Wishing all of you a fruitful and engaging conference and Thank you.

Prof. Dr. Pradeep Nair

ATRA President

Message from the Deputy Vice-Chancellor of JCU

On behalf of the James Cook University (JCU) community, I extend a warm welcome to all delegates of the ASEAN Tourism Research Association Conference (ATRC) 2017 to our campus in Singapore. Tourism has been one of the strongest research interests of the University and it is for this reason the Singapore campus of JCU is pleased to be the host of the ASEAN Tourism Research Association Conference (ATRC) 2017.

Located in Australia's tropical region, the University has dedicated itself to creating a brighter future for life in the tropics world-wide, through graduates and discoveries that make a difference. Our home campus in northern Queensland is surrounded by the spectacular ecosystems of the rainforests of the wet tropics, the dry savannahs, and the iconic Great Barrier Reef. A perfect location to develop a tourism industry! Singapore, arguably the most advanced tropical city, provides JCU with an excellent platform to establish its only campus outside Australia and pursue its tropical agenda. Since it was established in 2003, the JCU campus in Singapore has provided quality education for students from Asia, Australia, Europe and the Americas. Indeed, JCU has expanded its international footprint since establishing a campus in Singapore.

For many countries in Southeast Asia, tourism has been an important driver of their economy. The tourism industry has provided not only a source of income but also help communities in this region to benefit from improved infrastructure and showcase their unique cultural heritage to a global audience. Like other industries, the tourism sector is not immune from issues and challenges. This is why we support a scholarly gathering such as ATRC 2017 to discuss issues, generate ideas and hopefully raise suggestions that can be considered by policy makers and industry players in our tropical region. I look forward to interacting with you during the course of the conference.

Dr Dale Anderson

Deputy Vice Chancellor and Head of Singapore Campus, James Cook University

Message from the Conference Chairs

On behalf of the ATRC 2017 Organizing Committee, we are honored and delighted to welcome you to the ASEAN Tourism Research Conference in Singapore. The theme of the conference is: “ Shaping our Tourism Journey Together”, which is an opportunity to reflect upon the journey of Tourism in ASEAN over the recent decades.

This year is indeed special as it is a celebration of the 50 years of the ASEAN project. The ASEAN Tourism Research Association’s (ATRA) mission is to advance a sustainable tourism development in ASEAN through excellence in teaching, research, and service.

As Conference Chairs of ATRC 2017, we know that the success of the conference depends ultimately on the many people who have worked with us in planning and organizing both the scientific programme and supporting arrangements.

We thank the scientific committee in ATRA for their thorough and timely reviewing of the papers, our sponsors who have helped us to keep down the costs of ATRC 2017 for all participants. Recognition should go to the Organizing Committee members who have all worked extremely hard for the details of important aspects of the conference programmes and activities.

We wish you a fruitful ATRC 2017 conference.

Enjoy your stay in Singapore!

Dr. Jenny Panchal, Conference Co-chair

Assoc. Prof. Dr. Frederic Bouchon, Conference Co-chair

WELCOME NOTE



Greetings and a warm welcome to the delegates of the ASEAN Tourism Research Conference (ATRC) 2017.

“Shaping our Tourism Journey Together” is the theme for the conference in Singapore on 18 January 2017. Since the tourism industry contributes immensely towards national development, fostering its development is essential as we envision the evolution that is shaping the industry. The theme of the conference reflect on the future of the ASEAN Tourism that has adopted the ASEAN Tourism Strategic Plan (ATSP) 2016-2025. This plan aims to strategically transform the region into a competitive, sustainable, and more socio-economically inclusive and integrated tourism destination. That creates multiple research opportunities to be discussed at ATRC 2017.

Political circumstances, economic volatilities, sociological evolutions, environmental issues, demographic changes, and new technologies are some of the challenging issues that need to be discussed as ASEAN move towards becoming One Community. To achieve this, extra-disciplinary inquiries into the intricacies of present predicaments are a must - and every practitioner, educator and researcher plays an imperative role in this transition.

This conference focuses on a broad range of topics related to hospitality and tourism challenges and development in ASEAN and outside ASEAN. It is a strategic platform for academic, research and industry exchange. The various sessions in this conference will help researchers, academics, industry stakeholders and practitioners to discuss and understand the future trends that can shape the tourism and hospitality industry in ASEAN as envisaged in the theme of the conference.

We look forward to meeting with you during the conference.

HEAD OF SCIENTIFIC COMMITTEE

Prof. Dr. Vikneswaran Nair
Taylor’s University, Malaysia

Scientific Committee Members

Head of Scientific Committee:

Prof. Dr. Vikneswaran Nair, Taylor's University, Malaysia

Main Scientific Committee Coordinator:

Rupam Konar, Taylor's University, Malaysia

Members:

Prof. Ney Baromey, Royal University of Phnom Penh, Cambodia

Prof. Dr. Perry Hobson, Taylor's University, Malaysia

Prof. Dr. Parikshat Singh Manhas, University of Jammu, India

Prof. Dr. Mastura Jaafar, Universiti Sains Malaysia

Assoc. Prof. Dr. Toney Thomas, Taylor's University, Malaysia

Assoc. Prof. Dr. Scott Richardson, RMIT University, Singapore

Assoc. Prof. Dr. Prathana Kannaovakun, Prince of Songkla University, Thailand

Assoc. Prof. Dr. Miguela Mena, University of the Philippines

Assoc. Prof. Dr. Kashif Hussain, UCSI University, Malaysia

Assoc. Prof. Dr. Abhishek Bahti, James Cook University, Singapore

Dr Sam Kim, Hong Kong Polytechnic University, Hong Kong

Dr. Wientor Rah Mada, Bandung Institute of Tourism, Indonesia

Dr. Pornpisanu Promsivapallop, Prince of Songkla University, Thailand

Dr. Pham Quoc Loc, Hoa Sen University, Vietnam

Dr. Paolo Mura, Taylor's University, Malaysia

Dr. K. Thirumaran, James Cook University, Singapore

Dr. Jackie Ong, James Cook University, Singapore

Dr. Conrado Inigo Jr, Lyceum of the Philippines University, Philippines

Dr. Chondro Suryono, Trisakti School of Tourism, Indonesia

Dr. Anang Sutono, Bandung Institute of Tourism, Indonesia

Table of Contents

An Investigation into Employee Engagement and Emotional Labor - A Study on select Hotels in India	1
<i>Gowri Kusuma Pinjarla and Sukanya Madasu</i>	
Communit-Based Tourism as Livelihood Program of Mount Banoi	19
<i>Sevillia Felicen</i>	
Rural Tourism Destination Strategy through SWOT Analysis in Cibuntu Village Indonesia	27
<i>Purwanti Dyah Pramanik and Novita Widyastuti S</i>	
The Critical Analysis of Event Management Education Practices around the Globe and their Impact on the Tourism Industry: A Study of the Event Management Education Practices in the National Capital Region of the Republic of the Philippines.	36
<i>Xialeemar Valdeavilla</i>	
The Analysis of Tourist Travel Demand Model in Three Destinations: Bandung, Lombok and Raja Ampat - Indonesia	76
<i>Lestari Ningrum, Prasadja Ricardianto and Rina Suprina</i>	
Pamana mula sa Hukay: Identifying Archaeological Heritage Significance – The Case of Barangay Puypuy Archaeological Site, Municipality of Bay, Laguna, Philippines	84
<i>Jame Monren Mercado</i>	
An Urban Rehabilitation Project and its Implications to the Host Community in Benguet	98
<i>Eliza Joyce Palaroan, Ma. Araceli Diaz-Tambol and Lee Majors Fajilan</i>	
Tourism Sustainability On Young Generation Perspective Case Study the Village of Jatiluwih, Bali-Indonesia	108
<i>I Gede Gian Saputra and Tirtawati Ni Made</i>	
Positioning for Bali as A Tourism Destination	117
<i>Hanugerah Kristiono Liestiandre</i>	
The Rise of ASEAN Farm-to-table Tourism: Synergy of Agriculture, Gastronomy and Tourism in achieving Sustainable Ecological Balance . . .	125
<i>Harold Bernardo Bueno, Vikneswaran Nair and Melinda Torres</i>	
Convention Tourism Destination Competitiveness Assessment of Malaysia: A Qualitative Analysis Using Porter Diamond Model	140
<i>Hamrila A. Latip, Suzie S. Y. Lim and Mohd Uzairi Ahmad Hajazi</i>	

Eco-Tourism in Borawan Island of Quezon Province: Inputs to Tourism Development	150
<i>Ryan Joseph Calinao and July Aze Barcenas</i>	
Determinant Factors in Pursuing Hospitality and Tourism Programs of Lyceum of the Philippines University-Laguna	160
<i>Ryan Joseph Calinao and July Aze Barcenas</i>	
Create Memorable Experiences and Vivid Memories: Promote your Tourism Destination for Free!	168
<i>Janardan Krishna Yadav and Omkumar Krishnan</i>	
Tying the Knot in Malaysia: The Factors that Motivate Venue Selection and Venue Attributes	177
<i>Lisa Yeu-Moy Yong, Shantini Thuraiselvam and Francisca Kiun-Yii Lo</i>	
Influence of Socio Demographic Factors in The Choice of Airline Between Air Asia & Malaysia Airlines	187
<i>Narmatha Murugan</i>	
The Exponential Growth of Network Hospitality: Perspectives from Asia	195
<i>Sonia Lim and Frederic Bouchon</i>	
Understanding the Challenges of Developing a Brand for Rural Tourism Destination	203
<i>Samuel Adeyinka-Ojo and Vikneswaran Nair</i>	
Measuring the Failure Factors of Festival: A Case of FMFA	214
<i>Khairiah Ismail</i>	
Juxtaposing Experiences of Local and Foreign Travel Bloggers: Insights from Abduction	220
<i>Nimrod L. Delante and Jenny H. Panchal</i>	
Philippine Accreditation Practices for Tourism Professional under ASEAN	236
<i>Sharlene Batin and Arthur Digman</i>	
Factors influencing event organizers to adopt green practices for business events in Malaysia: A proposed framework”	246
<i>Ng Wai Yee</i>	
Compliance of Philippine Manning Companies with Maritime Labor Convention: Proposed Intervention in ASEAN Setting	251
<i>Lilibeth Aragon and Diosdado Garalde Jr.</i>	
Dark Tourism and National Identity: A Narrative Approach	261
<i>Geraldine Anne Tan</i>	

The Art of Making Batik Garutan: An Exploratory Study of its Potential as Tourism Product.....	270
<i>Nungky Puspita and Devi Roza Kausar</i>	
Tourism innovation: The Case of Joe the Busker and his Special Monkey' by the Melaka River.....	277
<i>Zakiyya Moosa and Jayasubamani Arvi Smoganakrishnan</i>	
Exploring Local Communities Participation in Culture Heritage Event: The Case of Bali Kite Festival	287
<i>Luh Yusni Wiarti</i>	
The Philippines' English Proficiency Report Card: Summary of Preliminary Findings(2015-2016)	298
<i>Ma. Christina Aquino, Rex Wallen Tan, Ron Haarms and Melva Diamante</i>	

An Investigation into Employee Engagement and Emotional Labor

A study on select hotels in India

P.Gowri Kusuma

Research Scholar, Krishna University, Andhra Pradesh, India

kusumajana@yahoo.co.in

Dr.Sukanya Madasu

HOD, SNIST, Telangana, India

sukanyamadasu@rediffmail.com

ABSTRACT

This paper is an attempt to investigate the relationship between Employee Engagement and Emotional Labor among the frontline executives of select hotel industry employees. The importance of Employee Engagement and Emotional Labor in service sector especially hotel industry is on the rise with more and more millennials joining the workforce. On the other hand, this sector is also facing the problem of high attrition, employee turnover and job hopping. The major challenge in the current business scenario is not possessing technical competency and managerial abilities but being capable in human/people management. High levels of emotional labor may result in exhaustion and burnout and ultimately have a negative impact on job satisfaction. Survey has been carried out on a sample of 252 front line executives in the hotels in Telangana and Andhra Pradesh states. Hypotheses is postulated to find the relationship between employee engagement and emotional labor. The results revealed that highly engaged employees encounter low level of emotional labor than disengaged employees. Further scope of research is directed towards the designing and implementation of engagement practices in the hotel industry.

Key words:

Employee Engagement, Emotional Labor, Millennials, Hotel industry, Attrition

INTRODUCTION

Hospitality sector has a wide potential for growth and economic development for any region. A new job is added every 2.3 seconds in this sector. This industry had a business of \$550 USD billion in 2016. Asia Pacific and Europe has a huge potential for hotel industry. Deloitte Travel and Hospital Industry Outlook (2016), puts forth some challenges to the industry. Recruiting and retaining the right person is one of the greatest challenge followed by millennials customers who insist on an outstanding personalized experience. To meet these challenges, ‘Engaged Employees’ are the key, they are crucial for sustaining in this (Volatile, Uncertain, Complex, Ambiguous) VUCA environment. To gain competitive advantage as well create new avenues, it is pivotal first to understand the internal customers i.e., ‘Employees’. An industry with such a huge potential is facing many challenges like attrition, turnover and job hopping. This paper investigates into the relationship between Employee Engagement and Emotional Labor

LITERATURE REVIEW

Employee Engagement

W.A.Khan (1990), was the first to coin the term Engagement. He associated Engagement with meaningfulness and safety. Employees commitment to their organizations and their jobs is associated with Engagement. (CLC2004; Robinson et al. 2004; Seijts&Crim 2006; Towers Perrin 2003). Employee Engagement is the internal state of being physical, mental and emotional – that brings together earlier concepts of work effort, organizational commitment, job satisfaction and ‘flow’.

CIPD (Chartered Institute of Personnel and Development) has defined employee engagement as “being positively present during the performance of work by willingly contributing intellectual effort, experiencing positive emotions and meaningful connections to other”.

This definition gives three dimensions to employee engagement:

- Intellectual engagement – thinking hard about the job and how to do it better
- Affective engagement – feeling positively about doing a good job
- Social engagement – actively taking opportunities to discuss work-related improvements with others at work.

An engaged employee showcases discretionary effort, ready to go the extra mile and feel valued and passionate for work.

Emotional Labor

“The Managed Heart” – The Commercialization of feeling by Hochschild 1983, was the book which gave a first impetus of the word “Emotional Labor”. Arlie Russell Hochschild’s definition of Emotional Labor is – ‘The Management of feeling to create a publicly observable facial and bodily display.’ Since then many authors have carried research in this area and contributed to the existing literature. Occupation is a combination of role and behavior. Execution of duties demands the display of certain emotions (Rafaeli and Sutton 1989). Emotional Labor is defined as the ‘Effort, Planning and Control needed to express organizationally desired emotions during interpersonal interactions’, (Morris and Feldman 1996). Surface acting and deep acting are the two methods (Hochschild 1983) used by employees to manage their feelings. Surface acting deals with managing observable expressions and deep acting is associated with managing feelings.

Attentiveness to display rules, variety of emotions to be expressed, frequency of emotional display and emotional dissonance (Morris and Feldman 1996), are the other dimensions of emotional labor.

Gardner and Martinko (1988), defined ‘Emotional Labor’, as impression management. It is a deliberate attempt by the employee to direct his/her behavior towards others in order to foster certain social perceptions.

It is evident from various studies that 'Emotional Labor', plays a crucial role in delivering the duties especially in service industry and more specially in hotel industry.

Gaps in Literature:

Studies are available on employee engagement and emotional labor as separate constructs. Earlier studies have focused on the antecedents and consequences of employee engagement and the outcomes of the employee engagement. There are no studies which linked the constructs emotional labor and employee engagement. The relationship between these constructs and the combined outcome has not been studied so far. Therefore, the researcher made an attempt to study the relationship between Employee Engagement and Emotional Labor.

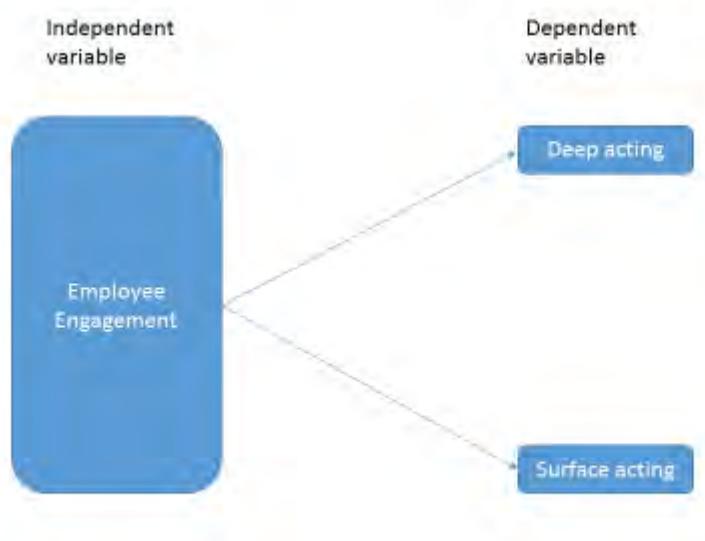


Figure 1: Proposed Model developed by the researcher

OBJECTIVES OF THE STUDY:

1. To investigate the relationship between Employee Engagement and Emotional Labor
2. To study the Emotional Labor levels of front office executives of the selected sample.
3. To study the Engagement Levels of front office executives of the selected sample.
4. To assess the impact of Employee Engagement on Deep acting and Surface Acting.

Scope of the Study:

The study is limited to front office executives in the hotel industry of Telangana and Andhra Pradesh states of India. Snowball technique has been used to reach the respondents. This study results in stating the relationship between Employee Engagement and Emotional Labor, which can to some extent solve the problems related to attrition, turnover and job hopping in the hotel industry, and give further direction in designing and implementing Employee Engagement practices in hotel industry.

Hypotheses:

H1: Highly Engaged Employees showcase low levels of Emotional Labor

H1_a: Highly Engaged Employees are less prone to Deep Acting

H1_b: Highly Engaged Employees are less prone to Surface Acting

H2: Demographic factors have an influence on Employee Engagement and Emotional Labor

H2_a: Age has a direct relationship on Employee Engagement and Emotional Labor

H2_b: Gender has a direct relationship on Employee Engagement and Emotional Labor

H2_c: Education has a direct relationship on Employee Engagement and Emotional Labor

H2_d: Total tenure has a direct relationship on Employee Engagement and Emotional Labor

H2_e: Training has a direct relation on Employee Engagement and Emotional Labor

METHODOLOGY

Research Design: This is descriptive and non-experimental research which is both qualitative and quantitative.

Population: Frontline executive of hotel industry in Andhra Pradesh and Telangana states, India.

Sampling technique: Snowball technique was used to reach the respondents.

Sample size: 252 frontline executives.

Data collection: Secondary data: Data has been collected from various reports available on internet and from websites and blogs of the related industry. Research articles by academics and practitioners have given impetus for the study.

Primary data was collected at two stages.

Stage I: Unstructured interviews were conducted to know the perception of frontline executives towards Employee Engagement and Emotional Labor. These interviews revealed that there is a blend of employees which includes professionals (trained and they are aware of their job requirements), and non-professionals (these category employees are now aware of their job requirements). Some employees are aware of Employee Engagement and Emotional Labor.

Stage II: Questionnaire was designed based on the two concepts Employee Engagement and Emotional Labor. Employee Engagement EES (Employee Engagement Survey) - Human Capital Performance Report have been used for designing the questionnaire. Emotional Labor

Scale (Brotherdige & Lee, 1998) was used to capture the deep acting and surface acting of the employees.

RESULTS AND DISCUSSION

Table 1: Age * Gender Cross tabulation

		Gender		Total
		Male	Female	
Age (years)	20 and below	25	10	35
	21-25	38	27	65
	26-30	30	29	59
	31-35	25	16	41
	36-40	19	7	26
	41-45	8	4	12
	Above 45	5	9	14
Total		150	102	252

There are total 150 males and 102 female front line executives among the respondents. majority are in the age group of 21-25 years.

Table 2: Education * Gender Cross tabulation

		Gender		Total
		Male	Female	
Education	Under Graduates	0	1	1
	Graduate from hotel industry	26	18	44
	Post graduate /diploma holders	112	80	192

others	12	3	15
Total	150	102	252

It is observed that majority of the respondents are Post Graduate Diploma holders

Table 3: Tenure * Gender Cross tabulation

Count		Gender		Total
		Male	Female	
Tenure In years	1.00	26	13	39
	2.00	23	23	46
	3.00	23	16	39
	4.00	10	7	17
	5.00	20	11	31
	6.00	10	3	13
	7.00	6	6	12
	8.00	5	3	8
	9.00	5	2	7
	10.00	7	4	11
	11.00	2	3	5
	12.00	5	1	6
	13.00	4	0	4
	14.00	1	3	4
	15.00	1	4	5
	16.00	0	1	1
	17.00	0	1	1
	18.00	1	0	1
	21.00	1	1	2
	Total	150	102	252

Respondents have a total tenure of 1 to 5 years.

Reliability Statistics

Table 4

Reliability Statistics

	Cronbach's Alpha	N of Items
Emotion Work Scale	.863	14
Employee Engagement	.772	6

Table 5: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
F1	252	3.00	5.00	3.9921	.56450
F2	252	2.00	5.00	3.9206	.55893
F3	252	2.00	5.00	3.8770	.51737
I1	252	2.00	5.00	3.7143	.68979
I2	252	2.00	5.00	3.9048	.74608
V1	252	3.00	5.00	3.9841	.55003
V2	252	3.00	5.00	4.0079	.57844
V3	252	2.00	5.00	4.0238	.66157
DA1	252	2.00	5.00	3.9722	.62741
DA2	252	2.00	5.00	3.8571	.53132
DA3	252	2.00	5.00	4.0952	.66714
SA1	252	1.00	5.00	4.0595	.75772
SA2	252	2.00	5.00	4.0159	.64350
SA3	252	2.00	5.00	4.0873	.73631
E1	252	2.00	5.00	3.9127	.70874
E2	252	3.00	5.00	3.8532	.65464
R1	252	2.00	5.00	4.0714	.68191
R2	252	2.00	5.00	4.0794	.74794
B1	252	3.00	5.00	4.0397	.61716
B2	252	3.00	5.00	4.0754	.59736
Valid N (list wise)	252				

There is high standard deviation for Engagement, compared to Emotional Labor.

Regression Analysis:**Dependent Variables: Emotional Engagement, Rational Engagement and Behavioral Engagement****Table 6: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Remarks
1	.698 ^a	.487	.457	.52247	Dependent Variable: Emotional Engagement Predictors: surface acting, variety, intensity, frequency, deep acting,
1	.684 ^a	.468	.436	.51208	Dependent Variable: Rational Engagement Predictors: surface acting, variety, intensity, frequency, deep acting,
1	.695 ^a	.484	.453	.45638	Dependent Variable: Behavioral Engagement Predictors: surface acting, variety, intensity, frequency, deep acting,

Table 7: ANOVA^a for Emotional Engagement

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.384	14	4.385	16.062	.000 ^b
	Residual	64.696	237	.273		
	Total	126.079	251			

Dependent Variable: Emotional Engagement
Predictors: surface acting, variety, intensity, frequency, deep acting

Table 8: ANOVA^a for Rational Engagement

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.567	14	3.898	14.864	.000 ^b
	Residual	62.147	237	.262		
	Total	116.714	251			

Dependent Variable: Rational Engagement
Predictors: surface acting, variety, intensity, frequency, deep acting,

Table 9: ANOVA^a for Behavioral Engagement

Model		Sum of Squares	df	Mean Square	F	Sig.
-------	--	----------------	----	-------------	---	------

	Regression	46.240	14	3.303	15.858	.000 ^b
1	Residual	49.363	237	.208		
	Total	95.603	251			

Dependent Variable: Rational Engagement
 Predictors: surface acting, variety, intensity, frequency, deep acting,

Table 10: Correlation Matrix:

	Frequency	Intensity	Variety	Deep Acting	Surface Acting	Emotional Engagement	Rational Engagement	Behavioral Engagement
Frequency	1							
Intensity	.552**	1						
Variety	.489**	.417**	1					
Deep Acting	.282**	.426**	.488**	1				
Surface Acting	.452**	.528**	.511**	.666**	1			
Emotional Engagement	-.064	.140*	.089	.374**	.323**	1		
Rational Engagement	-.095	.105	.077	.440**	.227**	.488**	1	
Behavioral Engagement	.101	.479**	.073	.377**	.199**	.435**	.513**	1

** Correlation is Significant at 0.01 level

* Correlation is significant at 0.05 level

There exists a correlation among the construct variables of the study.

H2: Demographic variable have a positive relationship with Emotional Labor and Employee Engagement

Table 11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1 (AGE)	.275 ^a	.076	-.004	1.63998
1 (GENDER)	.239 ^a	.057	-.025	.49786
1 (EDUCATION)	.854 ^a	.729	.706	.26335
1 (TOTAL TENURE)	.243 ^a	.059	-.023	4.15139
1 (TRAINING)	.146 ^a	.021	-.063	1.38172

a. Predictors: (Constant), Emotional Labor, Employee Engagement

H2_a: Age has a direct relationship on Emotional Labor and Employee Engagement

Table 12: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.799	20	2.540	.944	.531 ^b
	Residual	621.280	231	2.690		
	Total	672.079	251			

a. Dependent Variable: Age

b. Predictors: (Constant), Emotional Labor, Employee Engagement

H2_b: Gender has a direct relationship on Emotional Labor and Employee Engagement

Table 13: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.458	20	.173	.698	.827 ^b
	Residual	57.256	231	.248		
	Total	60.714	251			

a. Dependent Variable: Gender

b. Predictors: (Constant), Emotional Labor, Employee Engagement

H2_c: Education has a direct relationship on Emotional Labor and Employee Engagement

Table 14: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.166	20	2.158	31.121	.000 ^b
	Residual	16.020	231	.069		
	Total	59.187	251			

- a. Dependent Variable: Education
- b. Predictors: (Constant), Emotional Labor, Employee Engagement

H2_d: Total Tenure has a direct relationship on Emotional Labor and Employee Engagement

Table 15: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	249.264	20	12.463	.723	.801 ^b
Residual	3981.065	231	17.234		
Total	4230.329	251			

- a. Dependent Variable: Tenure
- b. Predictors: (Constant), Emotional Labor, Employee Engagement

H2_e: Training has a direct relation on Emotional Labor and Employee Engagement

Table 26: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.668	20	.483	.253	1.000 ^b
Residual	441.011	231	1.909		
Total	450.679	251			

- a. Dependent Variable: Training
- b. Predictors: (Constant), Emotional Labor, Employee Engagement

CONCLUSION

The study meets the objectives of the research. It is observed that there is positive relationship between Emotional Labor and Employee Engagement. The demographic factors Age, Gender, Total tenure and Training does not have a significant difference on the constructs Emotional Labor and Employee Engagement. But 'Education' has a significant impact on Emotional Labor and Employee Engagement.

Table: 27

S.No	Hypotheses	Decision (Accept/Reject)
1	H1: Highly Engaged Employees showcase low levels of Emotional Labor	Accept
2	H2a: Age has a direct relationship on Emotional Labor and Employee Engagement	Reject
3	H2b: Gender has a direct relationship on Emotional Labor and Employee Engagement.	Reject
4	H2c: Education has a direct relationship on Emotional Labor and Employee Engagement	Accept
5	H2d: Total tenure has a direct relationship on Emotional Labor and Employee Engagement	Reject
6	H2e: Training has a direct relation on Emotional Labor and Employee Engagement	Reject

IMPLICATIONS

The growth of hotel industry is in arithmetic progression and the challenges are in geometric progression. This study helps the industry experts to identify the touch points which can make them sustain in the VUCA environment. Implications of this study further extends to

- Helping in recruiting the right kind of people. It is proved that with formal education in the discipline, has a direct relationship with Emotional Labor and Employee Engagement.
- Assisting in building Engagement Practices
- Identifying the issues with training and transfer of training

- Useful in designing effective retention strategies, resulting in low turnover and job hopping.

REFERENCES

Bates, Steve. (2004). Getting engaged. HR Magazine. 49(2); 44-51.

Hochschild, A.R. (1983). The managed heart: Commercialization of human feeling. Barkeley. University of California Press

Kahn, W. A. (1990). Psychological conditions of personal engagement and disengagement at work. Academy of Management Journal 33 (4) 700-701.

Mann, S. (1999). Emotion at work: to what extent are we expressing, suppressing, or faking it? European Journal of Work and Organizational Psychology, 83, 347-369.

Morris, J.A., & Feldman, D.C. (1997). Managing emotions in the workplace. Journal of Managerial Issues, 9, 257–274.

Morris, J.A., & Feldman, D.C. (1996). The dimensions, antecedents, and consequences of emotional labor. Academy of Management Review, 214, 986-1010.

Robinson, I. (2006). Human resource management in organizations. London: CIPD.

Saks, A.M. (2006). Antecedents and consequences of employee engagement. Journal of Managerial Psychology, 21(7), 600-619

Appendix:

Questionnaire:

Section I: General Information:

1. Age (years):

(1) 20 and below (2) 21-25 (3) 26-30 (4) 31-35 (5) 36-40 (6) 41-45 (7) 46 and above

2. Gender: (1) Male (2) Female

3. Total years of experience in this field: _____ (years)

4. Educational qualification: (1) Under graduates (2) Graduate (degree from hotel industry) (3) Graduate (degree from other disciplines) (4) Post graduate/diploma holders (5) Others

5. Are you professionally trained: (1) Yes (2) No

Section II: Questionnaire on Emotional Labor

S.No	Question		Never 1	Rarely 2	Sometimes 3	Often 4	Always 5
1.	Frequency	Interact with Customers (F1)					
2.		Adopt certain emotions as part of your job (F2)					
3.		Express particular emotions needed for your job (F3)					
4.	Intensity	Express intense emotions (I1)					
5.		Show some strong emotions(I2)					
6.	Variety	Display many kinds of emotions (V1)					
7.		Express many different kinds of emotions (V2)					
8.		Display many different emotions when interacting with others (V3)					
9.	Deep acting	Make an effort to actually feel the emotions that I need to display to others.(DA1)					
10.		Try to actually experience the emotions that I must show (DA2)					
11.		Really try to feel the emotions I have to show as part of my job (DA3)					
12.	Surface Acting	Resist expressing my true feelings(SA1)					
13.		Pretend to have emotions that I don't really have (SA2)					
14.		Hide my true feelings about a situation.(SA3)					

=

Section III: Questionnaire on Employee Engagement

S.No		Question	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
1.	Emotional	I am proud to tell others I am part of the organization(E1)					
2.		I find that my values and organization values are similar (E2)					
3.	Rational	Satisfied with my overall job (R1)					
4.		Rating of organization as a Great place to work (R2)					
5.	Behavioral	Look forward to going to work (B1)					
6.		This organization really inspires the best in me in the way of job performance (B2)					

COMMUNITY-BASED TOURISM AS LIVELIHOOD PROGRAM OF MOUNT BANOI

Dr. Sevilla S. Felicen
Lyceum of the Philippines University
Email: ssfelicen@lpubatangas.edu.ph

ABSTRACT

The Philippines has positioned itself as a globally competitive ecotourism destination anchored on sustainable development where the use, development and protection of the country's natural resources and environment as well as the preservation and management of cultural heritage are given priority consideration for the benefit of present and future generations. This study aims to determine economic and environmental status of Mount Banoi. Specifically, it will attempt to: present the products and tourism activities at Mount Banoi; determine the economic and environmental status of Mount Banoi; assess the acceptability of the community to livelihood program and propose a community based livelihood program. This study made use of the descriptive research design to determine the status of Mount Banoi. The respondents of the study household members and barangay officials. A self-constructed questionnaire was used as the main instrument of the study and the results was substantiated using interview. The data gathered was tabulated, interpreted and analyzed using the statistical tools such frequency distribution and percentage, weighted mean and ANOVA. The study revealed that the main product is walis tambo and other agricultural products. Tourism activities such as horseback riding, sightseeing, hiking, mountain biking and camping are available. The respondents agreed on the economic and environment status of the community. The Community Based Tourism as livelihood program is acceptable to the residents of Mount Banoi. It was recommended that the proposed Community Based Livelihood development plan may be implemented in partnership with LPU-CITHM with the support from the City Tourism office and Provincial Tourism and Cultural Affairs Office.

Keywords: Community Based Tourism, Livelihood Program, Mount Banoi

INTRODUCTION

The Philippines has positioned itself as a globally competitive ecotourism destination anchored on sustainable development, protection of the country's natural resources and environment as well as the preservation and management of cultural heritage are given priority consideration for the benefit of present and future generations. The initiatives are pursued institutionalize community participation, strengthen local leadership, facilitate domestic and foreign investments, as well as promotion of environmental education and ethics, instilling of nationalism and harnessing local entrepreneurship and multi-stakeholder partnership to uplift quality of life of host communities and enrich the visitor experience (PSCD, 2012).

The income derived from tourists may help build new schools and roads and other structures and services which may improve the economic health of the community. The personal experiences of guests carries a multiplier effect that may encourage more tourists to come. The benefits of ecotourism will be more jobs for the locals, more currency, promotion of local culture, customs and traditions and therefore can bring recognition and other social and economic benefits (Untamed Path, 2016).

The Philippines recognizes the power of tourism to command high revenue and exerts serious efforts to discover and develop more tourist attraction that will be known to local and foreign tourists. Lately, other communities in the country including Batangas, are putting in their best places to invite tourists to visit destinations to get economic and social benefits. The Philippines will never run out of attractions as far as local tourism is concerned due to its wide range of natural and man-made attractions (Celis, 2008).

Community-Based Tourism (CBT) can be a significant community development tool, particularly in the communities which are indigenous, remote, and rural. In its development, CBT programs can be used in small rural communities where nature conservation through ecotourism can be explored. It can also include tourism efforts of promoting local culture and folklore, gastronomy, and traditional handicraft and show managerial models where community leaders and stakeholders take the lead and benefits are fairly distributed to community folks. CBT could be one way of creating a more sustainable tourism industry (Blackstock, 2005).

In this study, CBT is eyed to be a community tool to develop and promote the potentials of Mount. Banoi and help its community derive economically from it when it succeeds in this livelihood initiative. As it is, Mount Banoi has only been known as a mountain 'somewhere in Batangas' high enough to be a little Baguio and where telecommunication structures are established because of its height.

This study intended to introduce Community-Based Tourism (CBT) as a livelihood program for Mount Banoi, one of the mountains in Batangas Province acknowledged for its peaks. CBT is a type of sustainable tourism that promotes pro-poor strategies in a community setting. It aims to involve local residents in the running and management of small tourism projects as a means of alleviating poverty and providing an alternative income source for community members (Gabito, 2012).

This study when realized will truly be helpful in the community of Mount Banoi as their livelihood program. The knowledge of the researcher will be shared to the community to help them realize that their place has natural resources that can be cultivated and be used as source of living.

The information that this study would generate will be of great help to the community of Talumpok Silangan where Mount Banoi is located as it will encourage development of tourism orientation among residents, its local officials and stakeholders. This study will provide tourism operators additional place where they may invite tourist who would want to experience mountain tourism.

This study aims to determine economic and environmental status of Mount Banoi. Specifically, it will present the products and tourism activities in Mount Banoi; (2) determine the economic and environmental status of Mount Banoi; (3) assess the acceptability of the community to livelihood program; test the significant difference on the acceptability of the residents when grouped according to profile variable and (5) propose a community based livelihood program based on the result of the study

LITERATURE REVIEW

Talumpok Silangan is a mountainous area with 1,861 hectares and 1,070 parcels of land with a spring, and rivers as the sources of water in the community. Mount Banoi is located in Talumpok Silangan, Batangas City, Philippines. It has an elevation of 960 meters above sea level (MASL) and is part of the mountain range that surrounds the town of Lobo. It only requires 1.5 hours in reaching the summit and a less than 1 hour of descent. Upon reaching the

peak Mount Banoi, people can see the beauty of the whole town of Lobo, Batangas City and Verde Island and even part of Mindoro.

Features of the mountain include the bucolic scenes of farm animals, villages, and pastoral activities along the way. Animals such as pig, chicken, goats, cows, carabao and horses can be found in the area. The agricultural products abundant in the area are sugar cane, upland crops, upland rice, intercrops, coconut, atis, sampalok, banana, mango, cacao and coffee (Talumpok Development Plan).

At the top, the whole town of Lobo can be seen, as well as Batangas City and South Point of Verde Island and the sea lanes. The mountaineering experience and other local attractions that may be initiated to make Mount Banoi a tourism experience may be provided by a well-studied CBT program.

The term Community-Based Tourism (CBT) emerged in the mid 1990s was generally small scale and involves interactions between visitor and host community. It is commonly managed and owned by the community, for the community. It has been pursued and supported by communities, local government agencies and non-government organisations (NGOs). This kind of tourism aims to safeguard a destination's cultural heritage and enhance its natural heritage while at the same time improving the socio economic welfare of communities. The key processes and practices benefits both the people and the place (APEC, 2010).

CBT is based on the active participation of the local community like the community of Mount Banoi in Talumpok Silangan. This is why the creation of community events favour this type of tourism, while at the same time help create a relationship between the local community and visitors, is so important. Mount Banoi is rich in natural resources in the same way with Busuanga which also is blessed with a beautiful environment rich with potential to help the communities develop a sense of ownership and stewardship over their rich natural environment. Ecotourism is considered to be an attractive livelihood option for communities living in areas with rich biodiversity which aims to build capacity for socially and environmentally sustainable tourism (Cayaban, 2013).

With the full support of the community of Mount Banoi, Community Based Tourism will be at stake as to the experience of the Island of Olango wherein they venture and successfully integrates the ideal elements of community-based ecotourism, community-based benefit and participation, contribution to environmental conservation, market competitiveness and accessibility, environmental education, promotion of local culture, and financial viability (Flores, 2013).

Bario is an isolated collection of settlements nestled in the Kelabit Highlands in the north of Sarawak, one of the East Malaysian states on the island of Borneo. The growth of tourism in Bario is closely interwoven with other aspects of the social and cultural development of the community, which it has grown alongside. As a case study depicts how a pro-poor community-based approach to tourism can integrate with local development in a mutually reinforcing process that has delivered more than income-generating opportunities, but which also fosters a wider reinvigoration of the local economic and social life of the community (Harris, 2009).

Since the development of community-based tourism (CBT), government development agencies and NGOs have placed considerable emphasis on this development model. However, CBT has been strongly criticized with respect to low economic impact in terms of jobs and income, the result of small-scale interventions, its low life expectancy after external funding ends, the monopolisation of benefits by local elites, or the lack of business skills to make it operational (Zapata, 2011).

The community, in the practice of CBT considers several aspects for development such as economic and environmental aspects. The economic aspect is basically the aim of any

responsible tourism enterprise such as the CBT. Its goal is to generate a net positive impact within the local socio economic context. The actual change in local income and employment that results from an injection of tourist expenditure into an economy has most commonly been measured by means of multiplier analysis. Tourist facilities in developing areas are often characterized by high levels of foreign involvement. Such firms usually repatriate a large portion of their profits, lowering tourism's direct income generation (Shahmirzadi, 2012). Generally, tourism is meant to create economic impact to a place of interest .

On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance. Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change (Shahmirzadi, 2012).

In this study acceptability of the community of Mount Banoi regarding the livelihood program will be considered which are relevant aspects prior to the adoption of CBT. The first concern to adoption of CBT is the acceptability of the program. Many rural communities view tourism as an economic development strategy. With this, attitude and support for development are necessary for the program to succeed. Community residents' support for specific tourism development options and attitudes toward tourism are important.

On the other hand, the CBT may fail if the program is not compatible to the residents; therefore no movement and participation can be expected no matter how good the goals and benefits are. There is a relationship between attitudes and support for development, although the nature of the relationship is different for each community (Andereck, et al, 2013).

METHODOLOGY

This study made use of the descriptive research design to determine the status of Mount Banoi. The respondents of the study were 215 household members using the effect size of 30% Each household is represented by responsible member who can fully comprehend the questionnaire. This was taken from the total population of 1,845 based from 2010 census. The researcher used a self-constructed questionnaire as the main instrument of the study. The instrument underwent content validation by the professionals whose line was in tourism and business administration. The questionnaire was also tested to some locals not involved in the study. Cronbach Alpha was used to test the reliability of the questionnaire. Result showed that the instrument was acceptable and excellent at 0.7863 and 0.9436 value, respectively. The results of the study was substantiated using interview and the respondents was informed about the intent of the study.

The data gathered was tabulated, interpreted and analyzed using the statistical tools such frequency and percentage, weighted mean and ANOVA.

RESULTS AND DISCUSSION

Based on the result, all of the respondents agreed that majority of the products are available in Mount Banoi specially coconut, mango, banana although mango is seasonal (100 %). It was followed by atis and sampaloc (96.67 percent).

However the least product available in the area is Walis tambo (100 or 40.61 percent). Based on the interview, production of walis tambo is somewhat time consuming and hard to prepare because the grass being used is not readily available. It will take up to 12-14months before harvest.

In terms of tourism activities, the residents gave 100 percent rating on sightseeing and hiking which is the main purpose of the tourist for visiting Mount Banoi because at the top of

the mountain, a beautiful scenery of Batangas City, Lobo and Verde Island can be seen. Hiking is considered as one of the sports man want to get in to because it is considered as a good exercise. It is followed by camping, mountain biking and horseback riding.

Based on the interview with Barangay officials, these 3 activities are also available but are rarely used. The tourist are not usually having an overnight stay or camping because going down from the summit only takes 45 minutes to 1 hour and there is already available transportation in going to the city. With regards to mountain only few are having this activity. And lastly, the horseback riding, it is not usually available because there is no horse that are station there to be used for horseback riding.

The status of the community in terms of economic aspects shows that the respondents agreed on the economic status as denoted by the composite mean of 3.65. The results revealed that the respondents agreed that the community had an opportunity for economic development (4.27) followed by the community could create income from the natural resources sales (3.76). However, the respondents moderately agreed that they owned land in the place (3.37) and that they earned income from employment (3.11)

These results infer the need to help the community to uplift the quality of their life as they neither owned land there nor did they have opportunities to earn from employment. This could be one reason why CBT as livelihood program should be introduced to the community.

Based on the interview from the residents, their agricultural produce from small backyard vegetable and fruit production has helped them tide the expenses in the family. Farming and raising animals were likewise sources of income.

The respondents moderately agreed in terms of the community that their vast of land is owned by people of Mount Banoi . This result shows how the residents felt and said that majority of the owners of the vast lands located in Mount Banoi were from other places in Batangas and others from Manila. Majority of the residents owned only the lot where their house is located while the lot they farmed is owned by other investors in the area specially in Sitio Banoi which is the nearest place in the highland of Mount Banoi.

Economically, Talumpok Silangan as a community has a great chance for economic development specially if the area will be fully utilized using community-based tourism. There could be income from the sale of local products which can somehow uplift the economic status of the community. The virtue of self reliance will also be of help in community to attain its economic development (mekongtourism.org).

As cited by Wehkamp (2007) communities in isolated rural locations like Talumpok Silangan, often have a comparative advantage in tourism development as they tend to have rich natural resources as flora and fauna, etc. The rise of community-based tourism is probably one of the most positive developments in the travel industry over recent years. (Evans, 2010).

The status of the community in terms of the presents the status of the community in terms of environmental aspect. It has an overall composite mean of 4.28 and rated as agreed by respondents. The community could offer an array of natural wonders such as flora and fauna (4.38) and respondents likewise agreed on the presence of a trail leading to a trip to Mount Banoi, (wm = 4.37). The lowest in rank was that the community was aware of the importance of wild life and natural resources to tourism (wm = 4.02).

The result infers the richness of biodiversity of the community particularly that of Mount Banoi. Specifically, the presence of a trail going to the summit of Mount Banoi would be an exciting hiking and nature experience to travellers and tourists whose interest in touring is visiting to places by walking trails and nature trekking.

Based from the interview, the environmental status of Mount Banoi may have an impact to tourism development of the place as it may create efforts for environmental protection and conservation. They affirmed that residents were aware of the environmental

values of Mount Banoi which can be an important aspect in the development of the place as a CBT spot .

As Mitchell (2008) cited, CBT is more concerned with the impact of tourism on the community and its environmental resources. Community-based tourism emerged from a community development strategy, using tourism as a tool to strengthen the ability of rural organization that manages tourism resources with the participation of local people.

Tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance (Shahmirzadi, 2012).

In terms of the acceptability of the residents to livelihood program as indicated by the composite mean was 3.69 showing the agreement among the residents on the acceptability of the CBT. From among the responses on acceptability, highest ranked were that CBT would promote community pride (3.74) and support programs, activities or policies to make CBT an effective venture (3.73) Tied on rank third, support continuing basic efforts and are considering resources available for self- sufficiency and participating in the process of CBT implementation.

Such responses from the community and officials of Talumpok Silangan indicate that people accept CBT as a tourism approach and express that aside from making their place as that they could be proud of. CBT would provide hope as a livelihood option where their quality of life will be improved. Inferring that for the residents, although in principle the approach was acceptable, there is still some kind of doubt as to whether benefits would be fairly distributed among them.

According to Andereck, et. al. (2013), while many rural communities view tourism as an economic development strategy, the relationship between residents' attitudes toward tourism and support for specific tourism development options should be strong. Attitude and support for development should be complementary as the absence of one would affect the success of the implementation of the tourism project.

Low in the rank were opening possibilities of venturing a more diverse tourism through CBT (wm = 3.69), emerging from a community development strategy, using tourism as a tool to strengthen the ability of rural community organizations that manage tourism resources with the participation of the local people (wm =3.66) and CBT would distribute benefits fairly among community members (wm =3.51).

Distribution of income fairly is important to the community because this will help the community to be more enthusiastic in the participation to program. This will give them the opportunity to earn more than what they have right now.

Based from the study of Andereck, et. al. communities differed with respect to residents' support for specific tourism development options and attitudes toward tourism. In general, residents perceived tourism positively and supported most specific types of development. There was a relationship between attitudes and support for development, although the nature of the relationship was different for each community.

The result of the test on significant difference on the responses of the community in the acceptability of the livelihood program shows that only source of income and salary are significant. The result emphasizes that respondents with financial capability have different perception on the possibility of organizing the community venture compared with those with low income.

The researcher proposed a community-based livelihood development plan to (1) strengthen the tourism activities such as horseback riding, hiking, sightseeing, mountain biking and camping, (2) build a tourist center; (3) train the youth as tour guide, (4) create a product

center; (5) provide awareness to the community in the importance of wild life and natural resources to tourism and (6) distribute benefits fairly among community members.

CONCLUSIONS & IMPLICATIONS

The main product is walis tambo and other agricultural products. Tourism activities such as horseback riding, sight seeing, hiking, mountain biking and camping are available. The respondents agree on the economic and environment status of the community. The Community Based Tourism as livelihood program is acceptable to the residents of Mount Banoi. A Community Based Livelihood development plan was proposed.

The proposed Community Based Livelihood development plan may be implemented in partnership with LPU-CITHM. Support from the City Tourism office and Provincial Tourism and Cultural Affairs Office may be solicited. Future study may also be conducted to assess the success of the implementation of the proposed plan.

REFERENCES

- Andereck, K& Vogt, C. (2013). The Relationship between Residents' Attitudes toward Tourism and Tourism Development Options. *Journal of Travel Research*
- APEC (2010). Asia Pacific Economic Cooperation Effective Community Based Tourism: A Best Practice Manual retrieved from <http://torc.linkbc.ca/>
- Blackstock, K (2005). "A critical look at community based tourism". *Community Development Journal* 40(1), 39-49
- Cayaban, L (2013). Ecotourism training kicks off in Busuanga retrieved from <http://c-3.org.uk/>
- Celis, M.I. (2008). Development Prospect of Tourism Attractions in the CALABARZON Region: Basis for Business Operation Initiatives, (Unpublished Dissertation), Batangas City, Philippines: Batangas State University.
- Evans, N et. al. (2003). *Strategic Management for Tavel and Tourism*. Butterworth - Heineman
- Fennell, D. (2003). *Ecotourism*, New York: Routledge.
- Flores, M.(2013). *Ecotourism for the People by the People of the People* retrieved from <http://www.oneocean.org/>
- Gabito, O. A. (2012). *Growing Rural Employment through Community-Based Tourism*. Institute of Labor Studies Working Paper Series
- Harris, R. (2009). *Tourism in Bario, Sarawak, Malaysia: A Case Study of Pro-Poor Community-based Tourism Integrated into Community Development*, *Asia Pacific Journal of Tourism Research* ,14 (2), 125-135.
- PSCD (2012) retrieved from <http://pcsd.neda.gov.ph/publications/epa-21/>

Shahmirzadi, E K (2012). Community Based Tourism(CBT) Planning and Possibilities: The Case of Shahrnaz, Iran

Untamed Path (2016) retrieved from <http://www.untamedpath.com/>

Talumpok Silangan Development Plan CY 2009-1013

Wehkamp, A (2007). A toolkit for monitoring and managing community based tourism retrieved from <http://www.snvworld.org/>

Zapata, M et. al (2011) . Can community-based tourism contribute to development and poverty alleviation? Lessons from Nicaragua, Current Issues in Tourism. 14(8)

“Rural Tourism Destination Strategy through SWOT Analysis in Cibuntu Village - Indonesia”

1st Dra. Purwanti Dyah Pramanik, M.Si
Sekolah Tinggi Pariwisata Trisakti - Indonesia
purwanti@stptrisakti.ac.id

2nd Novita Widyastuti. S., S.ST. Par., M.Si. Par
Sekolah Tinggi Pariwisata Trisakti - Indonesia
Novita.ws@stptrisakti.ac.id

ABSTRACT

Tourism activity was able to maintain and improve family cohesion. In a broader context, tourism activities of visiting museum, enjoying traditional dance performances, or learning how to cook traditional culinary improved the sense of nationalism. Since the previous study found that agro-tourism was the most favourite tourism activity for Indonesian people, the purpose of the paper was to suggest the appropriate rural tourism destination strategy through SWOT analysis in Cibuntu village. The community leader and 45 local communities took part in the study. This paper used the method of SWOT analysis. Through the analysing of internal resources (strengths and weaknesses) and external environment (opportunities and threats), the study found that the appropriate strategy to sustain the village by doing aggressive strategy, especially concentration strategy.

Key words: *Rural tourism, strategy, and SWOT analysis.*

INTRODUCTION

Ingkadijaya (2016) found that tourism activity was able to maintain and improve family cohesion. Family is a smallest community in the society. The family usually consists of mother, father, and their children. Sometime people arrange tourism activity with relatives, such as grandfather, grandmother, aunt, uncle, cousin, and nephew or niece. All of them are tourists in the context of tourism activity. If tourism activity is able to improve family cohesion, it might be able to improve community cohesion too. It meant that tourism activity has a positive impact to human life. The study also found that agro-tourism was the most favourite tourism activity in Indonesia.

Indonesia has a lot of tourist destination that cater agro-tourism. One of them is rural tourism in Cibuntu village. Cibuntu village is located on the Valley of Ceremai Mountain, Kuningan disctrict, West Java Province in Indonesia. It is only 245 km from the Capital City of Indonesia (Jakarta). It takes around 4 hours by car. The area of the village is 1,078,741

hectare. This village includes Secatuhu village and Kahuripan village. The total population is 1,012 people. Most of them are farmers and cattlemen. The farmers plant paddy and crops. The most famous crop is Manohara sweet potatoes. The colour of the sweet potatoes is ivory. Its shape is round with the diameter around 10 to 15 cm. The taste of Manohara sweet potatoes is very sweet. As the cattlemen, the community cares of goats. All the goats are put in one place that is called Kambing village. This is the smartest idea of the community leader. His name is Abah Haji Awam.

“Abah Haji Awam separates goats’ pen from residential space. That’s why there isn’t any goats roaming in the village,” says Mrs. One, 51 years old, one of the residence.

“Abah Haji Awam has weekly program that is called GUSI (Minggu Bersih or Clean Sunday). On Sundays all people has to clean the village, especially around Kahuripan Waterfall,” says Mrs. Enis, 48 years old, one of the residence.

There are around 7 (seven) big goat’s pen. Each goat’s pen consists of 10 goats. And every night 7 people (the owner of the goats) watch out this place alternately.

Abah Haji Awam –as the community leader- is a charismatic, religious, and tourism visionary leader. He has the policy of serving the tourist who visits the village. The policy is placing the tourist in the homestay fairly. There are 60 homestay with the facilities of bedroom, bathroom, and three times of meals (breakfast, lunch, and dinner).

The other interesting places in Cibuntu village are historical heritage such as Bujal Dayeuh, Hulu Dayeuh, and Sahurip Kidul, Kahuripan water springs, Kahuripan waterfall, camping ground, and yearly traditional ceremony (Pawai Obor and Sedekah Bumi).

One of the disadvantages is the internet access. The signals is only could be reached on the yard in the middle of the village. On this place, people are able to hunt the signals.

According to the background above, the purpose of this paper is to suggest the rural tourism destination strategy through SWOT analysis in Cibuntu village.

LITERATURE REVIEW

Rural Tourism Destination

Rural tourism is the activity that is hold in the countryside (Chin, 2014). Rural tourism destination must contribute the welfare both to the local community and the tourists as well. Rural tourism must be supported by at least the elements of: (1) attractive element; (2) prerequisite element; (3) supporting element; and (4) service facilities element (Sesotyanningtyas, 2014). Firstly, the attractive element means the elements that attract the attention of tourist to visit the destination, such as natural scenery, waterfall, unique culinary, cultural arts, agro tourism, and religious activity. Secondly, the prerequisite element could be transportation services. Thirdly, supporting element is information material such as leaflets, brochures, calendar and web-site. The last one, the service facilities element are accommodation (homestay) and utilities network (fresh and clean water and adequate electricity).

Strategy

Strategy is defined as actions that are implemented through analysing internal resources and external environment to reach the stakeholders goal (Yogi, 2007). There are

many strategies. They are: 1) Concentration; 2) vertical integration; 3) related diversification; 4) unrelated diversification (Harrison, 2010).

The first is Concentration strategy. It is the simplest corporate-level strategies. The advantages of this strategy are: a) the organization is able to be a master in a certain business; b) more flexible on resources (it reaches a sustainable competitive advantage); c) be focus on a business; and d) from the experience, it is able to gain a profit. On the other hand the disadvantages of concentration strategy are: 1) high risk because the industry is only depend to one type of business; 2) the services/ products are being mature; 3) The company is difficult to grow; 4) The company is difficult to create a big change; and 4) the company may have cash flow problem.

The second is vertical integration. The strategy consists of backward integration and forward integration. Backward integration is establishing a company that supply products or services. Forward integration is establishing a company that distribute products or services.

The third is related diversification. It is a company that create products or services similarly on products, services, or markets.

The fourth is unrelated diversification. It's also called as conglomerate. It is a company that creates the different products or services comparing to the previous ones.

SWOT analysis

SWOT analysis is a kind of analysis that consider internal and external condition (Snelling, 2012). The management is analysing internally for understanding strengths (S) and weaknesses (W). Then the management has to analyse externally for understanding opportunities (O) and threats (T). By considering internal and external situation, the management is able to decide a strategy. If an institution has a high strength and opportunity and, the strategy will be aggressive. If an institution has a low threat but a high strength, it must create a diversification strategy. Moreover, if an institution has a high opportunity but a high weakness, it must think of improving its capabilities. Finally, if an institution has a high threat and weakness, it must do defensive strategy (Zhang, 2012).

The link of strategy and SWOT analysis is described on figure 1.

		INTERNAL	
		Strength	Weakness
EXTERNAL	Opportunity	Aggressive strategy (1) Concentration	Improving capability
	Threat	Diversification strategy (1) Related diversification (2) Unrelated diversification	Defensive strategy

Figure 2. Strategy placement based on SWOT analysis

METHODOLOGY

Location and Time of Research

The research study is located at rural tourism destination of Cibuntu in Kuningan West Java. The research lasted for 1 month, started in October until November 2016.

Research Methods

This research used the method of SWOT analysis to make a comprehensive evaluation and analysis on strengths, weaknesses, opportunities and threats rural tourism destination in Cibuntu village, Kuningan district, West Java province, Indonesia. The research analysed the internal resources to understand strengths and weaknesses and the external environment to evaluate the opportunities and the threats (Febriana et.al., 2015). The scale of four points was used to rate each aspect on strengths, weaknesses, opportunities, and threats. The data was analysed as qualitative for internal and external factors and quantitative for scoring and ranking. The point of 4 to 0 (nul) is used for rating strengths and opportunities while the point of -4 to 0 (nul) is for rating weaknesses and threats.

SWOT analysis was started by identifying the internal and external factors of Cibuntu village. The community leader and 45 people (include 4 persons of Tourism Activists) who live in Cibuntu village were interviewed to reach the information needed.

ANALYSIS

The analysis of the rural tourism destination in Cibuntu was started by categorizing strengths, weaknesses, opportunities, and threat (SWOT). After that, each category was rated. Then, draw the strategy mapping. Next, consider operational strategic. Finally, decide operational goals and person in charge. The summary of the first step can be read on table 1.

Strengths

The strengths of the rural tourism destination in Cibuntu (RTDC) are as follow:

- (1) the attractive element. RTDC has the attractive objects. The scenery of Cibuntu is natural and beautiful. There is also Kahuripan water spring, Kahuripan waterfall, the heritage of Bujal Dayeuh, Hulu Dayeuh, and Sahurip Kidul), camping ground, Pawai Obor, and Sedekah Bumi. Pawai Obor is reflected the spirit of the rural community. Sedekah Bumi describes gratitude for sustenance. Both of them are held every year. The event is usually held in November. These ceremonies also show traditional dances performances. Cibuntu has also unique food and beverage such as Jasreh beverage and Bungcies. Jasreh and Bungcies are created by considering local wisdom. Jasreh is made of Jahe (ginger) and Sereh (lemongrass). Bungcies is a kind of cookies that is made of bamboo sprout. The production of ginger, lemongrass, and bamboo sprout are high in Cibuntu. The idea of the beverage and cookies were initiated by Sekolah Tinggi Pariwisata Trisakti.
- (2) the service facilities element and utilities network. For the service facilities element, RTDC village provides approximately 60 homestays. The rate of homestays are vary from IDR 200,000,- to IDR 275,000,- per pax per night. The facilities include bedroom, bathroom, and three times meals (breakfast, lunch, and dinner). The homestay are managed by village local government. The village local government manages the homestay for tourist fairly. The staff of the village local government will escort the tourists to the homestay. And the owner of the homestay will welcome the guests

courteously. Next, the utilities network is the availability of fresh air, clean water and adequate electricity.

Table. 1 Categorizing opportunities, threat, strengths, and weaknesses (Zhang, 2012)

Opportunities	Strengths
(1) In general people love traveling. (2) People prefer agro-tourism (3) Toll road from Jakarta to RTDC (4) The tourism institution support is available.	(1) RTDC has the number of attractive objects: (a) The natural & the beauty of scenery (b) Water spring (c) Waterfall (d) The heritage (e) Camping ground (f) Pawai Obor & Sedekah Bumi (g) Traditional beverages & snacks (h) The natural & the beauty of scenery (i) Water spring (2) Service facility elements: (a) 60 homestays (3) The charismatic, religious, and tourism visionary community leader.
Threats	Weaknesses
(1) The collaboration with the third party to build transmitter tower isn't easy. (2) The more interesting job opportunity out of RTDC.	(1) Public transportation in RTDC (2) No promotion kits (3) RTDC community competencies (4) The young generation prefer to work out of RTDC (5) No internet access (6) Dirty around waterfall & water spring

Based on the research, the study found that the role of the community leader is very important in developing RTDC. RTDC has a charismatic, religious, and tourism visionary leader. First as the charismatic leader, he is able to be the community role model. The second as the religious leader, he influences people by religious approach. And third as a tourism visionary leader, he has the vision of tourism. He educates the community to implement Sapta Pesona (safety, orderly, cleanliness, cool, picturesque, courtesy, memory). Some of the smartest ideas are Kampung Kambing (Goats Village) and GUSI (Minggu Bersih or Clean Sunday).

Weaknesses

The weaknesses of RTDC are:

- (1) even though the infrastructure (the street) is in a good condition, there is not any public transportation in RTDC.
- (2) There is any promotion kit such as leaflets, brochures, calendar and web-site.
- (3) The competencies of the people must be developed.
- (4) The young generation prefer to work out of the village
- (5) No internet access.

(6) There is still dirty around waterfall and water spring.

Opportunities

The opportunities of RTDC are as follow:

- (1) In general people love travelling.
- (2) People enjoy agro-tourism.
- (3) Toll road from the capital city to RTDC.
- (4) The tourism institution support is available.

Threats

The threats of RTDC are:

- (1) The collaboration with the third party to build transmitter tower isn't easy.
- (2) The more interesting job opportunity out of RTDC.

After analysing strengths, weaknesses, opportunities, and threats, the next step are rate each category. It is rated by asking the community leader and 4 (four) persons of tourism activists. Table 2 describe rating analysis of opportunities, threats, strengths, and weaknesses.

Table 2. Rating analysis of opportunities, threats, strengths, and weaknesses

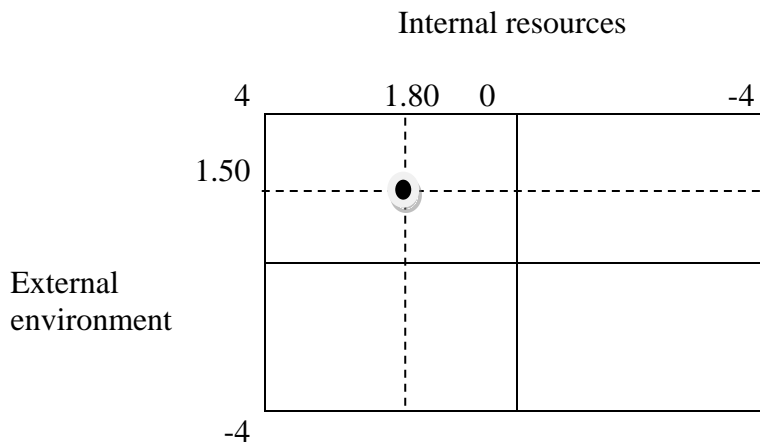
Aspect	The impact rate	Percentage	Proportion	Rating	Points
Opportunities:					
People love traveling	3	15	.15	3	.45
People enjoy agro-tourism	3	15	.15	3	.45
Toll road from Jakarta to RTDC	4	20	.20	4	.80
Tourism Institution support	4	20	.20	4	.80
Threats:					
The collaboration with the third party to build transmitter tower is isn't easy	4	20	.20	-4	-.80
The more interesting job opportunity out of RTDC	2	10	.10	-2	-.20
	20	100			1.50
Strengths:					
Attractive objects	4	20	.20	4	.80
Service facility (homestay)	4	20	.20	4	.80
Community leader	4	20	.20	4	.80
Weaknesses:					
Public transportation	1	5	.05	-1	-.05
Promotion kits	1	5	.05	-1	-.05
Community competencies	2	10	.10	-2	-.20
Young generation prefer working out of RTDC	1	5	.05	-1	-.05
No internet access	2	10	.10	-2	-.20
Dirty around waterfall & water spring	1	5	.05	-1	-.05
	20	100			1.80

Note: The impact of 4 = The highest; 3 = high; 2 = moderate; 1 = low.

Based on the rating analysis of opportunities, threats, strengths, and weaknesses, it's got the point of 1.50 of external environment and 1.80 of internal resources. The next step was mapping the strategy of RTDC. Figure 2 describes the strategy mapping of RTDC.

The strategy mapping of RTDC was in the first quadrant. It is aggressive strategy (concentration).

Figure 2. The strategy mapping of rural tourism of Cibuntu



After deciding the positioning of RTDC, then there must create operational strategy to decide operational goal (Zerafinas, 2014). The operational strategic could be read on table 3.

Table 3. Operational strategic

	Strengths	Weaknesses
	(1) Attractive objects (2) Service facility (homestay) (3) Community leader	(1) Public transportation (2) Promotion kits (3) Community competencies (4) Young generation prefer working out of RTDC (5) No internet access (6) Dirty around waterfall & water spring
Opportunities	O-S	O-W
(1) People love traveling (2) People enjoy agro-tourism (3) Toll road from Jakarta to RTDC (4) Tourism institution support (TIS)	(1) Focus of community based on tourism (2) Developing agro-tourism (3) Collaboration with the third party to arrange traveling to RTDC (4) Improve the cooperation with TIS	(1) Improve the collaboration with TIS to enhance community competencies (2) Build communication with the third party to build transmitter tower
Threats	T-S	T-W
(1) The collaboration with the third party to build transmitter tower isn't easy. (2) The more interesting job opportunity out of RTDC.	(1) Improve promotion (2) The leader prepares community based on tourism organization	(1) Build communication with the third party to build transmitter tower (2) Empower community to use internal resources optimally

After deciding the operational strategy, then discuss the operational goals and person in charge. Table 4 describes the operational goals and person in charge.

Table 4. Operational goals and person in charge

Operational strategy	Operational goal	Person in charge
(1) Focus of community based on tourism	Maintain and enhance the advantages of nature, such as: waterfall, water spring, heritage, traditional food & beverage, traditional dances, crops (ubi Manohara, Kampung Kambing), tracking area, camping ground, yearly local traditional events (Pawai Obor and Sedekah Bumi).	The independent management who consists of rural community of RTDC, under the supervising of the community leader.
(2) Developing agro-tourism	Arrange the potentials data of RTDC (agriculture, animal husbandry, natural resources)	
(3) Collaboration with the third party to arrange traveling to RTDC	Create interesting activities that could attract visitors.	
(4) Improve the cooperation with TIS	Give proper training to all the village staffs and the residents who manage homestay.	
(5) Improve promotion	Collaboration with TIS to create a proper promotion kits.	
(6) The leader prepares community based on tourism organization	Establish independent party that consists of tourism activists to manage RTDC	
(7) Improve the collaboration with TIS to enhance community competencies	Training for the community about how to create services based on its local wisdom.	
(8) Build communication with the third party to build transmitter tower	Establish specific plan for building transmitter tower.	
(9) Empower community to use internal resources optimally	Train the community how to clean the area of waterfall Provide garbage bin in every 100 meters.	

CONCLUSIONS & IMPLICATIONS

The rural community destination in Cibuntu had a high internal resources and external environment as well. It meant that customer (include potential customer) still needs the products and services, and RTDC has a capacity to fulfil the needs.

The appropriate strategy to answer this positioning, RTDC is suggested to implement aggressive strategy, specifically concentration strategy. First of all, the independent management of RTDC must be created. So that it won't depend on the community leader strengths. The management has to manage: (1) how to increase the use of products and services to the existing visitors; (2) how to attract the attention of competitor's visitors; and (3) how to influence new visitors to come to RTDC. In order to reach to the success, the management of RTDC should be created by Collaboration among the community leader, activists, the community of RTDC and the third parties. Then, the management should concern to reach the goals.

REFERENCES

- Chin, C., May-Chiun, L., Peter, S., Vikneswaran, N. (2014). Rural Tourism Destination Competitiveness: A Study on Annah Rais Longhouse Homestay, Sarawak. *Journal Procedia of Social and Behavioral Sciences*, (144), 35-44.
- Febriana, N. P. R., & Kaswanto. (2015). Tourism Track Management of Cibeureum Waterfall as a Provider of Landscape beautification Service at Gunung Gede Pangrango National Park. *Procedia Environmental Sciences*, (24), 174 – 183.
- Harrison, J. S., & Caron, H. S. J. (2010). *Foundation in Strategic Management*. Australian, South Western, p.110.
- Ingkadijaya, R. (2015). *Motif, Aktivitas, Kepuasan Berwisata, dan Kontribusinya pada Kepaduan Keluarga*. Yogyakarta, Gajah Mada University.
- Sesotyaningtyas, M., & Asnawi, M. (2015). Analysis of Sustainable Tourism Village Development at Kutoharjo Village, Kendal Regency of Central Java. *Journal Procedia of Social and Behavioral Sciences*, (184), 273 - 280.
- Snelling, J. (2012). *The Influence of the SWOT Analysis in Organizational Development Strategic Planning*. California, North Central University, p. 3.
- Yogi, Adang, W., & Sudradjati, R. (2007). *Manajemen Stratejik Terapan: Panduan Cara menganalisa Industri dan Pesaing*. Jakarta, Poliyama Widya Pustaka.
- Zerafinas. (2014). Assessing the Situational Analysis of Heritage Tourism Industry in Melaka. *Procedia of Social and Behavioral Sciences*, (130), 28 - 36.
- Zhang, Q. (2012). Research on Tourist Attractions Performance Promoting Method Based on the SWOT Analysis Method. *IERI Procedia*, (1), 254 - 260.
- Zhang, X., M. (2012). Research on the Development Strategies of Rural Tourism in Suzhou Based on SWOT Analysis. *Energy Procedia*, (16), 1295 – 1299.

“The critical analysis of Event Management Education practices around the globe and their impact on the tourism industry: A study of the Event Management education practice status of the National Capital region in the Republic of the Philippines.”

Xialeemar T. Valdeavilla, PgD, MBA

RX International Events and Marketing Consultancy Co. Philippines

xiameervaldeavilla@hotmail.com

ABSTRACT

Over the years, events have become a key factor in the success of marketing and tourism campaigns. Industry players, big or small, resort to this tactical method to complete their 360-degree communications plan to reach their target market. It is no longer relegated as advertising’s poor third cousin. The overwhelming way events have changed the market’s mind set paved the way for a paradigm shift in the industry’s playing field, resulting to a growing demand for event organizers around the globe. Although, having a formal event curriculum and the structure of managing the conduct of events has just emerged with corporate job titles in the last three decades.

In most Asian countries, particularly the Philippines, it is not taught in a formal curriculum. There is even a huge scarcity of information on the proper perspective of valuing event education in the country. It is yet a growing profession globally and might take decades before it can reach half ways the image by well known professions such as doctors, engineers, architects, etc.

In this study, the researcher will give an overview of the education background and types of event organizers in the Philippines, particularly in the National Capital Region (NCR) . Show how the curriculum for events management is placed in the new academic system (K to 12 ladder) of the Philippines, present how some private institutions, non-profit, and government organizations conduct and manage event trainings in the country.

As a result, the researcher aims to create an alignment system about the subject matter and how the local event and tourism organizations, academic and industry sectors inject their experience in managing events into a customized curriculum, certification, diploma and degree creation that will raise the professional system of handling events. Therefore, will open the gateway to more tourism activities and employment opportunities not only for the country but as well for the Asean countries.

Key words: Events

Management

Education

Professionalization

Certification

INTRODUCTION

Event management is a systematic way of organizing and conducting events. The types being held vary from small -to large-scale and require strategic expertise to implement momentous gatherings, business and other life changing opportunities in the lives of many. To avoid trial-and-error implementation, education structure and framework is necessary.

There is no question about the execution of festivals, conventions, and exhibitions in the Philippines being dynamic and outstanding by nature, notwithstanding the fact that these have been implemented for years by non-event management degree holders who were able to adjust in the very challenging geographical structure of the country of having 7,107 islands and a diverse 100 million population as to date with different dialects and culture per region.

The opportunity or task to handle thousands and millions of delegates on a nationwide and international scope has made the current local organizers learn along the way. However, as the trend for professionalization and certification for event managers has already been making waves globally, it is just timely that the current programs for this subject be viewed and presented to the academic sector and the industry, to evaluate the training content and place specific standards that can be also credited around other countries.

As a new developing professions of this generation, it's just timely to integrate standards and do reformation. While this subject has been embraced as an undergraduate degree even up to the doctorate level in most first world countries: Europe, US and Australia. Asia on the other hand, is just catching up by having certification and diploma courses. Singapore, Malaysia and Hongkong, already have focused event institutions in their country. While in the

Philippines, most certification trainings are usually conducted just for a day or a week, some being offered in separate modules, and most of the time it is being conducted with advance seminar type topics without basic introduction to its history and proper ladder of skills and mind frame setting system.

Majority of the companies, remains to have no requirement for specific degrees or training; as long as someone volunteers, the lowest bidder, the most creative and does parties, the person is already tasked to organize the whole event no matter the complexities and risk. That's the reality of how an event's journey happens in the Philippines.

This research subject can one of the pioneer references of event management education alignment format for Philippines and other Asean countries.

LITERATURE REVIEW

Event management: An emerging curriculum and booming career of the 21st century

Events can be a catalyst for economic development as there are a lot of ventures being explored in every gathering, from meeting people from different cultures, to creating concepts and designs, and networking among corporations, etc. (*Goldblatt, 2000*).

According to U.S. News and World Report, Event Planning ranked in the Top 50 careers across all professions. From the U.S Bureau of Labor Statistics, it is expected that meeting and convention planners grow faster than average for all occupations. As organizations and business are becoming more global, so meetings and conventions become a trend. Limited availability of qualified event planners are driving the salaries to new heights. The median annual salary of an event director is \$97,581, event manager \$75,086, and event assistant \$44,318.00. *Institute of Event Management, (2014)*

There are around 294 event job opportunities related to event management posted at the Guardian Jobs. *Theguardianjobs(2015)*

It was stated that in recent years, higher education curriculum in event management has been developing rapidly. Several international institutions have given importance to the subject by offering degrees and diplomas instead of just major and minor areas of concentration due to the growing demand in the perception of students for employment opportunities (Nelson and Silvers, 2009).

Figure 1.1 shows that Europe has the most number of schools teaching event management as a course.



Figure 1.1 Infographics of Event Schools and Courses around the Globe (Valdeavilla, 2015)

2.2 Defining the event expert

A professional event manager has to be very strategic and a multi-tasker. There is recommended format reference for the list of event managers and directors to have or acquire. The International Event Management Body of Knowledge (EMBOK) model illustrated in *Figure 1.2* below. The reference system includes process, phases, core values and knowledge domains that ensure the stakeholders of the goals achieved in a certain activity (*Silvers, 2007*).

PROCESSES		PHASES		CORE VALUES	
Assessment		Initiation		Creativity	
Selection		Planning		Strategic Thinking	
Monitoring		Implementation		Continuous Improvement	
Communication		The Event		Ethics	
Documentation		Closure		Integration	
KNOWLEDGE DOMAINS and CLASSES					
ADMINISTRATION	DESIGN	MARKETING	OPERATIONS	RISK	
Financial Management	Catering Design	Marketing Plan Management	Attendee Management	Compliance Management	
Human Resources Management	Content Design	Materials Management	Communications Management	Decision Management	
Information Management	Entertainment Design	Merchandise Management	Infrastructure Management	Emergency Management	
Procurement Management	Environment Design	Promotion Management	Logistics Management	Health & Safety Management	
Stakeholder Management	Production Design	Public Relations Management	Participant Management	Insurance Management	
Systems Management	Program Design	Sales Management	Site Management	Legal Management	
Time Management	Theme Design	Sponsorship Management	Technical Management	Security Management	

Figure 1.2 The International EMBOK Model. (Silvers J, 2007)

Silvers (2007) suggests that professional jurisdiction must be linked to a formal system of knowledge that legitimizes the expertise. Figure 1.3 by Abott (1988) shows how professionalization should be created. This helps measure the level of a performing organization's system maturity. With such a model, conformity assessment measure should be applied.

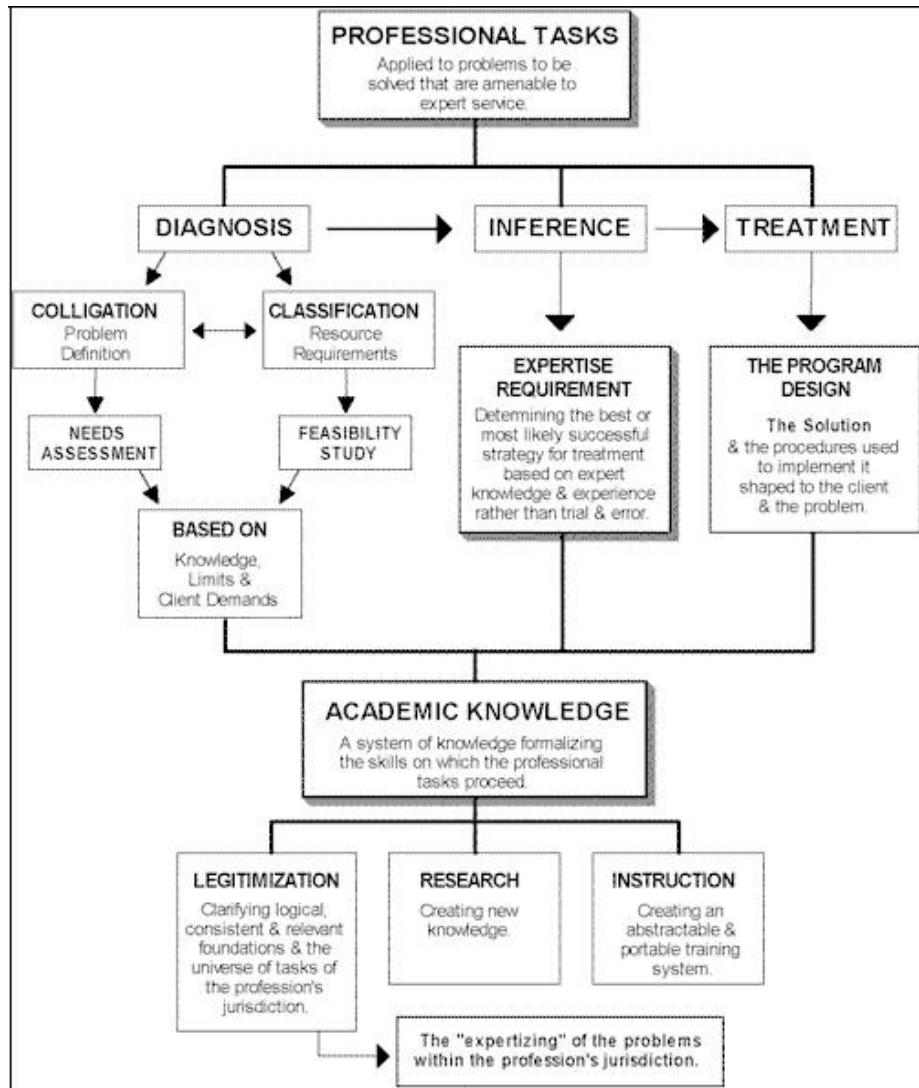


Figure 1.3 How Professionalization is being created (Abott, 1988)

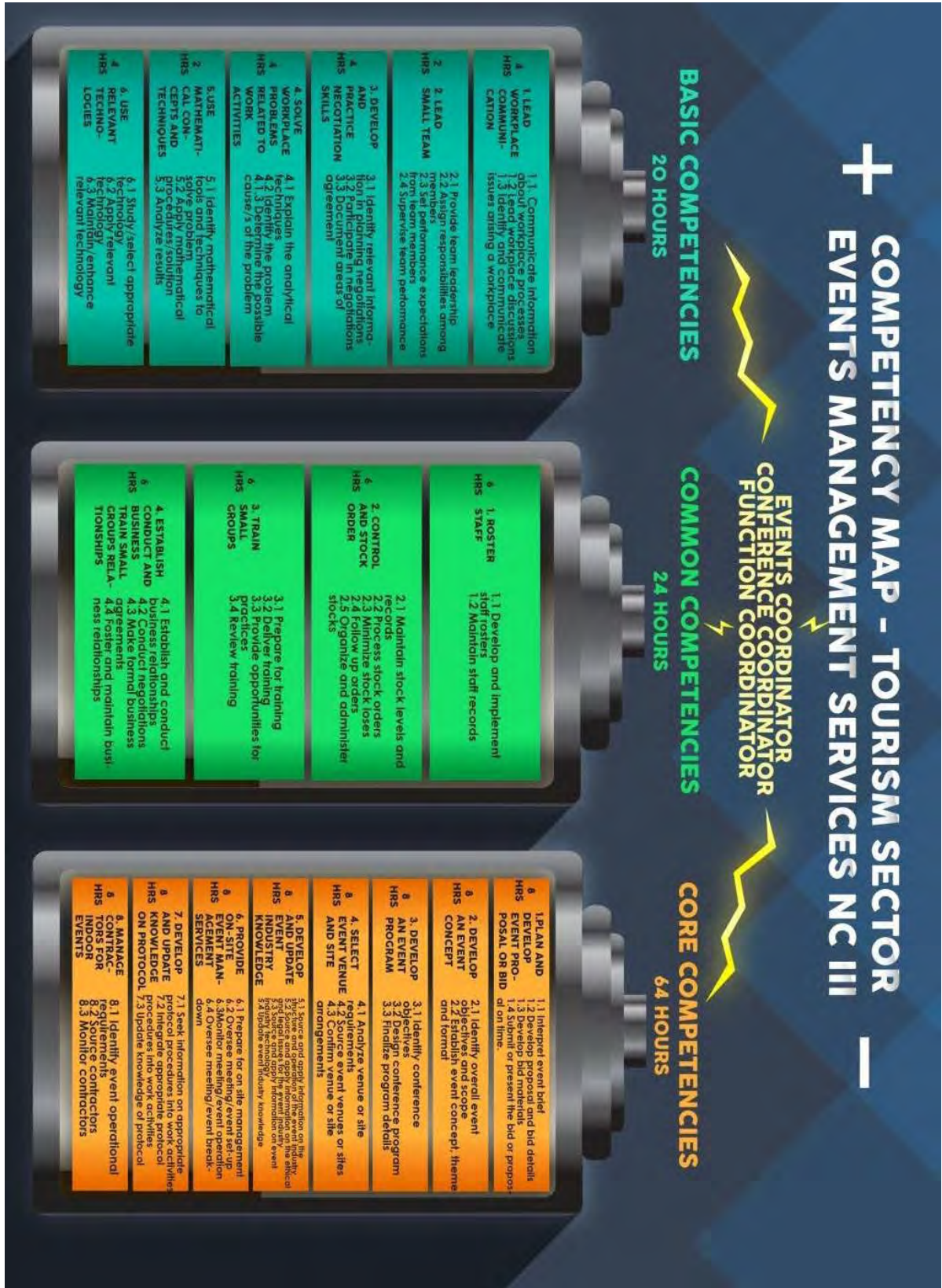
An overview of Technical Education and Skills Development Authority's Event Management NC III

TESDA's Event management NC III certification is one out of the 238 training regulations for Competency-Based Curriculum (CBC) promulgated by the government. The course is packaged under the competency map of the Tourism sector with a national assessment and certification arrangement. The (CBC) title is Events Management Services, and is taken for a duration of 108 hours. Through the Philippines TVET Qualification and Certification System (PTQCS), a system that determines the qualification level of this course. The program was categorized under National Certificate (NC) III, a qualification level given for programs that performs wide range of skills, works with complexity, choices and contributes to problem solving and work process, and shows responsibility for self and others. A National certificate is issued when a candidate shows competence in all units of competency for a certain qualification.

The module content is structured to enhance the understanding, ability, conduct and motivations in Events Management according to the industry standards and aims to produce credible events coordinator, conference coordinator and function coordinator.

The competency map of the tourism sector for events management NC III is illustrated by the researcher through a battery graph in Figure 1.4

Figure 1.4 Competency Battery Chart - Tourism Sector
Events Management NC III, (Valdeavilla, 2007)



Since 2010, the Event Management NC III (CBC) is being taught in different private and public schools as subject under Tourism, Hotel and Restaurant Management, Mass communication, Advertising, Marketing and other similar courses. The program is being taught in 9 regions all over the Philippines as of July 31, 2015. (*Compendium of TESDA Registered programs, 2015*)

Figure 1.9 TESDA Enrolled and graduates of event management as of June 2015

(TESDA Quality Service Office, 2015)

REGION	QUALIFICATIONS	ENROLLED			GRADUATES		
		MALE	FEMALE	TOTAL	MALE	FEMALE	TOTAL
CARAGA	EVENTS MANAGEMENT SERVICES NC III	6	18	24	5	12	17
NCR		12	12	24			
NCR		24	30	54	24	30	54
NCR		9	72	81	6	57	63
NCR		33	93	126	33	65	98
REGION 3		424	213	637	187	419	606
REGION 4A		792	1,782	2,574	610	1,541	2,151
REGION 4B		1	149	150		59	59
REGION 4B		7	19	26	10	35	45
REGION 5		9	1	10			
REGION 5		16	9	25	7	20	27
REGION 10		55	190	245	49	186	235
	TOTAL	1388	2588	3976	931	2424	3355

Other event management trainings provided in the Philippines

The trend of event management as a curriculum, module or subject is under a random implementation method as observed by the researcher. *Conway A, (2013)*, mentioned that “terminology in events management industry in the Philippines is a bit estranged. Also, ‘party planning’ is not an appropriate term. There is a need to strengthen and standardize event industry concepts and terms based on international taxonomy and best practices.”

The researcher listed some private, non-profit institutions, organizations, who are known in conducting programs, seminars and delivering certifications or diplomas for event management:

I. De La Salle College of St. Benilde

(Under the School of professional and continuing Education)

Professional Event Management program

The program which started in year 2000 offers modules that covers event process from research and design, planning, systematic coordination and scientific post mortem evaluation. It also discusses course protocol, etiquette, new templates, bidding, pitching, and risk management. At the end of the program, the participants are required to present their own event portfolio and actual event to their event professor to complete the curriculum. The module aligns to the Certified Meeting Professional- International Standards. Each module is discussed for 6 consecutive Saturdays or 6 days per module, a total of 42 days to complete. (*De La Salle College of St Benilde, (2015)*)

II. The Philippine MICE Academy

The academy aims to provide additional and better knowledge to the Meetings Incentive Travel, Conventions, Exhibitions/Events (M.I.C.E.) industry. (*The Philippine MICE Academy, 2015*)

The trainings started last 2012, and comprises of a one to two days seminar with several topics being discussed that is related in handling the event industry. This is being facilitated by Philippine Association of Convention/ Exhibition Organizers and Suppliers (PACEOS).

MICE also had been running M.I.C.E Conferences (MICECON) for the past 4 years .The Philippine MICE conference is the integration of two major Philippine MICE projects: The Philippine Incentive Marketing Conference (Phil-incentive) organized by the Philippine Convention and Visitors Corporation/Tourism Promotions Board, and Meetings, Incentive travel, Events/ Exhibitions Philippines, Inc (MITE Philippines) ; and the Philippine Asian MICE Forum organized by PACEOS. It showcases the new and developing venues and establishments in different host cities around the Philippines to improve the level of professionalism and creativity of the market. Usually held within 2 days with plenary

sessions discussing current trends and topics about the MICE which highly comprises of event management principles. *M.I.C.E. CON, (2015)*

III. Business Coach Inc.

This training centre offers different programs and seminars related to administrative and livelihood programs and event management is one. They conduct the seminar for one day. *Business Coach Inc, (2011)*

IV. Fiera de Manila Inc.

This company been consistent in organizing event management seminars that issues certification. The seminar is headed by Alice Conway and Dr. Mina T. Gabor, President and Chairman of ISST (International School for Sustainable Tourism), who both worked closely with the DLSU-College of St. Benilde to start and implement the Certification Course on Events Management in the Philippines in 2000. *Fiera de Manila Inc,(2014)*

Their set of program runs for 2-5 days and is held in different hotels or conference centers around Manila.

V. Ariva! Events Management Inc

A provider of learning seminars and conventions, the company has been conducting the a one day seminar for event management and has conducted more than 10 series and trainings. *Ariva! Events Management Inc, (2013)*

METHODOLOGY



Figure 1.5: The application of honeycomb of research methodology

The honeycomb research methodology is used in the formation of the overall research methodology of this study. Application of pragmatism philosophy, the combination of positivism or quantitative strategy through data statistics presentation, and interpretivism or qualitative, with active involvement in the research interviews and survey was done. The research design approach will use parallel studies, simultaneously integrating inductive, a theory-building process, deductive and hypothesis development. Thus, overall data collection and analysis will be multi-strategic.

The overall flow of the research will be also a combination of descriptive and narrative research, since there are some studies abroad about the subject, but very few in the Philippines.

Data collection method and tool

The type of gathering data for this case study will be through a non probability sampling method. Wherein, some elements of the population have no chance of selection or where the probability of selection can't be accurately determined *Yilmaz, (2013)*. The researcher also intends to use under this selection since this is a pilot testing research.

Data collection will be through interview, observation and survey.

Sampling information

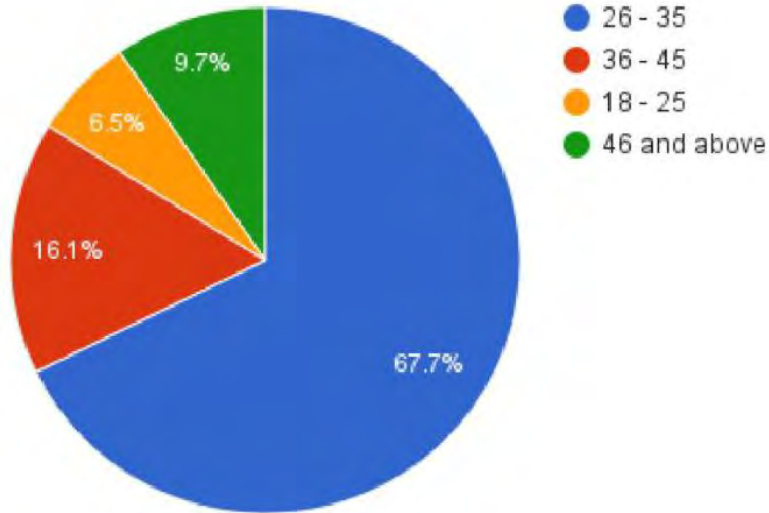
The researcher conducted a non-probability, convenience sampling wherein the samples are gathered in a process that doesn't give all the individuals in the population equal chances of being selected. *Explorable.com, (2009)*

The researcher surveyed 30-35 people specifically event organizers in the Philippines. Their profile should be 18-60yo, male or female, working class(self employed/ employed), executive to top management level, coming from class A to middle-class socio economic profile, from different industries, who were baccalaureate degree graduates of any course major and were able to handle several local events in their lifetime.

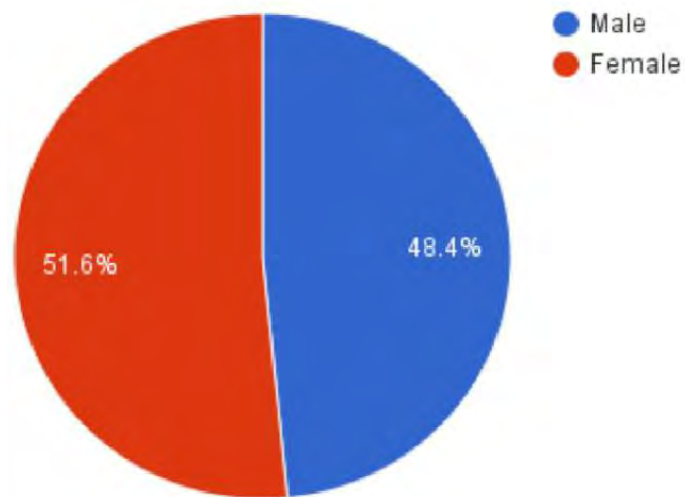
RESULTS & DISCUSSION

Survey results:

Age Profile

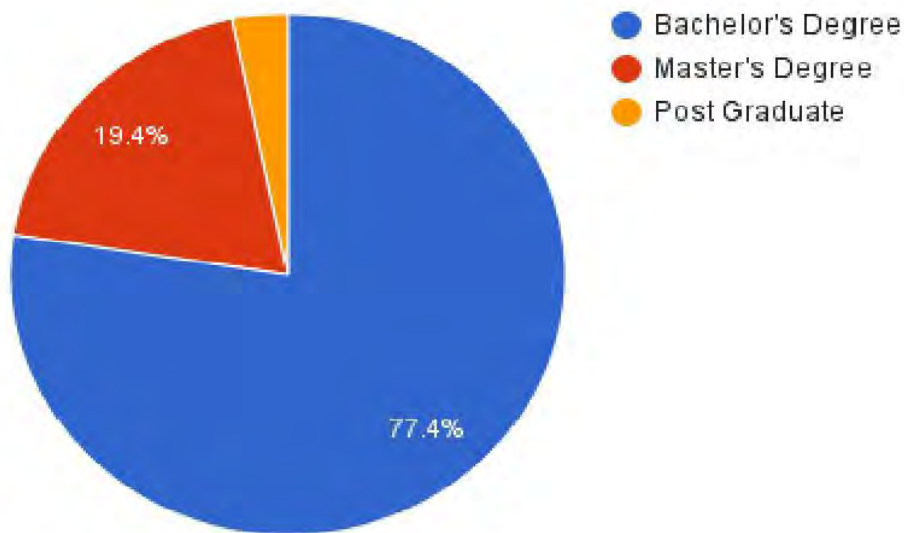


Gender Profile



Educational Attainment

Most respondents or 77.4% are graduates with bachelor's degrees; 19.4% had Master's degrees; and 3.2 took post-graduate studies.

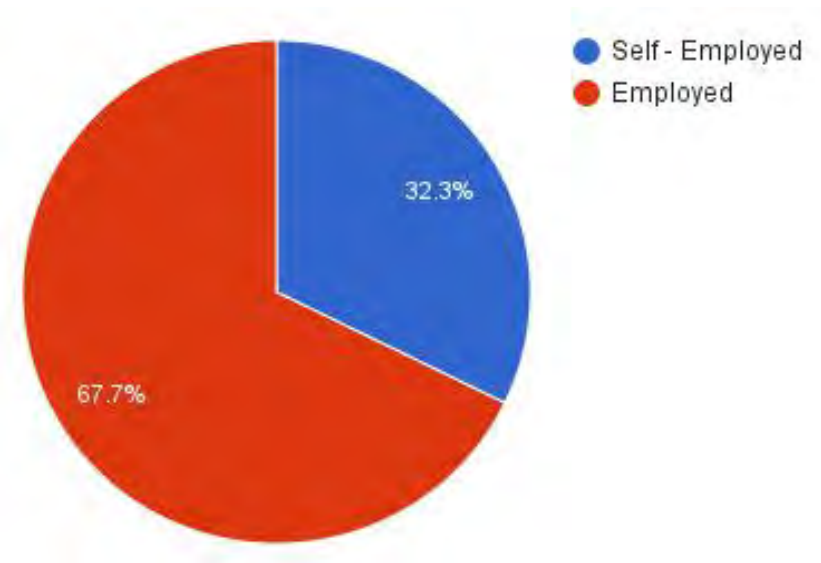


Baccalaureate or post-baccalaureate courses of the respondents

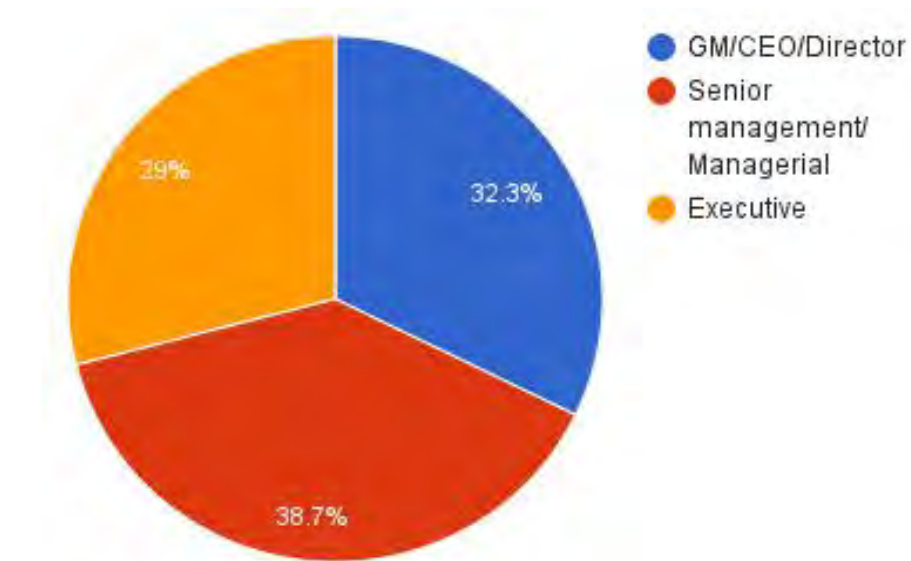
BA Communication Arts	5
BS Computer Science	3
BS Foreign Service & Tourism	3
BS Marketing Management	3
Bachelor of Fine Arts	3
BS Psychology	2
Business administration	2
BS Physical Therapy	1
Electrical Communications Engineering	1
BS Entrepreneur Management	1
Export Management	1
Liberal Arts Commerce	1
MBA	1
Management	1
Master in Advertising	1
Master in public administration	1
International Management	1

There is diversity in the degree programs of the respondents, stating 17 courses out of the 31.

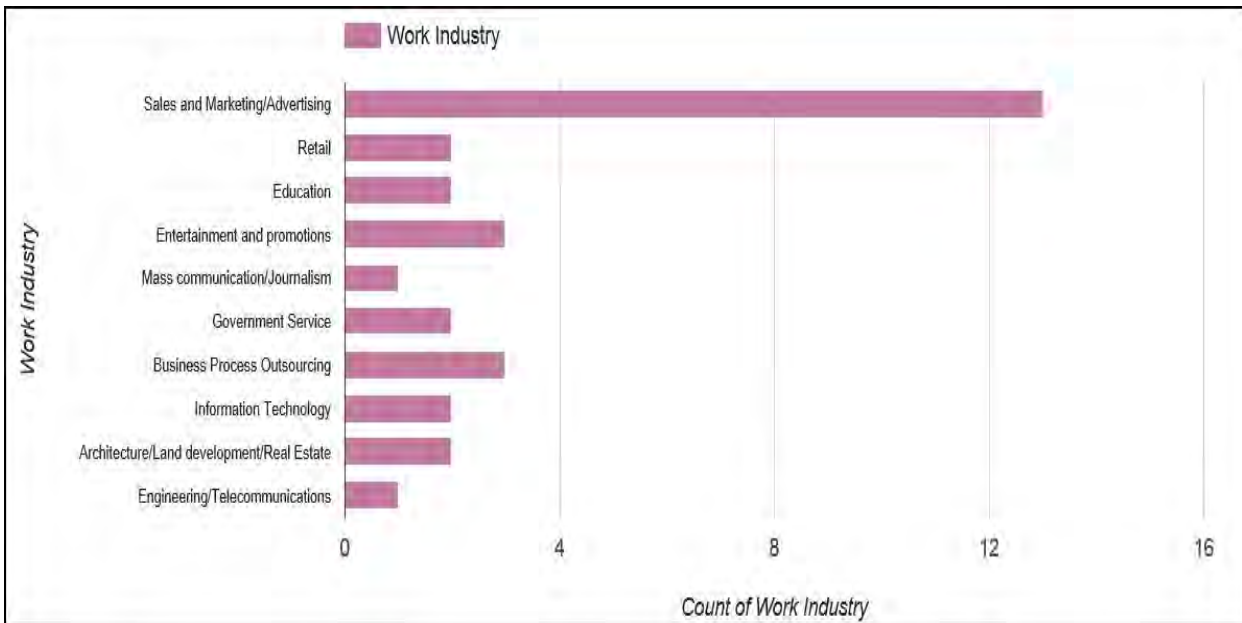
Employment Profile



Work Designation Profile



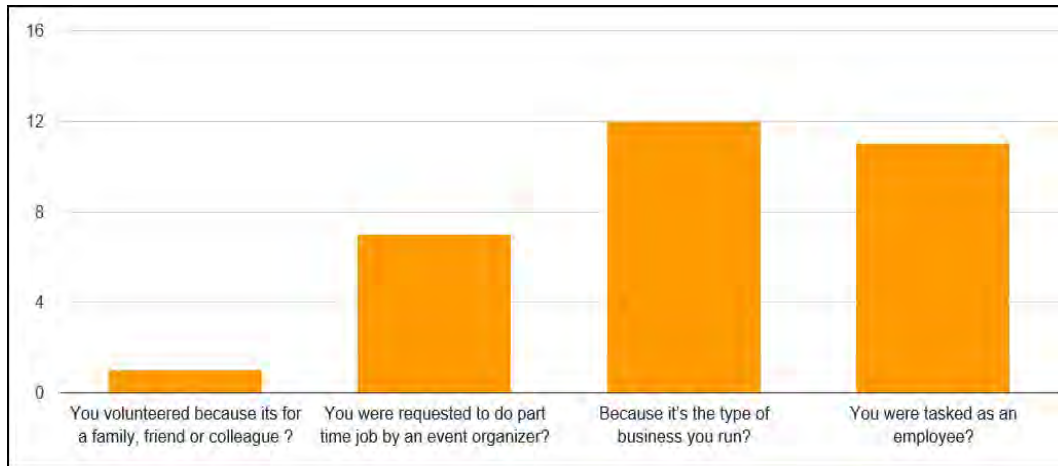
Work Industry



Majority of the respondents belong to the sales and marketing or advertising industry, with 13 respondents. The next is from entertainment/promotions and business process outsourcing, each having 3 respondents, followed by retail, education, information technology, architecture/land development and real estate, government services and retail, with 2 respondents each,. Finally, there is one respondent from mass communication/journalism and engineering telecommunications.

EVENT KNOWLEDGE PROFILE: QUALITATIVE

- 1) 100% ticked YES for the question “Have you handled events before?”
- 2) Respondents’ Reasons for doing events



A majority of the respondents mentioned that they do events because it’s their type of business. The second reason is for completion of employment task requirement. The third reason is that they were able to work with event organizers. A few mentioned that they are doing events because they volunteered to organize one for a family member, friend, or colleague.

3) Types of events handled by the respondents

In the 18 popular event types presented below, survey shows that 100% handled events that are not just individual by nature but professional by scope, with more than 50% being able to handle more than 5 types of events in their lifetime.

- | | |
|---|--------------------------|
| • Individual life events (birthday parties, baptism etc.) | * City festivals/Fiestas |
| • Sporting events | * Booth set up |
| • Seminars and Conventions | * Awarding ceremonies |
| • Concerts | * Travel and tours |
| • Promotional | * Press conference |
| • Weddings | * Eco friendly events |
| • Trade shows | * Celebrity events |
| • Team Building events | *Government & political |
| • Product launches | * Promotions |

Events handled by the respondent

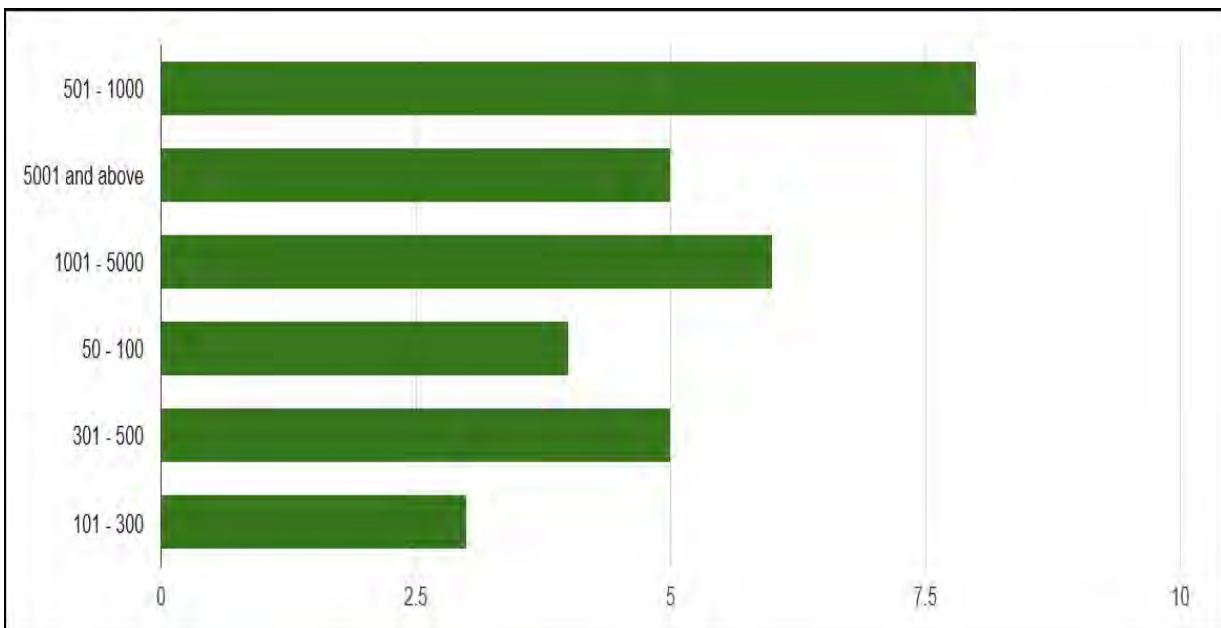
Respondents	Event type	No of types of events handled
1	Individual life events (Bday parties, Baptism, etc), Seminars and conventions, Concerts, Promotional, Weddings, Trade Shows, City festivals/Fiestas, Booth set up, Press conference, Celebrity events	9
2	Individual life events (Bday parties, Baptism, etc), Sporting events, Seminars and conventions, Concerts, Promotional, Trade Shows, Team building, Product Launches, City festivals/Fiestas, Booth set up, Awarding ceremonies, For travel and tours, Press conference, Eco friendly events, Celebrity events, Government and Political events, Charity events	17
3	Individual life events (Bday parties, Baptism, etc), Seminars and conventions, Concerts, Promotional, Weddings, Trade Shows, Product Launches, City festivals/Fiestas, Awarding ceremonies, Press conference, Celebrity events, Government and Political events, Charity events	13
4	Sporting events, Seminars and conventions, Team building, Booth set up, Press conference, Charity events	6
5	Individual life events (Bday parties, Baptism, etc), Concerts, Promotional, Product Launches, City festivals/Fiestas, Celebrity events, Charity events	6
6	Individual life events (Bday parties, Baptism, etc), Promotional, Product Launches, Booth set up, Charity events	5
7	Promotional, Product Launches, Booth set up, Awarding ceremonies	4
8	Individual life events (Bday parties, Baptism, etc), Concerts, Weddings, Trade Shows, Press conference	5
9	Sporting events, Seminars and conventions, Concerts, Weddings, Trade Shows, Booth set up, Awarding ceremonies, Press conference	8
10	Promotional, Trade Shows, Team building, Product Launches, Booth set up	5
11	Seminars and conventions, Concerts, Promotional, Weddings, Product Launches, Awarding ceremonies	6
12	Individual life events (Bday parties, Baptism, etc), Sporting events, Seminars and conventions, Concerts, Promotional, Weddings, Trade Shows, Team building, Product Launches, City festivals/Fiestas, Booth set up, Awarding ceremonies, For travel and tours, Press conference, Eco friendly events, Celebrity events, Government and Political events, Charity events	18
13	Individual life events (Bday parties, Baptism, etc), Seminars and conventions, Weddings, Trade Shows, Team building, City festivals/Fiestas, Booth set up, Awarding ceremonies, For travel and tours, Press conference, Government and Political events, Charity events	12
14	Promotional, Trade Shows, Product Launches, Government and Political events	4
15	Individual life events (Bday parties, Baptism, etc), Sporting events, Seminars and conventions, Trade Shows, Booth set up, Awarding ceremonies, Press conference	7
16	Individual life events (Bday parties, Baptism, etc), Sporting events, Seminars and conventions, Promotional, Weddings, Trade Shows, Team building, Awarding ceremonies, For travel and tours, Press conference, Government and Political events, Charity events	11
17	Seminars and conventions, Trade Shows, Team building, Press conference, Government and Political events	5
18	Concerts, Team building	2
19	Seminars and conventions	1
20	Sporting events, Concerts, Team building, Awarding ceremonies	4
21	Individual life events (Bday parties, Baptism, etc), Seminars and conventions, Concerts, Promotional, Weddings, Trade Shows, Product Launches, Booth set up, Awarding ceremonies, Charity events	9
22	Promotional, Team building, Product Launches, Booth set up	4
23	Individual life events (Bday parties, Baptism, etc), Weddings	2
24	Individual life events (Bday parties, Baptism, etc), Seminars and conventions, Team building, Booth set up, Awarding ceremonies, Charity events	6
25	Individual life events (Bday parties, Baptism, etc), Sporting events, Seminars and conventions, Promotional, Weddings, Team building, Product Launches, Booth set up, Charity events	9
26	Seminars and conventions, Promotional, Product Launches, Booth set up, Charity events	5
27	Individual life events (Bday parties, Baptism, etc), Promotional, Product Launches, Awarding ceremonies	4
28	Individual life events (Bday parties, Baptism, etc), Weddings	2
29	Sporting events, Seminars and conventions, Promotional, Trade Shows, Booth set up, Press conference, Charity events	7
30	Individual life events (Bday parties, Baptism, etc), Sporting events, Seminars and conventions, Concerts, Promotional, Trade Shows, Product Launches, Booth set up, Celebrity events	9
31	Individual life events (Bday parties, Baptism, etc), Seminars and conventions, Concerts, Promotional, Product Launches, Charity events	6

4) Respondents task in the event

A majority of the respondents were able to handle different task in events making each a a multi tasker.

Biggest headcount of people the respondents handled in their events

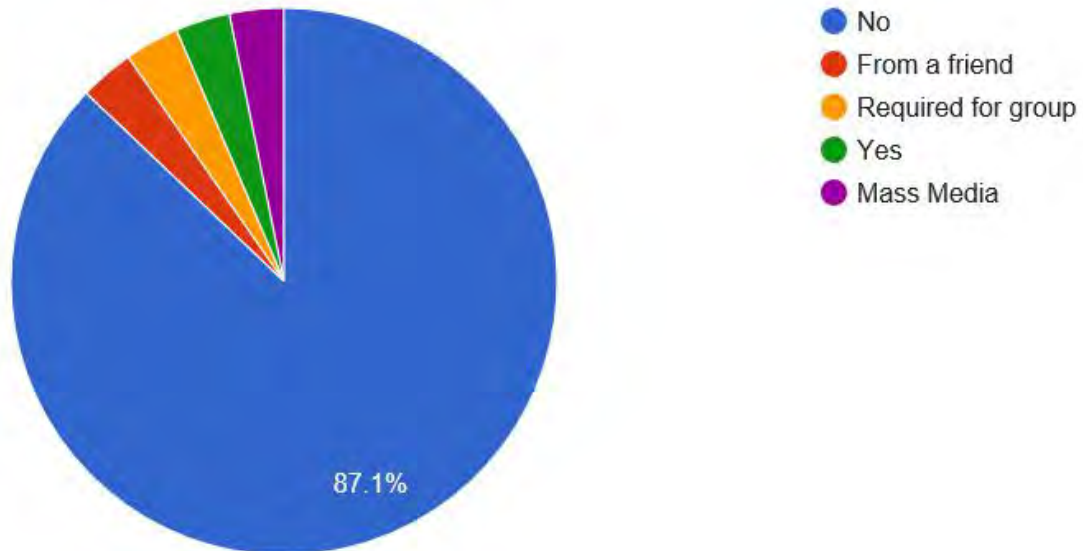
A majority of the respondents were able to handle a huge number of attendees in their events. Topping the range list were respondents who mentioned they managed 501-1000 delegates. The next group mentioned they were able to handle 1001-5000 attendees. Subsequently, within the same range were organizers of massive-scale events, such as those who 5001 and above attendees, and mid-level (301-500 delegates). Only a few were able to manage a small-scale event of 50-100 and 101- 300 people, respectively.



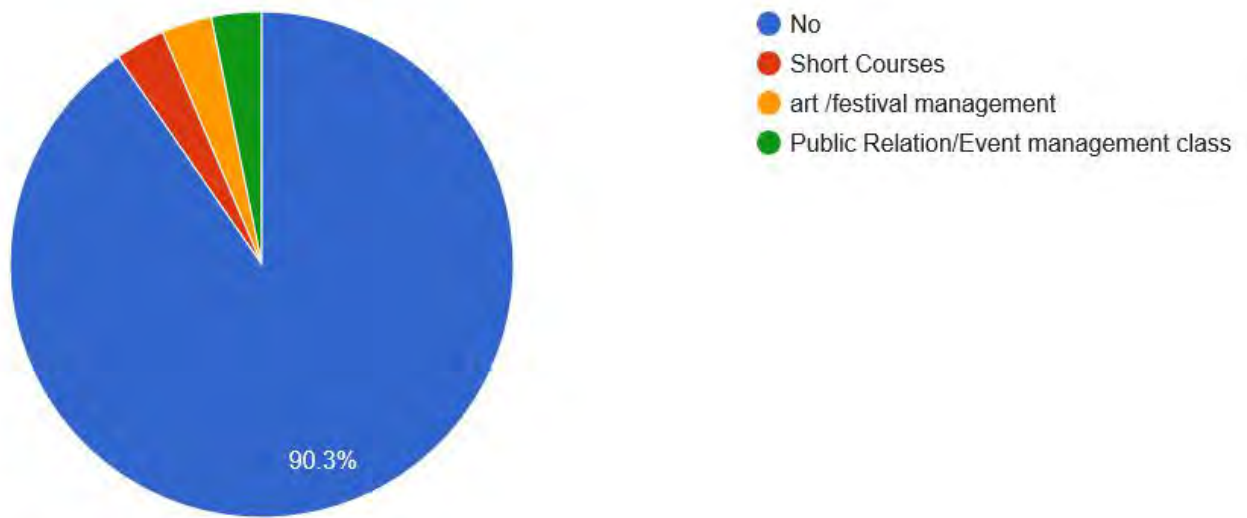
4.2 RESPONDENTS' OPINIONS ABOUT THE RESEARCH TOPIC: QUALITATIVE

Awareness level about event related trainings in the Philippines

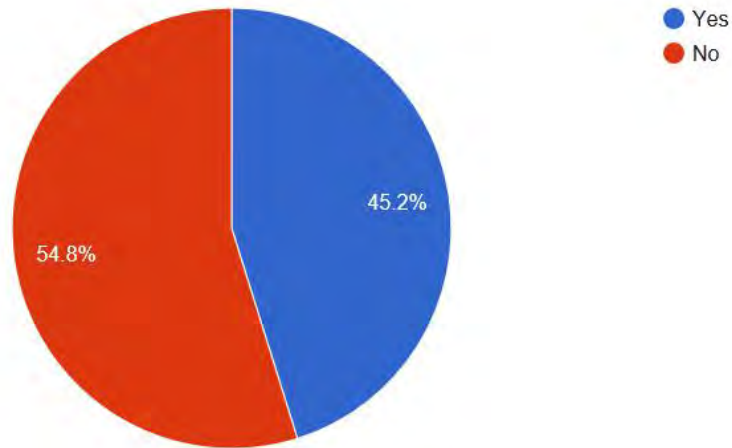
- 1) Question: Have you heard of TESDA's (Technical Education & Skills Development Authority) Event Management NC (National Certification) III?



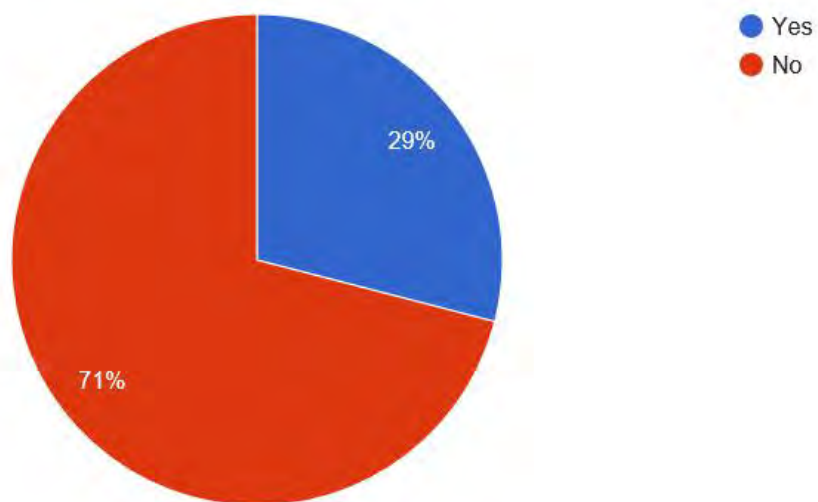
2) Question: Have you attended any event management course before?



3) Question: Have you attended any event management-related trainings or seminars before?

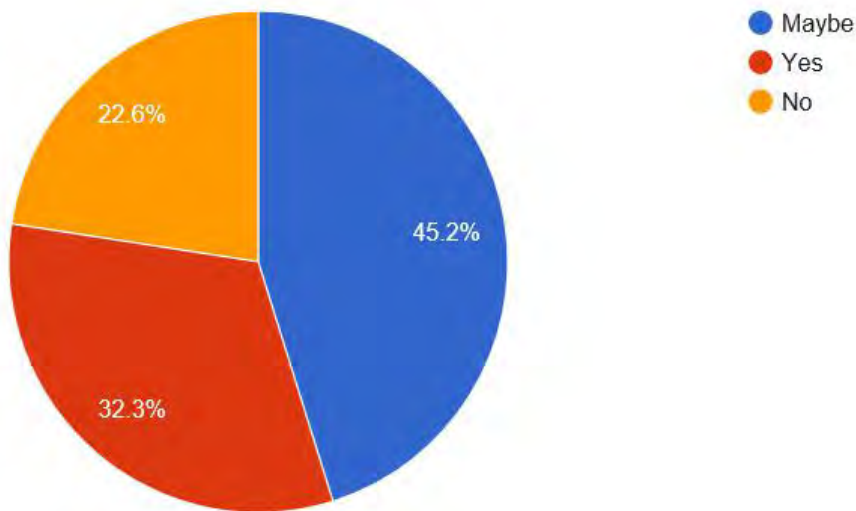


3) Question: Are you aware of event courses and curricula focusing in events management as a degree or course?

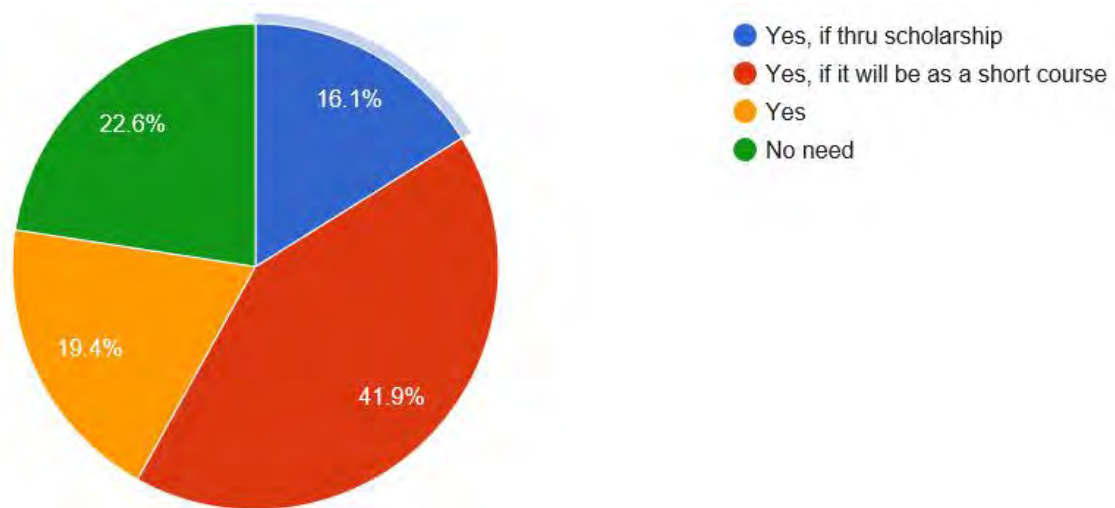


Perception assessment of Event Management as a course in the Philippines

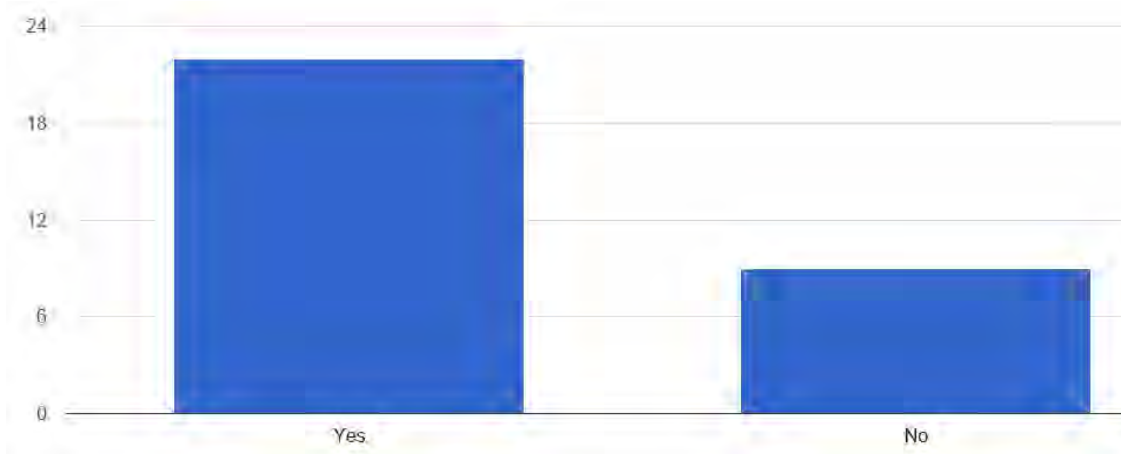
1) Question: If event management were offered as course during your baccalaureate years, would you have taken it?



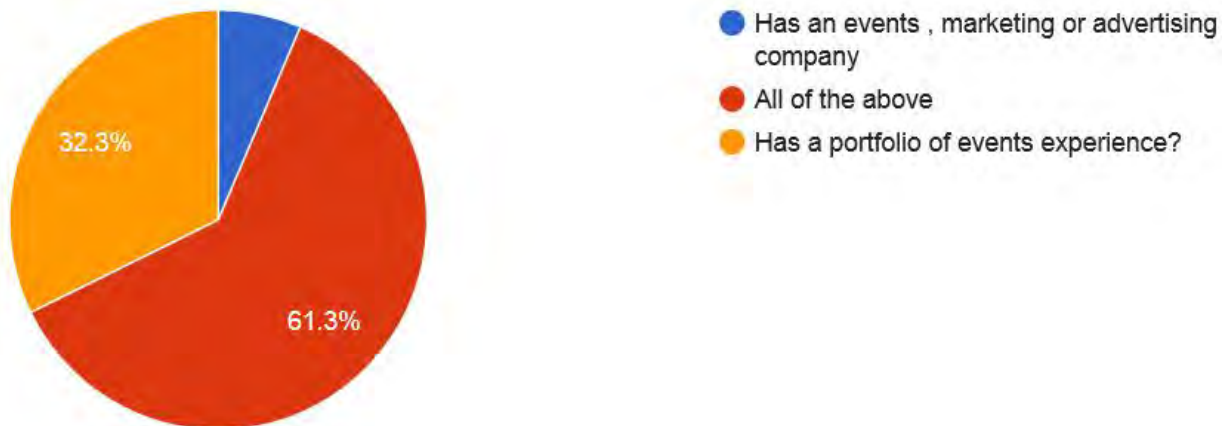
2) If event management were offered NOW as a course, would you consider taking it?



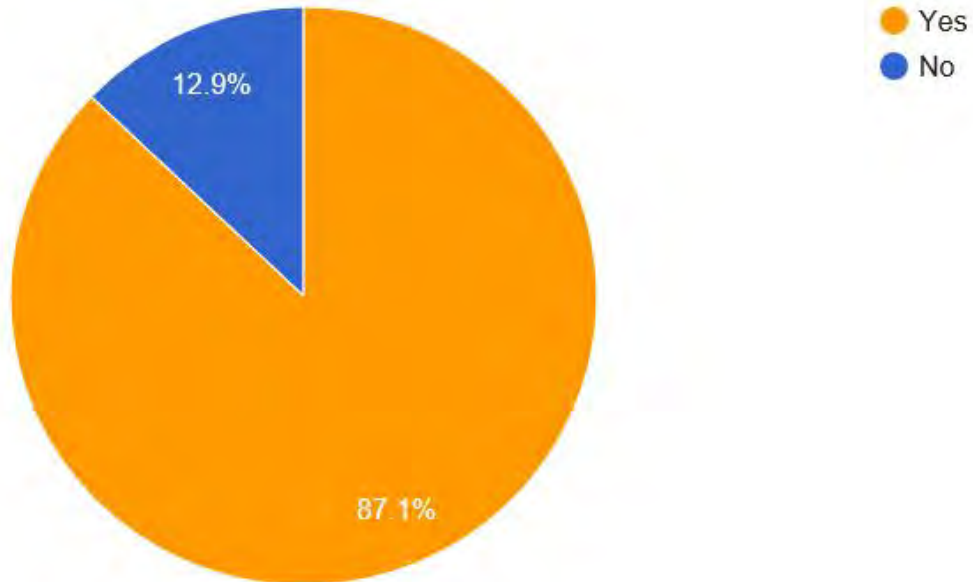
3) Do you think event managers should be categorized according to their expertise?
e.g Wedding planners, corporate event organizers, festival managers, etc.



4) How do you define an event professional?



5) Do you think it is timely that the Philippines professionalizes the industry or consider event management as an official profession?



A majority or 87.1% mentioned that the Philippines needs to professionalize the industry and consider event management as an official profession.

CONCLUSIONS & IMPLICATIONS

I. Based on the results of the survey, it was proven that events in the Philippines are being managed by anyone coming from any industry sector, from any course, of any age, regardless of scope and technicalities of the event. The surveyed event implementers even acquired top event management positions e.g. director, stage and floor managers, etc., in which a majority do not have any platforms of reference regarding the standards of managing exhibits or conventions. Most had limited knowledge of the existence of event management courses as a degree. An expert is evaluated by portfolio of events experience or type of business being managed, giving less considerations to the science or curriculum background of the organizer. This places the event managers whether in business or corporate setting at risk of being screened according to impulse and reaction, without any technical key performance indicators.

The structure of the archipelago of the Philippines makes event management approaches more complex. In this country, there are many event risks that are very high to be taken in consideration such as forecasting weather and travel options by land, sea, and air. For the country not to have a standard event expert means risking the branding and possible loss of tourism revenue, since the assessment varies subjectively.

II. There is lack of knowledge of the majority about events management as a booming career and program globally. There are a number of institutions and organizations implementing modules and awarding certifications for the program. There are few and scattered event modules with different contexts, directions and biases, making the market confused.

In contrast, event managers in other countries offer courses from diploma to higher education levels: bachelor, post-graduate, and up to PhD levels. Students undergo years of study before claiming expertise. This is the ideal approach.

III. Therefore, it is recommended that a marketing campaign on the importance of events management as a course and degree be disseminated by experts in the industry, particularly event associations, organizations and the government, in order to strengthen the importance of taking the course curriculum. The academe or trainer for this curriculum is suggested to be equipped with the theoretical and experiential background that comprise an event to relay the modules effectively. The event implementers, such as those surveyed, can be the best trainers of this field currently, having experience at managing events through the years, though it is still suggested that they be fully equipped with the standard or structure theories of the subject and undergo certification as institution models. They can be the government's investment through scholarship in order to provide the industry with experts who can train within institutions on this particular subject. It should be taken in consideration that the Philippines, being a strategic festival archipelago structure with thousands of venues for conventions, exhibits and international acclaimed accommodations, needs to train their event organizers who showcases the branding of the country. Figure 1.6, 1.7, 1.8, 1.9, 1.10 shows how many festivals and mega events are being held around the archipelago and therefore millions and billions of funds of opportunity is being at risk if it's not being handled and by a professional event director.

IV. In Figure 2.0, the researcher aligned event management NCIII in the education system of the Philippines. It is show there that Event management doesn't have modules or NCI and NCII in senior high school or grades 11 and 12 which deprives majority of being aware of an Event Management NCIII in Tesda or diploma courses outside. It also doesn't have NCIV and higher degrees of learning opportunities depriving the one who will take the current curriculum to get a skill upgrade. The ladder is not complete and needs to be completed to make an effective trail of learning.

V. In Figure 2.1, Since the events industry is very broad by nature and should TESDA be able to implement the four NC level with the help of tourism sectors and educators such as Department of tourism, associations such as Philippine Association of Convention Exhibition Organizers and Suppliers Inc. (PACEOS), Philippine Meetings, Incentives, Conventions, Events Academy (Philippine M.I.C.E Academy), Tourism Promotions Board (TPB), Philippine Exhibits and Theme parks Corporation (PETCO), Tourism Education and Movers of the Philippines (TEAM PHL) and Philippine Marketing of the Philippines (PMA), this course can go as far as being its own institution or faculty divided into different major of expertise, e.g. Event conference and exhibitions, weddings, fashion shows, etc. This direction can be under (CHED) making it a degree of learning, just like the integration of new courses in the country such as culinary, fashion design, etc that took decades of growth from small institutions before being acquired by Universities. The licensure level under (PRC) will vary depending on the standards to be set in for this industry and reaches the growth such as Medicine and law that took centuries of debate and studies before it reached the proper standards and measurement for licensing. The Philippine Overseas Employment Administration (POEA) and Department of Labor and Employment (DOLE) needs to secure graduates and open leads of local and international labor opportunities.

If the country would be able to raise the standards of event management training and education, there will be more and better competent event organizers, and bigger chances of growth for the economy and tourism sectors.

Figure 1.6 Events in the Philippines 1st quarter- part2 (Valdeavilla, 2015)



Figure 1.7 Events in the Philippines 2nd quarter(Valdeavilla, 2015)



Figure 1.8 Events in the Philippines 3rd quarter (Valdeavilla, 2015)



Figure 1.9 Events in the Philippines 4th quarter (Valdeavilla, 2015)





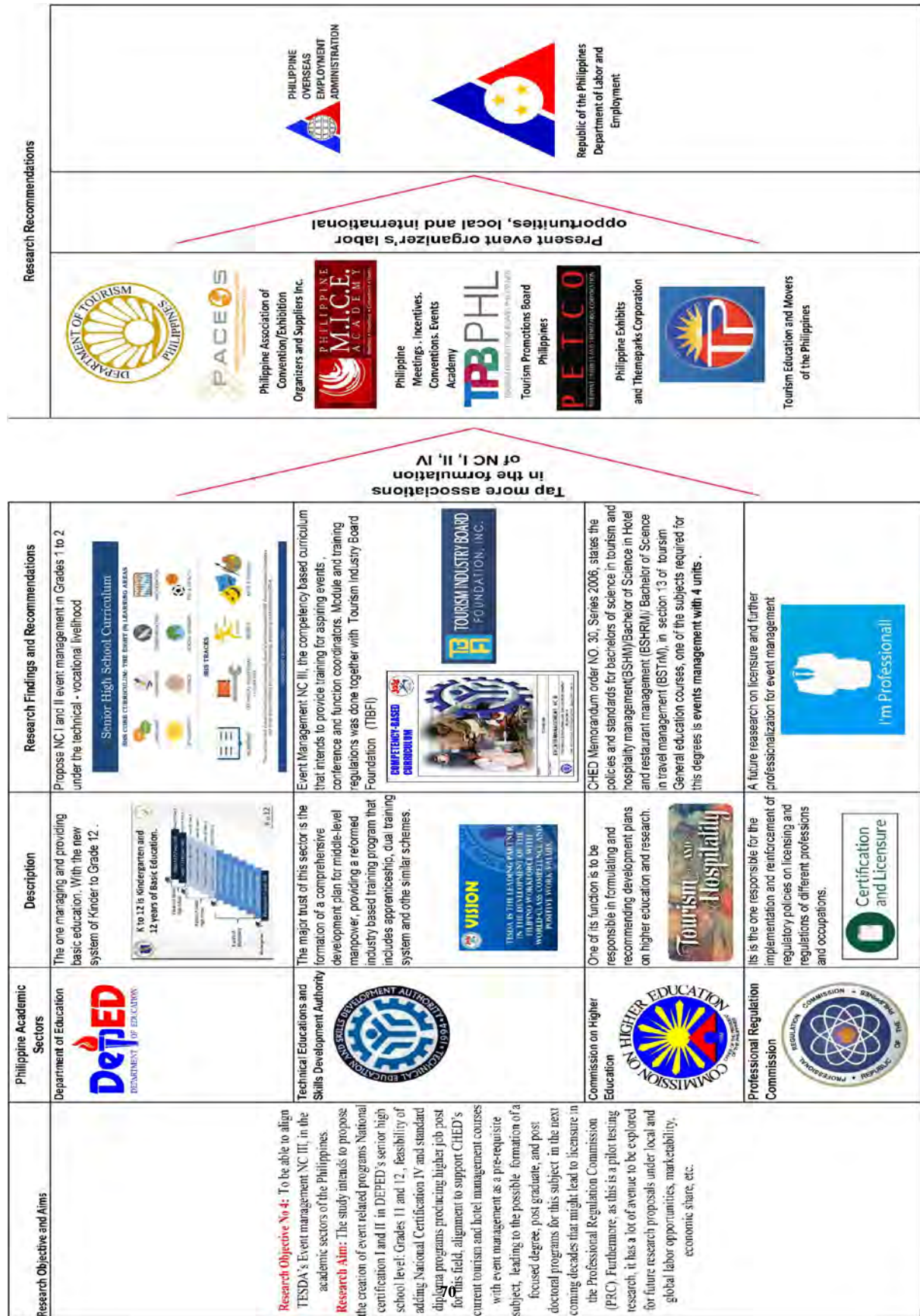
 					THE PHILIPPINE EDUCATION SYSTEM PROMULGATING ACADEMIC SECTORS QUALIFICATION FRAMEWORK			THE AND	
Secondary Technical Education and skills development					Baccalaureate, Post-Baccalaureate, Post-Doctoral, Specializ	Licensure	Descriptors of PQF Levels		
Elementary Junior Senior 1 year 6 years 4 years 2 years							Knowledge Skills and Values	Application	Degree of Independence
F Lev									
8					Post- Doctoral	Demonstrated highly advanced systematic knowledge and skills in highly specialized and/or complex multi-disciplinary field of learning for complex research and/or professional practice and/or for the advancement of learning.	Applied for professional leadership for innovation, research and/or development management in highly specialized or multi-disciplinary field.	Full independence in individual work and/or in teams of multi-disciplinary and more complex setting that demands leadership for research and creativity for strategic value added. Significant level of expertise-based autonomy and accountability.	
7					Post-Baccalaureate	Demonstrated advanced knowledge and skills in a specialized or multi-disciplinary field of study for professional practice, self-directed research and/or lifelong learning	professional/creative work or research that requires self-direction and/or leadership in a specialized or multi-disciplinary professional work/research.	High substantial degree of independence that involves exercise of leadership and initiative individual work or in teams of multi-disciplinary field	
6					Baccalaureate	Demonstrated broad and coherent knowledge and skills in their field of study for professional work and lifelong learning	Application in professional/creative work or research in a specialized field of discipline and/or further study	Substantial degree of independence and or in teams of related fields with minimal supervision.	
5				Diploma		Mainly theoretical and/or abstract with significant depth in some areas together with wide-ranging, specialized technical, creative and conceptual skills.	Applied in activities that are supervisory, complex and non-routine which require an extensive interpretation and/or adaptation/ innovation.	Broad guidance and direction, where judgment is required in planning and selecting appropriate equipment, services and techniques for self and others. Involves participation in the development of strategic initiatives, as well as personal responsibility and autonomy in performing complex technical operations	
4				NC IV		demonstrating breadth, depth and complexity in the planning and initiation of alternative approaches to skills and knowledge applications across a broad range of technical and/or management requirements, evaluation	contexts, involves a number of unfamiliar and/or unpredictable aspects; involve largely non-routine issues which are addressed using guidelines or procedures, require interpretation and/or	Involves some leadership and guidance when organizing activities of self and others	
3				NC III		Balance of theoretical and practical application. Understanding of workprocess , problem solving , making decisions, equipment and materials to be used	Set in contexts with some unfamiliar aspects; routine and non routine issues , interpreting and applying established guidelines or procedures with some variations	Involves individual autonomy ,responsibility for others. Particiaption in teams and group coordination	EVENT MANA GEMENT NC III
2				NC II		Manual ,practical, Variety of options	Range of familiar and predictable context, routine issues are identified by selecting set of of rules	Substantial support & guidance, limited judgment & discretion	
1				NC I		Manual , practical , Operational in focus	Limited range, Straightforward routine, issues with set of rules and guidelines	Very close support, guidance and supervision; Minimum judgment & discretion	

Figure: 2.0 Alignment of Events Management NC III in the academic sector of the

Philippines (Valdeavilla, 2015)

Figure: 2.1 Alignment of Events Management NC III in the academic sector of the Philippines (Valdeavilla, 2015)



References:

Abbott, Andrew (1988). *The System of Professions: An Essay on the Division of Expert Labor*, Chicago: The University of Chicago Press [Accessed 5 May 2015]

Ariva! Events Management Inc. (2013)

Available from: <http://www.ariva.com.ph/list-of-programs/> [Accessed 10 September 2015]

Deped.gov.ph. (2015)

<http://www.deped.gov.ph/>[Accessed 11 April 2015]

Event planning background. (2015)

<http://www.vault.com/industries-professions/industries/event-planning.aspx>[Accessed 6 August 2015]

Fiera de Manila Inc.(2013)

<http://www.fmi.com.ph/events/event-management-certification-course/>[Accessed 11 September 2015]

Fiera de Manila Inc.(2014) .*The Event Management Conference 2014*

<http://www.fmi.com.ph/events/event-management-conference-2014//>[Accessed 11 September 2015]

Fiera de Manila Inc.(2014), *The Event Management Advanced Training Course 2015*

<http://www.fmi.com.ph/events/the-event-management-advanced-training-course-2015//>
[Accessed 11 September 2015]

Freidson, E. (1986),*Professional Powers: A Study of the Institutionalization of Formal Knowledge*, Chicago: The University of Chicago Press

GenoJezek, (2015), *Culture of the Philippines*

http://www.historyofthephilippines.com/culture_of_philippines.html [Accessed 18 August 2015]

Goldblatt, J. (2000), *A Future for Event Management: The analysis of major trends impacting the emerging professions.*

Ground speak Inc (2015), *Mega events classification*

<https://support.groundspeak.com/index.php?pg=kb.page&id=86> [Accessed 9 July 2015]

Guardian News and Media Limited (2015) *The guardian jobs*

<http://jobs.theguardian.com/landingpage/2999987/event-manager-html/3/> [Accessed 9 July 2015]

Hotcoursesabroad.com, (2015) *Event management courses all over the globe*

Available from: <http://www.hotcoursesabroad.com/study/training-degrees/international/events-management-courses/cgory/af.65-4/sin/ct/programs.html>
[Accessed 5 April 2015]

International Institute in Event Management. (2014)

Available in: <http://institute-of-event-management.com/career-prospects-event-management-industry> [Accessed 19 July 2015]

Kimberly Castro (2015), *Best Business Jobs Meeting, Convention and Event Planner*, U.S. News & World Report LP. Available from: <http://money.usnews.com/careers/best-jobs/meeting-convention-and-event-planner> [Accessed April 15 2015]

Laerd (2012). *How to structure the Research Limitations section of your dissertation*

Available in: <http://dissertation.laerd.com/how-to-structure-the-research-limitations-section-of-your-dissertation.php> [Accessed August 30 2015]

M.I.C.E. Conference. (2015)

Available in: <http://micecon.ph/> [Accessed August 28 2015]

Nelson K. and Silvers R, (2009), *Event Management Curriculum Development and Positioning: A Path toward Professionalization*, Journal of Hospitality and Tourism Education, Volume 21, Issue 2, 2009, pg 31-39. [Accessed April 15 2015] Philippines, (2015) <http://www.worldbank.org/en/country/philippines> [Accessed April 15 2015]

Philstar (2013), *Events management*

seminar <http://www.philstar.com/business/2013/01/14/896547/events-management-seminar-set>

Benilde.edu.ph (2015) *Professional Event Management*

<http://www.benilde.edu.ph/programs.html#pem> [Accessed May 6 2015]

Polivka, E. (1996). *Professional Meeting Management, 3rd ed., Birmingham, Alabama: Professional Convention Management Association*

Finduniversity.ph (2015) *Schools offering Management courses in the Philippines-Diploma programs,*

Available from: <http://www.finduniversity.ph/management-schools/diploma-programs/> [Accessed April 10 2015]

Silvers J, (2003) *Events Management, Profession or occupation* http://www.juliasilvers.com/embok/Profession_Occupation.htm [Accessed 5 May 2015]

Silvers J, (2007) *Analysis of the International Embok Model as a Classification system.* [Accessed 5 May 2015]

Standard Occupational Classification Definitions. (2010)
http://www.bls.gov/soc/soc_2010_definitions.pdf

The Business Coach Inc, (2011) *Event Management training*

Available in: <http://www.businesscoachphil.com/events-management-training>

Embok.org (2015) The International Event Management Body of Knowledge

Available in: <http://www.embok.org/index.php/embok-model/future-of-embok> [Accessed 10 September 2015]

The Philippine Mice academy.(2014)

<http://www.philmiceacademy.com/> [Accessed August 30 2015]

The Philippine Online Chronicles, (2012). *The “in” courses in the country today*

Available in: <http://thepoc.net/index.php/the-in-courses-in-the-country-today/> [Accessed 8 April 2015]

U.S. Department of State Capability (n.d) Maturity Model
<http://www.state.gov/m/a/sdbu/pubs/9729.htm> [Accessed 5 May 2015]

William J. (2002). Competencies and Maturity Models, ISES Conference for Professional Development, Sydney, Australia

Wikipilipinas.org (2009), Philippine Festivals http://en.wikipilipinas.org/index.php/Philippine_Festivals [Accessed 5 May 2015]

Wikipedia.org. (2015) *List of convention and exhibition centers*, https://en.wikipedia.org/wiki/List_of_convention_and_exhibition_centers#Philippines [Accessed 5 May 2015]

Wikitravel.org (2015) *Festivals and events in the Philippines*
http://wikitravel.org/en/Festivals_and_Events_in_the_Philippines [Accessed 5 May 2015]

Wisker, G (2007) *Succeed with your MA, MPhil, EdD and PhD, The Postgraduate Research Handbook, 2nd edition, Palgrave Macmillan* [Accessed July 8 2015]

Wrathall J. and Abby G, (2011), *Event Management Theory and practice*

Yilmaz, K. (2013), *Special Issue: Adult learning and system in a comparative perspective, European Journal of Education Research Development and Policy. . Volume 48, issue 2, pages 311-325*

Appendices

- *Compendium of Tesda Registered Programs as of July 31, 2015. Compact disc.*
- Gaetos R. , Joseph R., Ledonio D , (2010) *Convention and Exhibition Manual*
- *List of assessment centers, enrolled graduates Tourism management and events management. June 2015.*
- *Technical Education and Skills Development Authority (TESDA), Training Regulations. June 2015. Compact disc. Ver 32.*
- *The Philippine star (2015) List of hotels. Feature, pg d4 and d5*

THE ANALYSIS OF TOURIST TRAVEL DEMAND MODEL IN THREE DESTINATIONS: BANDUNG, LOMBOK AND RAJA AMPAT - INDONESIA

1st Lestari Ningrum.,MH.,MSi.Par
Trisakti School of Tourism - Indonesia
lestariningrum@stptrisakti.ac.id

2nd Ir. Prasadja Ricardianto.,MM
Trisakti School of Transportation - Indonesia
ricardianto@yahoo.com

3rd Rina Suprina.,M.Hum.,MSi.Par
Trisakti School of Tourism - Indonesia
rinasuprina@stptrisakti.ac.id

ABSTRACT

The development of tourist destination area is influenced by accessibility besides amenities, attraction, accommodation and activities. The desire of people to travel to tourist destinations can not be separated from the availability of facilities and infrastructure in the destinations and the availability of means of transport to reach these destinations. This is known as a pull factor. Transportation model becomes one of the elements that tourist will consider to get to a certain destination. This study aims to find out the opinion of tourists on travel demand models in three tourist destinations, namely Bandung, Lombok and Raja Ampat. The elements observed are trip generation, trip distribution and trip mode choice. The research method is descriptive with quantitative approach, the data is collected using a survey conducted with the non probably incidental sampling techniques. The reliability and validity test of research instruments in the form of a questionnaire are conducted to test the consistency of the respondents' understanding in the three destinations. The results show that in Bandung and Lombok the dominant factors rated by respondents are trip generation and trip distribution. Likewise, in Lombok the dominant elements rated by respondents are trip generation and trip distribution models. Meanwhile, in Raja Ampat the dominant element is trip distribution

Keywords: Tourism, Tourist destination, Travel Demand Modeling, Transportation Mode.

INTRODUCTION

In recent years, tourism is regarded as the world's biggest and fastest growing industry. It has been playing an important role in the socio-economic sectors of the developed and developing countries of the globe (Shrestha, 2010 in Marahatta, 2012).

In order to develop tourism in a tourist destination area, access is a fundamental factor to consider besides attraction, activities, accommodation and amenities, known as the 5 A's. The connectivity between transport and visitor attractions should be guaranteed in terms of access routes and transport options, because it can influence a visitor's initial destination choice, length of stay and overall satisfaction. Indonesian Travelling Plan 2016 survey report shows that 82% of 184 Indonesian respondents plan their domestic travelling, 26% of male domestic travelers prefer a private vehicle and 40% of women travelers chose an airplane.

This research focuses on transportation issue which related to tourism industry in three tourist destinations: Bandung, Lombok and Raja Ampat. The reasons to choose these three destinations are as follows: According to Tony Fernandes in detik.com (2016) Air Asia will open flight destination to and from Bandung, as Bandung has become one of the main tourist destinations for local and foreign tourists. Then Kompas.com (2016) stated that the ticket to Tokyo is cheaper than to Raja Ampat; this illustrates that the accessibility to Raja Ampat as a tourist destination in Indonesia is not competitive enough. Regarding Lombok, the number of foreign tourist arrivals at Lombok airport is not so much different from Bandung airport. (6619: 5316, source: CBS in June 2015 data from the entrance/airport). For Raja Ampat there are no official data, but according to the information from various sources, the

number of domestic and foreign tourists is increasing rapidly.

Previous research related to transportation in tourism show that tourism transportation is interesting for research.

Research by Basuki and Setiadi (2015) about the potential of Tourism Public Transport in Yogyakarta lead to the conclusion that tourism in Yogyakarta need the planning of regular tourism transportation service and financing.

Research conducted by Indrawati (2006) observed the services provided by Transportation Company. Research by Ryan (2013), on the analysis of transportation mode choice between shuttle service and train for work transportation using state preference method reveals that the most popular mode of transportation was train (70.4%).

LITERATURE REVIEW

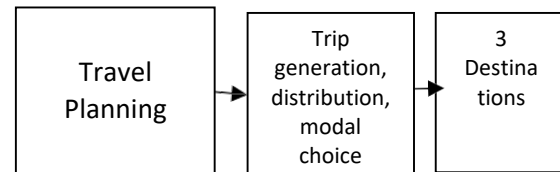


Fig.1. Frame work

1. Accessibility to Tourist Destination Area

One of the major foundations of tourism is the travel or transport component. A destination is defined by its ability to provide appropriate visitor access into a destination and dispersal throughout the destination. The dispersal of visitors can provide economic and social benefits including improved services to the host community (Custodes: 2013)

Transport is acknowledged as one of the most significant factors to have controlled the international development of tourism. It provides an essential link between tourism

origin and destination areas and facilities (Custodes: 2013)

The major requirements for visitor access include safe and convenient public transport, well signed and maintained roads, parking facilities at major attractions, links between transport modes and attractions, public transport from parking areas to the site of activities, safe walking and cycling (Tourism Western Australia: 2016)

2. Definition of Transportation and Transportation Mode.

Transportation planning is an activity of systematic planning of transportation system that aims to provide better transport services and infrastructure facilities, tailored to the needs of transportation for people in the region as well as other societal objectives (Tamin, 2003).

One of transportation analysis model commonly used is 4-stage of Travel Demand Modeling (Tamin: 2003). Travel demand modeling aims to establish the spatial distribution of travel explicitly by means of an appropriate system of zones. Modeling of demand thus implies a procedure for predicting what travel decisions people would like to make given the generalized travel cost of each alternatives. The 4 steps are trip generation, trip distribution, modal choice/modal split and trip assignment. However, trip assignment is not included in the research because this research does not examine the traffic lane. Below are the explanation of the 3-stage of Travel Demand.

a. Trip Generation

Trip generation is the first stage of the classical first generation aggregate demand models. It is a general term used in the transportation planning process to cover the number of trip ends in given area. Trip generation is classified in trip production and trip attraction. Trip

production means number of trips end originated in one zone (origin). Trip attraction means number of trips end attracted to one zone (destination)

b. Trip Distribution

The decision to travel for a given purpose is called trip generation. The decision to choose destination from origin is directional distribution of trips forms the second stage of travel demand modeling. In other words, distribution model is the choice of traveling to the desired destination which usually represented in the form of desire line. Usually the most decisive factor of trip distribution is special separation and cost.

c. Modal choice/modal split

The third stage in travel demand modeling is modal split. Modal split is determined by number of trips of people process by the different mode of travel. In other words, modal split sub model of travel demand modeling is used to distribute the total travel demand in two or more mode categories. These categories are public transport riders and personal/private vehicle riders. The demand can further be split into different modes. According to Mathew (2007) and Patel (2008), the socio-economic demand variables used to explain mode choice behavior are income, vehicle ownership, household size, residence location etc. The supply variables are in vehicle time, waiting time, travel time, travel cost, transfer time, etc.

METHODOLOGY

The research method used in this study is descriptive with quantitative approach. The research instrument is questionnaire with 5-point likert scale, distributed either directly on the site or to respondents who

have ever traveled to the locations under study. Sampling technique used is incidental non probability sampling resulted 213 respondents as follows: Bandung 117 respondents, Lombok 60 and Raja Ampat 36.

Reliability and validity test are administered to the questionnaire distributed in three destinations under study. Reliability of the questionnaire is measured by calculating Cronbach's alpha, and validity is measured using Pearson Product Moment Correlation.

RESULTS AND DISCUSSION

a. Result Analysis

The reliability test and validity test are conducted to the questionnaire with the following results: all the items in the questionnaire are valid and reliable. It means the respondents answered the statements in the questionnaire consistently and have understood and experienced the items in the questionnaire.

b. Discussions

1. Bandung

The results of data analysis for Bandung are depicted in Table 2.1 for respondents' characteristics, Table 2.2 for mean value of travel demand modelling, and Table 2.3 for dominant trip choice.

Table 2.1. Dominant Data of Respondents from Bandung

Gender	Occupation	Origin
Male (59)	Student (85)	JABODET ABEK (99)

Table 2.2. Mean Value of Travel Demand Modeling in Bandung.

Trip Generation	Trip Distribution	Modal Choice
3.7	3.1	3.7

Table 2.3. Dominant Trip Choice to Bandung

Many options of train schedule	56.2%
Many options of land transportation	69.3%
Affordable Cost	77.2%
No traffic congestions	23.7%
Very easy to travel to tourist destination	57.9%
Choosing car because its faster	65.8%

Bandung, like Yogyakarta, is known as student city because there are a lot of universities there whose students are from areas outside Bandung. Majority of respondents under study are male students, who often travel to and from Bandung in their activities.

Most of respondents choose car instead of train to travel to Bandung, although there are a lot of choices of train schedule. This is connected to the respondents' opinion that it is easier to reach destination in Bandung by car or motorcycle instead of train. However majority of respondents stated that Bandung is very uncomfortable for driving due to dense traffic and congested public transport. Therefore majority of respondents feel more comfortable to use their private cars. Regarding the travel cost to Bandung, majority of respondents stated that it was affordable.

The mean value of each variable given by respondents regarding Bandung is as follows: Trip generation is 3.7, it means the respondents agree that going to Bandung is easy because there are plenty transportation choices, and the cost is affordable. Trip distribution is 3.1, which means the respondents take the density of Bandung into consideration before deciding to go to Bandung. Traveling to tourist attraction in Bandung is not easy according to the majority of respondents. The mean value of modal choices for Bandung is 3.7 which

means majority of respondents choose cars to go to Bandung because it is faster.

2. Lombok

Table 2.4. Dominant Data of Respondents in Lombok

Gender	Occupation	Origin
Male (44)	Employee (44)	Java Island (52)

Table 2.5. Mean value of Travel Demand Modeling in Lombok

Trip Generation	Trip Distribution	Modal Choice
3.7	3.9	2.7

Table 2.6. Dominant Trip Modal Choices to Lombok

Many options of flight schedule	68.4%
Many options of airlines	58.3%
Affordable cost	65%
No traffic congestions	80%
Very easy to travel to tourist destination.	68.3%
Flight is preferable because it is quick to get to destination.	90%
Ship is preferable because it is close to the residence.	13.4%
Land travel is preferable.	8.4%

The majority of tourists who go to Lombok are from Java Island. Therefore land transportation is not an option for them. Ship is not a favorable transportation because it takes a longer time compared to airplane. Nowadays there are a lot of choices of airlines and flight schedules with various cost. This condition helps respondents, most of whom are male and employees, to adjust the expenditure for travelling.

Lombok is a small city with 3,167 million population. The city is clean and the traffic is not congested so that it is very convenient to travel within the city. During the holiday season Lombok remains comfortable because tourists are scattered into various regions.

South Lombok is known as the hidden pearl of the east because of the beautiful beaches such as Mawun Beach, Selong Belanak Beach, and Kuta Beach. Kuta beach in South Lombok is more quiet, calm, and has the best spot to view the sunset. It is ideal for enjoying a holiday with the concept of away from the crowds. Only 68.3% of respondents agree that it is very easy to travel to the beach because some road towards the West Lombok are not in good conditions. However, there are a lot of transportation available from Lombok International Airport, such as taxis, bus, minibus, rental car or motorcycle, and vehicles provided by a travel agent. 80% of respondents agree that public transportation in Lombok is not crowded

East Lombok is famous for Pink Beach, Gili Sulat, Gili Bagek, Tanjung Ringgit, Tanjung Bloam, and Tanjung Perak/China. However the location and road infrastructure are still inadequate so that the Pink Beach have not been exposed to media and tourists. It takes two hours to go there from the city of Mataram. Similar with Tanjung Ringgit, the road to go there is not good either. The place can be reached by car or motorcycle, and there are no available public transport.

North Lombok provides a variety of tourist attractions such as waterfalls, traditional villages, historical buildings and exotic beaches such as Gili Air, Gili Meno and Gili Trawangan. The 3 Gili area, the three small island, is located adjacent to each other and suitable for holiday experience. The 3 Gili is surrounded by crystal clear waters with beautiful coral reefs. Another positive remark about the 3

Gili is there are no motorized vehicles on the island. Therefore, this place is known as one of the most comfortable antipollution tourist destination. Instead of motorized vehicle, people can find bicycle rental and traditional public transportation called cidomo, a kind of horse-drawn carriages. On the land a traveler can find a festive party while at sea, underwater natural beauty is waiting.

The mean value for trip generation given by respondents for Lombok is 3.7, meaning the choices and the schedule of airlines heading to Lombok are satisfactory and affordable. Similarly, the mean value for trip distribution is 3.9, meaning the respondents considered it easy to travel to tourist destination in Lombok and Lombok is good because there is no traffic congestion. On the other hand, the mean value for modal choice is only 2.7, which mean going to Lombok for respondents whose majority is from Java Island is not the main option because the journey is relatively long. Not to mention several flight policy to transit in Bali, and to get to the small islands in Lombok is sometimes constrained by the inflexible freighter departure schedule

3. Raja Ampat

Table 2.7.
The Dominant Data of Respondents of Raja Ampat

Gender	Occupation	Origin
Female (19)	Employees (18), Businessman (12)	Java (21) Australia (2)

Table 2.8. Mean value of Travel Demand Modeling in Raja Ampat

Trip Generation	Trip Distribution	Trip Choice
2.9	3.3	2.6

Table 2.9. Dominant Trip Choice to RajaAmpat

Many options of flight schedule	36.1%
Many options of airlines	25%
Affordable cost	27.8%
No traffic congestions	55.6%
Very easy to travel to tourist destination.	47.2%
Flight is preferable because it is quick to get to destination.	80.5%
Ship is preferable because it is close to the residence.	30.6%
Land travel is preferable.	0%

In contrast to the results of the survey in Bandung and Lombok, respondents who travel to Raja Ampat are dominated by women who work as an employee and come from Java Island.

Since the location is far away from the respondents' domicile, it is natural that airplane has become the choice of transportation. However, the schedule and choices of airplane are considered limited and the cost is not very affordable due to the long distance flight. Sea and land transport are not preferable. Traveling to the tourist destination is not easy due to several air and sea transport constraint.

Sea transport is available from the capital city of West Papua, namely Sorong, Marine transportation with trips ranging from the provincial capital of West Papua i.e. Sorong, to the capital city of Raja Ampat, Waisai, island Waigeo and other large islands like Pyainemo, Waiyag, and Misol, where they are very far apart.

Another obstacle is the air transportation, where the main airport is Miranda located in Waisai, the capital of Raja Ampat. The capacity of runway can accommodate the plane for 12 people only, and the landing schedule is only 3 times on weekdays. The airport development is limited as the length of runway at the airport

is only 1400 meters and can only be extended to 1950 m.

The mean value of trip generation from respondents who go to Raja Ampat is 2.9, which means respondents consider the schedule and the alternatives of airplane and transportation cost are not comfortable for them. The mean value of trip distribution is 3.30, meaning that the trip to the tourism destination is not considered easy for the tourists. Likewise the mean value for modal choice is 2.6. Airplane is the main choice of transportation, but it is not sufficient to enable them to go to Raja Ampat easily.

CONCLUSIONS AND IMPLICATIONS

1. For Bandung, the dominant factors are trip generation and trip distribution. Respondents go to Bandung because there are a lot of transportation alternatives, and affordable cost. The most favorable transport mode is car. However travelers should be aware of heavy traffic especially during a weekend in Bandung. Local government should find solution to handle the traffic congestion so that Bandung will be comfortable as the city for shopping and culinary tourism. Some alternative solutions are odd-even traffic restriction policy, park-and-ride facility, and public transport improvement.
2. For Lombok, the dominant factors of Trip Modeling are trip generation and trip distribution. Respondents rated the choices of airplane, the flight schedule and the affordable cost well / satisfactory. The traffic in Lombok which is not crowded and the easiness to travel to tourist destinations are considered good by the respondents. In order to increase the tourist travels to destinations in Lombok, it is necessary

to develop direct flight with more various flight schedule and airline choices. It will help travelers to choose affordable price.

3. For Raja Ampat, the dominant factor is trip distribution. The respondents considered it uneasy to travel to tourist destination in Raja Ampat. Raja Ampat is famous for its beautiful scenery and natural beach. If the government would like to increase the number of tourist coming to Raja Ampat, this destination should be more accessible and more affordable for tourists, whose majority come from Java island. The government should consider opening more flight schedule and airline choices to Raja Ampat and make Raja Ampat become the 11st tourist destination in Indonesia.

REFERENCES

- Agmasari, Silvita and Wahyu Adityo Prodjo. 2016, 15 October. *Tiket Pesawat ke Tokyo Lebih Murah daripada ke Raja Ampat?* Retrieved from Kompas.Com
- Basuki.Imam and Amos Setiadi. 2015. *Angkutan Umum Pariwisata Di Daerah Istimewa Yogyakarta*. Jurnal Transportasi Vol. 15 No. 2 Agustus 2015: 135-142 The 18th FSTPT International Symposium, Unila, Bandar Lampung, August 28, 2015
- Custodes. 2013. *Sustainable Accessibility to small tourist areas*. Retrieved from http://www.central2013.eu/fileadmin/user_upload/Downloads/outputlib/Custodes_Model_Accessibility_uploaded.pdf
- Indrawati, M. 2006, “*Pengaruh Kualitas Layanan, Harga, Image dan Kepuasan*

- terhadap Perilaku Pasca pelayanan Wisatawan Nusantara di Bali sebagai daerah Tujuan Pariwisata*”, Disertasi Universitas Brawijaya Malang.
- Marahatta, Deepak. 2012. Major Factors Contributing to Tourism in Patihani, Nepal. *International Journal of Scientific and Technology Research* Vol. 1 No 9. October 2012
- Mathew, T. V., Krishna Rao, K. V. 2007 “Introduction to Transportation Engineering - Travel Demand Modeling”. Qtd.in Kevin. B. Modi 2011. *Transportation Planning Models: A Review*. National Conference on Recent Trends in Engineering & Technology
- Muhamad, Ryan. 2013. “*Analisa Pemilihan Moda Transportasi untuk Perjalanan Kerja antara Shuttle service dan kereta api dengan menggunakan metode state preference*”. *Jurnal Teknik Sipil USU*. Vol 2.
- Patel, N. A. 2008, “Transportation Improvement Plan For The Rajkot City”, Rajkot Municipal Corporation. Qtd.in Kevin. B. Modi 2011. *Transportation Planning Models: A Review*. National Conference on Recent Trends in Engineering & Technology
- Soebiyantoro, U. 2009. "Pengaruh Ketersediaan Sarana Prasarana, Sarana Transportasi Terhadap Kepuasan Wisatawan". *Jurnal Manajemen Pemasaran*, Vol. 4, No. 1 Edisi April , 16-22.
- Tamin, O.Z., 2003, “*Perencanaan dan Pemodelan Transportasi*”, Bandung: ITB.
- Tourism Victoria 2016, Assessing the Product. Retrieved from http://www.tourism.vic.gov.au/jumpstartguide/pdf/Quickstart_five%20A's%20of%20TourismLOW.pdf
- Yunita, Ken. 2016, 1 November. “*Ini Kata Bos AirAsia Soal Pariwisata Indonesia*”. *DetikTravel.com*

“Pamana mula sa Hukay: Identifying Archaeological Heritage Significance – The Case of Barangay Puypuy Archaeological Site, Municipality of Bay, Laguna, Philippines”

Jame Monren T. Mercado

The Graduate School, University of Santo Tomas, España Boulevard, 1015,
Manila, Philippines

College of Business Administration and Accountancy, Colegio de San Juan de Letran,
Intramuros, Manila, 1002 Philippines
jamemonren.mercado@letran.edu.ph

ABSTRACT

“Pamana mula sa Hukay” is a Filipino phrase, which means Heritage from the Pit. In Anthropology, anything that is discovered through land and water excavation is called Archaeology. All materials (artifacts and ecofacts) discovered in an archaeological excavation represent a distinct value and story of a community. It is part of the community’s history and heritage that is why it is significant. But how to determine the significance of archaeological heritage? What is the importance of determining archaeological significance? This paper discusses the importance of archaeological heritage significance and how to determine it using the Australia International Council of Monuments and Sites (ICOMOS) Burra Charter for Places of Cultural Significance as the theoretical framework. The subject site is Barangay Puypuy, Municipality of Bay in the Province of Laguna, Philippines, which is located in the southern part of Metro Manila. The paper used qualitative method, which focuses on determining the physical (photo documentation and drawing analysis; and landscape and setting analysis), oral (in-depth interview) and documentary (government reports and published books and journal articles) evidences. The limitation of the study is focused on the gathered information related to the technicalities of the archaeological study, most of which is from the preliminary archaeological reports of the University of the Philippines – Archaeological Studies Program (UP-ASP). Ethical considerations for the information gathering and analysis were disseminated formally to the resource persons and institutions. At the end of the study, the researcher concluded that archaeological heritage significance of the site is focused on its aesthetics and cultural dimensions. The site is considered as a place where early people lived during the pre-Historic period and a burial site based from the retrieved artifacts and ecofacts. A more extensive research must be implemented especially on the dating of the archaeological materials and to broaden the subject area especially near the excavated site.

Key words: *Archaeology, Heritage, Philippines, Significance, Sustainability*

INTRODUCTION

Pamana mula sa Hukay is a Filipino phrase which means “Heritage from the Pit”. For some people, when they hear the phrase, things that come in to mind are treasures, gold, anything that is expensive and come from the past. But one thing is for sure, it’s archaeology, something which is important and part of the history of the community. Archaeological

heritage provides the story of the community by means of the artifacts, ecofacts and related materials that are excavated. The archaeological materials are set as an evidence of the past that can represent a part of the identity of the people. There is no exact location of an archaeological site. This can be located either in rural and urban areas. Most of the reasons in discovering archaeological sites are urban development and simple housekeeping of a certain private area. As development comes in such as in the form of construction of different structures for residential or business, there are certain scenarios that compromise the value of the area especially when there are scenarios of archaeological materials present. For instance, the Philippine Department of Public Works and Highways (DPWH) constructed the Cebu South Coastal Road, during which the project implementation, the contractors discovered pre-Spanish ceramics and 45 burials (such as artificial cranial reformation of an adult female wearing a gold death mask) dating back to the 14th and 15th centuries (Tomada, 2008). It is now considered as Cebu's important heritage. Unfortunately, the project was completely implemented and there are reports of looting of archaeological materials done by contractors and workers. In this case, there must be considerations to balance the development and conservation of cultural properties.



Figure 1. Part of the Cebu South Coastal Road.
This is the exact location of the burial sites found. (DPWH, 2008)

This paper recognizes the importance of heritage properties specifically archaeological sites and how to identify the heritage significances of the site and its related artifacts and ecofacts using the Australia International Council of Monuments and Sites (ICOMOS) Burra Charter for Places of Cultural Significance.

The subject site of the paper is Barangay Puypuy, Municipality of Bay in the Province of Laguna, Philippines. The municipality is a second-class municipality (National Statistical Coordination Board, 2016). Because of the emerging economic and socio-cultural development; the municipal government is thinking up new ventures for tourism development concentrating on heritage and cultural sites. It is a good opportunity to introduce the process of identifying the heritage significance to the local government unit to sustainably develop it especially for tourism and help different stakeholders (local community, tourists/guests, public and private sectors).

After the identification and analysis of the heritage significance of the site; this can be used to determine new policies and standards in the development and conservation of heritage properties and other related projects.

LITERATURE REVIEW

Heritage Significance and Archaeology

Heritage consists of legacies from the past, what we live with today, and what we individually or collectively pass on to future generations (UNESCO, 1972). It provides anything that will represent an individual or society specifically focused on their history and culture. Heritage can be tangible or intangible; movable or immovable; personal or communal; natural or cultural (Zerrudo, 2008). As heritage represents the community, it also provides the importance that can be in a local, regional, national or international level. Significance pertains to the importance, relevance and meaning of a heritage resource to an individual or a group of people (Le Blanc, 2007). But even if every heritage resource of the community has its own significance, the community must accept, use and conserve it. Value is an aspect of worth ascribed by people to a heritage resource, which is used to justify the heritage resource's significance (English Heritage, 2006). Heritage significance and value can be historical, aesthetic, architectural, landscape and setting; scientific, social, symbolical, technological or archaeological (Reigl, 1982; Lipe, 1984; Frey, 1997; Australia ICOMOS, 1999; The Getty Conservation Institute, 2002; Zerrudo, 2008).

Archaeology is a branch of anthropology that studies the ancient and recent human past through artifacts and ecofacts remains (Society of American Archaeology, 2016). Through the process of identifying the artifacts and ecofacts, it is important to determine its archaeological significance. Archaeological significance refers to a value that provides important resource of historic and scientific information based on the presence of cultural or physical remains in historic place (Birmingham, 1987).

Dig, Research, Significance: Determining the Archaeological Significance through Australia International Council of Monuments and Sites (ICOMOS) Burra Charter 1999

There are several theoretical and conceptual frameworks to identify the heritage significance (Reigl, 1982; Lipe, 1984; Frey, 1997; Australia ICOMOS, 1999; The Getty Conservation Institute, 2002; Zerrudo, 2008). One of this is the Australia ICOMOS Burra Charter. The ICOMOS, one of the Advisory Board Members of the United Nations Educational, Scientific and Cultural Organization (UNESCO) in selecting World Heritage Sites, specifically from Australia provided the Burra Charter, which sets a standard guidance for the conservation and management of places of cultural significance (Australia ICOMOS, 1999). In Burra Charter, it is important that before the planning and implementation of any development for a heritage place, proper research and documentation on heritage significance must be done. This will promote proper conservation and sustainable development for heritage places.

The Burra Charter Process is divided into three: Understanding Significance, Developing Policy and Management (Australia ICOMOS, 1999). In the first process, the management must determine the heritage significance of the place by gathering and using three evidences: physical (understanding the place itself), oral (understanding the perspectives of the different stakeholders) and documentary (understanding published and researched information) (Australia ICOMOS, 1999). The significance is either historical, aesthetic, architectural, landscape and setting; scientific, social, symbolical, technological or archaeological. Then a summary must be created in order to determine the most significant details of the heritage place. This is called as the Statement of Significance (SOS).

In the process of developing policies, the management must first determine the current issues, constraints and opportunities in the conservation and development of the

heritage place. Then a new policy will be created based from the SOS and from the analysis provided in the examination of the current status of the heritage place. Considerations to balance conservation and development of the heritage place are being included.

The last process is to manage the heritage place based from the new policy created. In the implementation stage, the management must understand, observe and analyze on how the operation is going on. Monitoring and evaluation are also included in this process. This is to ensure that the operation and management procedures are based from the new policy.

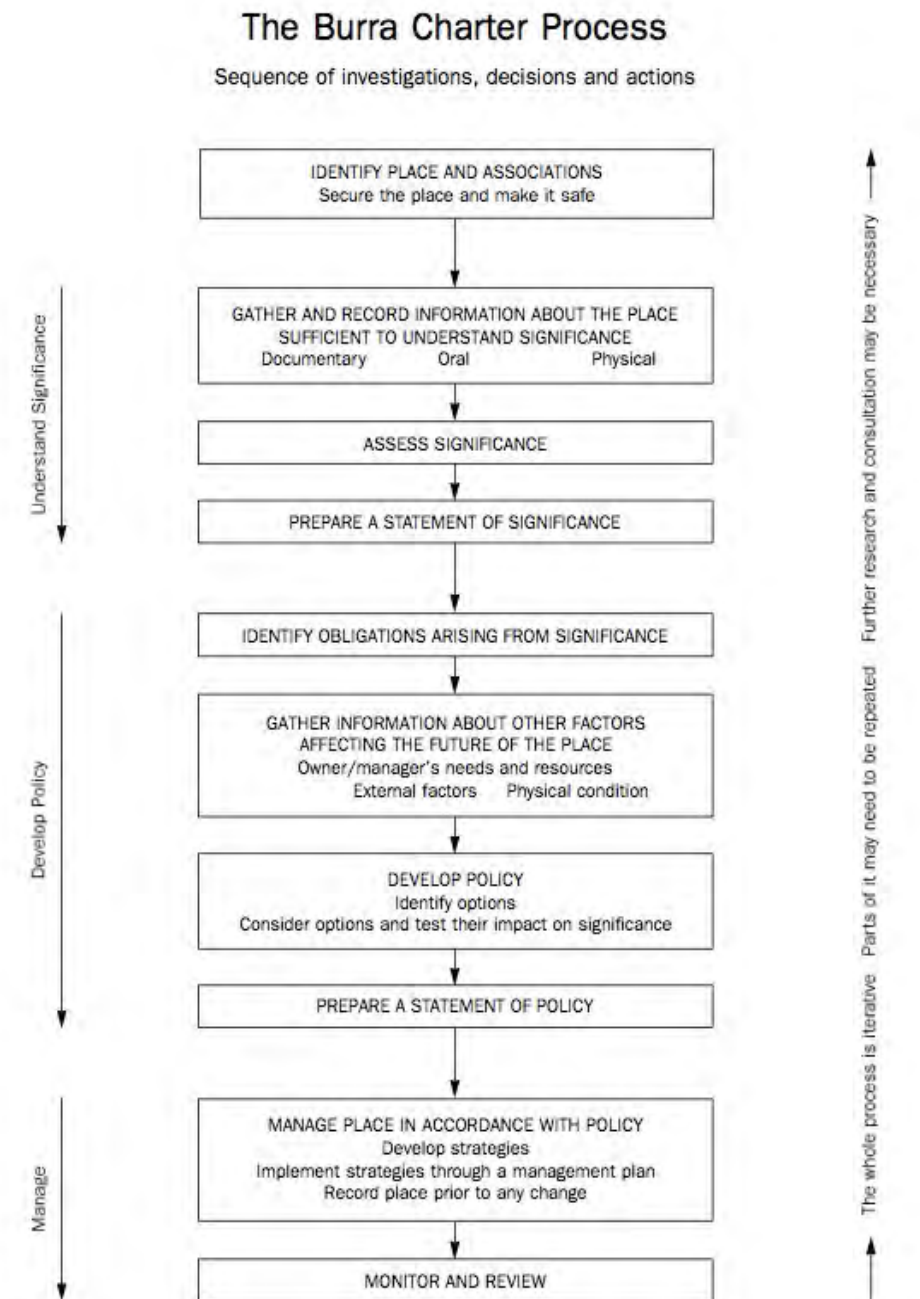


Figure 2. The Burra Charter Process under the Australia ICOMOS Burra Charter of Places of Cultural Significance (Australia ICOMOS, 1999)

Heritage Significance and Tourism: Issue or Sustainability?

According to Cegirlski et.al. from the University of Canberra, “cultural heritage is a primary pull factor for international and domestic tourism” (Cegirlski et.al., n.d.). This is because cultural heritage resources of an area depict the significance of the local community’s culture and value. Australia Heritage Commission highlighted number of case studies that “illustrates the interest in visitation to places of cultural heritage significance” (Australia Heritage Commission, 1999). Even for UNESCO World Heritage Sites, “it is frequently assumed that any site awarded World Heritage status will immediately receive a marked increase in visitors” (Shackley, 1998). In theoretical context, it is called as cultural heritage tourism. “Cultural heritage tourism is traveling to experience the places and activities that authentically represent the stories and people of the past and present, which include historic, cultural and natural attractions” (Ismail et.al., 2014).

As cultural heritage has its value and significance, it must consider to any development plans and projects that will be implemented to make it sustainable for both the tourists and local community. The authenticity and integrity of cultural heritage must be considered in ratifying tourism policies and goals (Pedersen, 2002). Adeniran & Akinlabi and Mercado also mentioned from their researches that cultural heritage significance is an important source of information to generate plans and project to balance heritage conservation and tourism development (Adeniran & Akinlabi, 2011; Mercado, 2014).

In tourism studies, tourism-marketing plan can provide comprehensive details on how to manage and develop tourism attractions and sites. But at some point, marketing plan is not enough to balance sustainable development for heritage sites. As stated by Pedersen, “tourism marketing process may fail to focus on a site’s true cultural traditions or historical interpretation and instead package it using an imagined sense of character” (Pedersen, 2002). For instances, the Archaeological Survey of India provided lighting in Taj Mahal for their evening tours. This project can benefit the tourists to make it easier for them to see the mausoleum. But one of the architectural and scientific significances of Taj Mahal is when the moonlight passes to the marble structure of the mausoleum (Pedersen, 2002). Zerrudo presented a research paper that depicts the difference between unique selling point (USP) and statement of significance (SOS) approaches. USP provides plans and projects based from demands of the market while SOS initiates development through the importance of the area and its people (Zerrudo, 2008). The UNESCO World Heritage City of Vigan, Ilocos Sur used SOS as their framework for sustainable heritage and cultural tourism development (Zerrudo, 2008).

Because of the immerging conflicts between heritage conservation and tourism development, UNESCO and ICOMOS ratified the ICOMOS International Cultural Tourism Charter of 2002 that “addresses the primary relationships between the cultural identity and cultural heritage of the host community and the interests, expectations and behavior of visitors, both domestic and international” (ICOMOS, 2002). The charter emphasized heritage public awareness, dynamic relationship between heritage and tourism; enjoyment of visitor experiences, involvement and benefits of the host and indigenous community; and promoting responsible programs (ICOMOS, 2002).

Ba’i and the Barangay Puypuy Archaeological Site

From the historic documentation, Bay was among the first villages in the region. Before the Spanish missionaries set foot on the ground in 1571, this bustling village by the lake, run by a local chieftain, was already a trading milieu of Chinese merchants from Manila (Yu, 2010). No sooner did the Spanish missionaries, specifically the Augustinians make close

associations with the local chieftain, converted him to Christianity and later, in 1581, made Bay the first capital town of Laguna (Yu, 2010).

Today, Bay is a second-class municipality in the province (PSA, 2016). It has a total land area of 42.66 km² (PSA, 2016) with a population of 62,143 (PSA, 2016). The municipality is politically subdivided into 15 *barangays* (PSA, 2016). One of the *barangays* is *Puypuy*, which is legendarily named because of a big meteor fall in the area and the native people told the Spanish authorities that there was fire falling from the sky. The natives used the word *apoy* means fire. But the Spaniards pronounced it as *puypuy*.



Figure 3. Map of the Province of Laguna highlighting the Municipality of Bay

The *Barangay Puypuy* Archaeological Site is located in a 3,374 square meters property between the main Puypuy road and the current banks of the Calo River (Paz et.al., 2013). The excavated site has an approximate area of 4m x 5m at the northwest corner of the property facing the Calo River. A 1m x 1m grid was laid over the eastern edge of the tunneling activity. The grid covers an area that is 11m x 5m oriented eastward; this is labeled as Trench 1 (Paz et.al., 2013)

The story behind the discovery of the archaeological site started when Mr. Emata, the owner of the land, started to clean up the area, they needed to cut down a tree in their yard. He noticed that there was a big nail driven to the trunk and above it was an “X” mark. By then, Mr. Emata had consulted a *spiritista* (spiritualist) friend about it. He was told that there was something buried underneath the tree. At first, they assumed that it was a hidden treasure. Because of this, he asked a treasure hunter friend to help him dig the area. After digging the area having a depth of 8-feet, they got a large clay jar as tall as the length below an average man’s hip. It was covered with grayish earth and two large rocks. Inside the jar, they found a small whitish, chalk-like fossil that was easily crushed. After discovering it, the owners consulted researchers from the University of the Philippines Los Baños to help them regarding what the owners should do. Then it was transferred to UP-ASP and started to conduct the archaeological excavation. Several artifacts and ecofacts were retrieved. These were properly documented and stored based from the standards of the National Museum of the Philippines (NM).



Figure 4. *Barangay Puypuy* Archaeological Site (photo from the researcher)

Table 1

Recovered Artifacts and Ecofacts in *Barangay Puypuy* Site (Paz et.al., 2013)

Artefact Type	Number of Accessioned Units	Notes
Earthenware Pottery – Plain		
Rim	131	
Neck	4	
Body	1,138	2 have substantial soot.
Base	2	
Earthenware Pottery – Decorated		
Rim	47	
Neck	0	
Body	18	
Base	2	
Assorted Tiny Pottery Shards	4	Total of 1,314 pieces
Obsidian Rock	48	
Stone	8	
Bone	3	2 animal, 1 burnt
Charcoal	9	For Potential Dating
TOTAL	1,414	

METHODOLOGY

The research used the qualitative design that focuses on collecting appropriate information using the three evidences: physical, oral and documentary. Qualitative design is appropriate for the research because it focuses on exploration and is based from an in-depth perspective of the different stakeholders.

The Archaeological Site is located at #239, Purok 2, Barangay Puypuy, Bay, Laguna. It is 1.5 km from the national road that bypasses the center of the old town of Bay.

For the physical evidence, Photo Documentation and Drawing Analysis were conducted by recording photographs (physical features of the site and; the artifacts and ecofacts), grid maps and intricate designs found in the materials. Landscape and Setting Analysis was also used to analyze the area itself as part of the community.

A personal conversation was conducted with some of the project team members specifically Dr. Grace Barretto-Tesoro of the UP-ASP, representative of the Archaeological Division of the NM, Municipal Administrator Reuben De Roxas of Bay, local people dwelling near the excavation site and the current owner of the property.

Related information from this research came from Internet references and related documentary paraphernalia coming from different libraries such as the UP-ASP, National Library of the Philippines and the UST Miguel de Benavides Library. Some of the excavation site reports in Bay came from the archives of the NM and municipal government.

Letters of intent were given to the different offices to secure their approval and schedule for the interviews as well as to use any documents and researches done related to the study. For the site visit and inspection, proper communication was also provided to the municipal government and to the *barangay* officials. Ethical considerations were also implemented especially to highlight that information gathered from an office or to a person would be used for academic purposes. Information gathered was analyzed and divided according to the appropriate kinds of heritage significance related to the archaeological site.

FINDINGS & DISCUSSION

For the Archaeological Site in *Barangay Puypuy*, there are only two types of classified significance, Aesthetic and Archaeological.

The aesthetic significance focused on the artifacts gathered from the archaeological site specifically the designs and drawings engraved.

In the excavated site, artifacts retrieved were earthenware pottery – plain and decorated – assorted tiny pottery shards, obsidian glass, stone, bone and charcoals.

According to Dr. Bonifacio Comandante, founding member of *Baybayin Buhayin* and one of the project members of the excavation team, the engraved jars with short, parallel lines were described as ancient designs or state-of-the-art design in that particular era (Cinco, 2013). Some jars were with red slipping of the outer surface and few were painted. The shape and design elements of the pottery generally fit what is known in the literature as “metal age/period” pottery, which is generally associated in time from 2,500 to 1,000 years ago (Paz et.al., 2013). There are also simple patterns like multiple dots that were made all around the neck of the jar shard. It was also identified as unique and highly significant art form on those times. Most of the design concepts and drawings during the pre-Hispanic era were based from the typical figures, symbols and signs that those people encountered in their everyday lives. Most of the symbols come from their natural environment (e.g.: plants, trees, natural phenomenon like sunlight and wind; animals) and others come from a specific material or

object that they always used. Most of the drawings and designs on jars shreds were found at the rim part

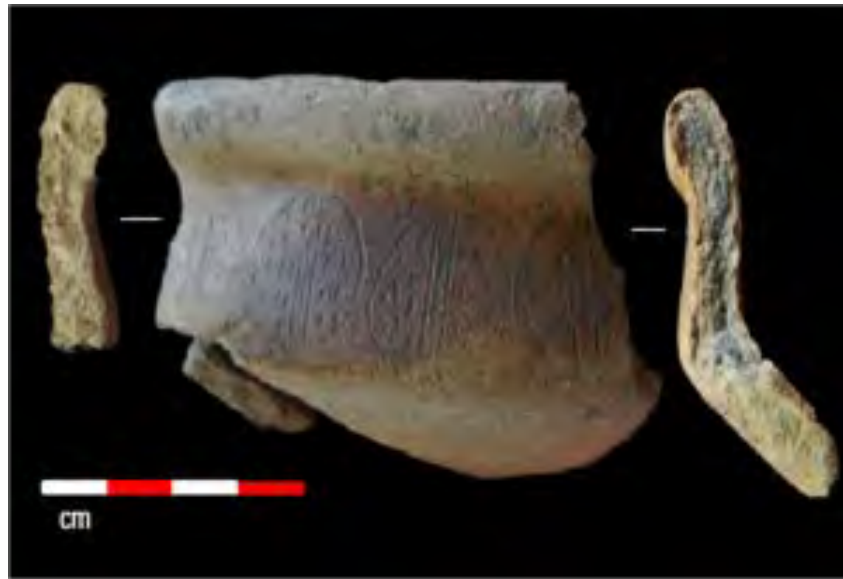


Figure 5. An example of a jar shard (rim part) with unusual drawings painted with red pigments (Cinco, 2013)



Figure 6. An example of a jar shard (rim part) with multiple dots around it (photo from the researcher)

The archaeological significance is based also from the retrieved artifacts and ecofacts, how these particular things could affect the early lifestyle, culture and heritage of the early people living in the vicinity. This archaeological site has the presence of the obsidian volcanic rocks, which are not typical for most of the sites in the Philippines (Paz et.al., 2013). According to the studies conducted by Mr. Lee Anthony M. Neri, Lecturer from UP-ASP and one of the project team members for the site, Obsidian Volcanic Rocks were very scarce in the archaeological sites in the Philippines (Paz et.al., 2013). They were used as tools in their everyday living such as for hunting, cooking or even art form material.



Figure 7. Samples of the Obsidian Volcanic Rocks excavated from the site
(photo from the researcher)

The retrieved artifacts and ecofacts may be considered as the oldest in the Philippines (Paz et.al., 2013). Based from the initial findings of Dr. Victor Paz, project team head from UP-ASP, the artifacts specifically the jars could be dated 2,800 years ago or 800 B.C (Paz et.al., 2013). It means that they could be the oldest retrieved artifacts in the Philippines.

It is a significant burial site of the pre-Hispanic era in the municipality. The site was believed to exist even before the Spaniards came in the area. This would be based from the style and appearance of the globular burial jars and without any presence of stone beads or metals in the archaeological site. A remarkable burial practice that was also discovered in the artifacts retrieved, was an ordered arrangement and placement of rocks inside of it that indicates the position of the body.

The site also depicts the practices and their lifestyle with regards to hunting, cooking and lighting system because of the presence of hunting tools (made of obsidian volcanic rocks), cooking pot and a stone used to stand a fire / light stick.



Figure 8. Part of the globular burial jar (photo from the researcher)



Figure 9. Cooking Pot (photo from the researcher)



Figure 10 Stone to stand fire/light stick (photo from the researcher)

CONCLUSIONS & IMPLICATIONS

The *Barangay Puypuy* Archaeological Site provides new information to the pre-historic period of Bay, Laguna and even for the Philippines. It shows the pre-historic burial system using burial jars and the common lifestyle of the people. The research also determines the importance of identifying archaeological heritage significance.

Significance of a site as part of the area's cultural heritage and development must be considered as important for the municipality. Some people think that archaeology is not important to any development because it only shows artifacts and ecofacts. But if people think that these are important, not just a decoration or a motif for a museum, it identifies who we really are.

Based from the understanding of the researcher and the current situation of the archaeological site, the following are the recommendations:

Continuation of the research study as the result and evaluation given by the UP-ASP and its specialists – The research is based from the preliminary report given by the project team. It is only the starting point of their site examination and analysis. An intensive project

must be implemented to identify more artifacts and ecofacts as well as other significant features of the site.

Information dissemination system – There are people who will educate the local community regarding the site. This is to build awareness among the local people and to highlight the examined and analyzed features of the site.

Coordination and support coming from the local government unit – Support coming from the local government unit plays a vital role for information drive among the local people. If the locals can see how important the site is to the LGU, then they could realize how important it is.

Development projects will be restricted unless the complete site report will be provided – A continuous research project must be done first before the site development is implemented. The first move is to recognize the site by the local government unit then the next step is to emphasize its potential advantage to the municipality. It is important the the community start managing their cultural heritage mapping as part of a comprehensive heritage and cultural development plan.

REFERENCES

- Agabin, M. et.al. (2009). *Heritage Tree Definitions*. Manila: UST Publishing House
- Adeniran, A. & Akinlabi, F. (2011). Perceptions on cultural significance and heritage conservation: A case study of Sussan Wenger's building, Osogbo, Nigeria. *African Journal of History and Culture* (3.5), 73-88
- Australia Heritage Commission. (1999). *Draft Heritage Tourism Guidelines – A Discussion Paper*. Canberra: Australia Heritage Commission
- Australia International Council of Monuments and Sites. (1999). *The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance 1999*. Retrieved from <http://www.icomos.org/australia/>
- Birmingham, J. (1983). Cultural Conflict and the Control of Archaeological Evidence (unpublished). *Protecting the Past for the Future: Proceedings of the UNESCO Regional Conference on Historic Place*. Sydney
- Cegielski, M. et.al. (n.d.). *Economic Value of Tourism to Places of Cultural Heritage Significance*. Australia: University of Canberra
- Cinco, M. (2013). Shards of Ancient Jars found in Laguna Town. *Inquirer Southern Tagalog*. Retrieved from <http://newsinfo.inquirer.net/435837/shards-of-ancient-jars-found-in-laguna-town>
- Department of Public Works and Highways. (2008). DPWH Accelerates Works on Cebu Subway Project. *Department of Public Works and Highways*. Retrieved from http://www.dpwh.gov.ph/offices/region/07/news_archive_08.asp
- English Heritage. (1997). *Sustaining the Historic Environment: New Perspective on the Future*. London: English Heritage

English Heritage. (2006). *Conservation Principles Policies and Guidelines for the Sustainable Management of the Historic Environment First Stage Consultation*. London. Retrieved from http://www.english-heritage.org.uk/upload/pdf/Conservation_Principles_A4%5B1%5D.pdf

Frey, B. (1997). The evaluation of cultural heritage: Some critical issues. *Economic Perspectives on Cultural Heritage*. London: Macmillan

International Council of Monuments and Sites. (2002). *ICOMOS International Cultural Tourism Charter*. Mexico: ICOMOS

Ismail, N., Masron, T. & Ahmad, A. (2014). Cultural Heritage Tourism in Malaysia: Issues and Challenges. *SHS Web of Conferences*. (12, 01059), 1-8. <http://dx.doi.org/10.1051/shsconf/20141201059>

Le Blanc, F. (2007). Is Everything Heritage?. *UNITAR Series on the Management and Conservation of World Heritage Sites*. Retrieved from http://www.unitar.org/hiroshima/programmes/whs07/materials/LeBlanc-Is_Everything_Heritage.pdf

Lipe, W. (1984). Value and meaning in cultural resources. *Approaches to the Archaeological Heritage*. New York: Cambridge University Press

Mercado, J. (2014). The Forgotten Shrines: General Masaharu Homma – General Tomoyuki Yamashita Execution Shrines Depicting History, Significance, and Deterioration as a Study for Heritage and Cultural Tourism Attraction Management and Development in Los Baños, Laguna. *SHS Web of Conferences*. (12, 01011), 1-9. <http://dx.doi.org/10.1051/shsconf/20141201011>

Pax, V. et.al. (2013). *Ba'i Archaeological and Heritage Research Project First Preliminary Report Manuscript*. Quezon City: University of the Philippines – Archaeological Studies Program

Pedersen, A. (2002). *Managing Tourism at World Heritage Sites: A Practical Manual for World Heritage Site Managers*. France: UNESCO World Heritage Centre

Philippine Statistics Authority. (2016). *Highlights of the Philippine Population 2015 Census of Population*. Retrieved from <https://www.psa.gov.ph/content/highlights-philippine-population-2015-census-population>

Philippine Statistics Authority. (2016). *PSGC Interactive*. Retrieved from <http://nap.psa.gov.ph/actvestats/psgc/>

Reigl, A. (1982). The modern cult of monuments: its character and its origin. *Oppositions* (25), 21-51

Shackley, M. (1998). Visitor Management at Cultural World Heritage Sites, Chapter 12 in Shackley, M. (ed.) *Visitor Management: Case Studies from World Heritage Sites*. Oxford: Butterworth Heinemann

Society for American Archaeology. (2016). What is Archaeology?. *Society for American Archaeology*. Retrieved from <http://www.saa.org/ForthePublic/Resources/EducationalResources/ForEducators/ArchaeologyforEducators/WhatisArchaeology/tabid/1346/Default.aspx>

The Getty Conservation Institute. (2002). Assessing Values in Conservation Planning Methodological Issues and Choices. *Assessing the Values of Cultural Heritage*

Tomada, N. (17 Dec 2008). Artifacts from Plaza excavation unveiled. *The Philippine Star*. Retrieved from <http://www.philstar.com/cebu-news/424350/artifacts-plaza-excavation-unveiled>

UNESCO. (1972). *The Convention for the Protection of the World Cultural and Natural Heritage*

Yu, R. (2010). *Laguna: A Celebration of Life*. Manila: In-Frame Media Works

Zerrudo, E. (2008). *Pamanaraan: Writing on Philippine Heritage Management*. Manila: UST Publishing House

Zerrudo, E. (2008). *The Cultural Mapping Project of the Heritage City of Vigan: Towards Building a Framework for Heritage Conservation and Sustainable Development*. Paper presented to Thrid International Conference of the UNESCO Memory of the World Programme. 19/22 Feb 2008. Canberra, Australia

“An Urban Rehabilitation Project and Its Implications to the Host Community in Benguet”

Ms. Eliza Joyce Palaroan
Saint Louis University-Philippines
joycepalaroan@yahoo.com.ph

Ms. Maria Araceli Diaz-Tambol
Saint Louis University- Philippines
ace28diaz@yahoo.com.ph

Mr. Lee Majors Fajilan Saint
Louis University-Philippines
leemajors78@yahoo.com.ph

ABSTRACT

The STOBOSA Hillside Homes Artwork Project, named after the three Barangays of Stonehill, Botiwitw, and Sadjap in La Trinidad, Benguet, is one of the Department of Tourism-Cordillera Administrative Region's (DOT-CAR) aggressive tourism initiative to REV UP, REVIVE, REVISIT, and REVITALIZE Baguio City and its immediate environs (La Trinidad, Itogon, Sablan, Tuba and Tublay) under the REV-BLOOM Project through implementation of short-term to long term projects that would instigate the re-blooming of Baguio into a sustainable Mountain Resort City. The aim of this study is to identify the immediate implications to the host community in four aspects namely Social, Economic, Environmental and Safety and Security. Data used were measured using survey questionnaires conducted among 100 residents in Sitio Botiwitw, Balili Km3, La Trinidad, Benguet. On-site survey was conducted. Results and interpretations in the four different aspects with the highest means showed that the project can build a healthy relationship among residents, it has the potential for livelihood opportunities, minimal harm to the environment, and lastly, safety and security is achieved even with the community being open to public.

The STOBOSA Hillside Homes Artwork Project therefore brings about urban rehabilitation with favorable impacts and thus, a renewed and sustainable urban tourism landscape is achieved, bringing back once more Baguio City's charm as the "Flower City of the North" and enhancing its overall image as the "Summer and Vacation Capital" of the Philippines.

Key words: urban rehabilitation, living environment, sustainable communities, responsible tourism, community empowerment, participation theory

INTRODUCTION

Situated at some 5,050 ft. above sea level is the City of Baguio dubbed as the Philippines' City of Pines with its cool climate better than the rest of the country. With the recent completion of expressways, travel time has been cut to 4 hours from the country's capital, Manila. Tourist arrivals reached over a million for 2015 and about two million foreign and local tourists during the Panagbenga Festival every February. (www.sunstar.com.ph)

The effect of rapid and uncontrolled development, commercialization and urbanization - have apparently diminished the tourism competitiveness and attractiveness of this popular tourism destination. (www.tourism.gov.ph).

Slowly losing its charm, then President Benigno Aquino created a Redevelopment Task Force under Memorandum Circular 47 in 2013, thus the aggressive launching of DOT-CAR's urban rehab tourism campaign known as "REV-BLOOM" Baguio. (Polonio, 2016).

"REV-BLOOM" Baguio encompasses immediate, practical, and long term responses to the growing tourism "unpleasantness" of Baguio City. Its objectives are to REV-UP – stimulate and speed up community efforts to re-green and re-bloom the City, REVIVE – instigate concrete actions to regain the City's grandeur as Summer Capital of the country, REVISIT – reassess the City's past and promote history, culture, and tradition, and REVITALIZE – enliven and strengthen multi-sectoral efforts and partnerships in project implementation. (DOT).

"REV-BLOOM" Baguio's three (3) point key concepts and guiding principles are (1) Adoption of multi-sectoral effort to improve the area to make it more sustainable, more person-friendly and more safe. (2) Provision of a safe, secure and comfortable place where social and cultural lives can grow and flourish. (3) Planning of community to promote sustainable living that is economically, environmentally, and socially healthy and resilient. (DOT). This campaign is an awareness campaign rather than a tourism promotions campaign. Its objectives are: (a) recreate the image of the City as a re-blooming and revitalized Summer Capital of the country and Mountain Resort City, (b) convey to the public that a "new" Baguio City is being developed which shall negate the usual negative perceptions about the city (e.g. overcrowding, commercialization), (c) instill public awareness and appreciation on the heritage significance of Baguio City as a national asset including its unique historical, cultural, environmental and tourism attributes, and (d) inform the public of ways that they can help in making this "new" Baguio happen including the possible ways that they could support the programs, projects and activities identified under "REV-BLOOM" Baguio. (DOT).

One of the immediate project under REV-BLOOM is the **STOBOSA Hillside Homes Artwork** which involves painting 250 out of the 500 houses to become a large piece of art by several local artists and volunteer workers. The community is located on a hillside highly noticeable by tourists who are en-route to nearby attractions from the city such as the Strawberry and Rose farms. The project was launched as an immediate solution to improve aesthetic appeal of this road-side community.

This research aims to identify the implications of the said project to the host community in terms of Social, Economic, Environment, and Safety and Security and with utmost concern on its sustainability as a continuous project which involves participation from the local community and other stakeholders of the city. Aside from enhancing the physical appearance,

this research aims to identify how beneficial the project would be to the life of the members of its community.

LITERATURE REVIEW

REV-BLOOM Baguio is DOT's immediate response to rehabilitate the image of Baguio City thru the implementation of practicable activities. Categorized as SOFTSCAPE and HARDSCAPE activities, the said project covers short to long-term impact projects.

The STOBOSA Hillside Homes Artwork is one of the Softscape Projects which is patterned after the FAVELAs in Rio de Janeiro, Brazil. The community was chosen because apart from having the same slope as that of Rio de Janeiro, it is situated after the Valley arc, which welcome tourists as they enter the Capital town of Benguet. (Guieb 2016). After consultation with the local government units and the host community, a consent was given by home owners. Donation of almost 3,000 Litres of paint from Davies Paint Company followed and painting jobs from local artists and volunteer workers started. Nearly 85% complete, the project is expected to be finished before this year ends. (DOT)



Favela's in Rio de Janeiro are increasingly economically diverse and have generated their own "middle-class" of entrepreneurs. Indeed, if tourism is to provide poverty reduction, small tourism businesses need to be integrated in the (mainstream) tourism industry. (Ashley, 2006). Favela tourism now accounts for a small but rapidly increasing share of overall tourist revenues and Rio's favelas have once again reached a cyclical high point in their influence on Brazil's popular culture. (Arias, 2004). As a result, Favela Painting served as an alternate income for some (all workers for the project came from the favelas).

The project gave the people in Rio's favelas a better perspective on life, showing that a person can change his bad habits if he is seeing good things around him. The favela is indeed a small world, where everyone knows and talks to everyone else, so they must come to peaceful agreements among themselves. (Veysseyre, S., 2014).

In an interview with CNN, Dutch artist Dre Urhahn said, "We suddenly had this clear vision that it would actually be great to transform their living environment together with them into something that would instill pride in their life. (Darlington, S., 2010). Furthermore, it

enlightened the people to have a sense of life for the paintings do reflect and contribute to their local culture so as to their community. (Williams, S., 2013).

A more profound objective of the campaign for REV-BLOOM Baguio is to effect attitude change of the people and to change mindset according to DOT Regional Director Venus Tan.

Participation is a rich concept that varies with its application and definition. Hence, participation should not be explained with a single definition or interpretation (Oakley, 1991a, p114 from Wasilwa). Brager, Specht, and Torczyner (1987) from Wasilwa define participation as a means to educate citizens and to increase their competence. It is a vehicle for influencing decisions that affect the lives of citizens and an avenue for transferring political power.

Westergaard (1986) defined participation as “collective efforts to increase and exercise control over resources and institutions on the part of groups and movements of those hitherto excluded from control”. This definition points toward a mechanism for ensuring community participation.

In the context of development, community participation refers to an active process whereby beneficiaries influence the direction and execution of development projects rather than merely receive a share of project benefits. This is the definition that will be adopted for this study (Paul, in Bamberger, 1986). A participatory approach not only improves the success of the project but also makes projects more efficient and effective (McGee, 2002, p.95).

Since the 1990s, multilateral agencies such as the World Bank placed greater emphasis on stakeholder participation as a way to ensure development sustainability (Gonzales, 1998). It is now regarded as a critical component that could promote the chances of development initiatives being sustainable through community capacity building and empowerment (Korten, 1984; Botchway, 2001; Brett, 2003; Bigdon & Korf, 2002; Lyons, Smuts, & Stephens, 2001).

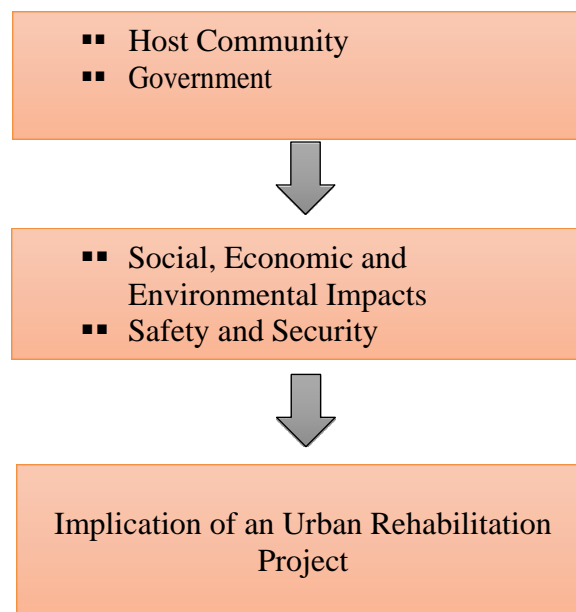
Mansuri and Rao (2004a) conclude that little is known about the effects of community participation on community-based projects. They attribute ignorance on this matter to a lack of thorough and systematic evaluations with counterfactuals. They add that robust evidence regarding the influence of community participation is required urgently.

Community participation teaches communities how to resolve conflict and allows for different perspectives to be heard. In this way, learning is promoted and people will be able to help themselves (Baum, 1999 and Nampila, 2005). Communities will be able to assess their own situation, organize themselves as a powerful group and work creatively towards changing society and building up a new world. These increased capacities of individuals allow communities to mobilize and help themselves to minimize dependence on the state and leads to a bottom-up approach (Nampila, 2005).

Community participation leads to empowerment of the community; empowerment centers on individuals developing a critical understanding of their circumstances and social reality (Davids et al., 2009). This has created the demand for governments and donors to finance projects that helps beneficiaries become independent at some point in the future, rather than giving them charity that is unsustainable which leads to dependency on governments and donors (Bossert, 1990, p.1015).

Although the government, with the initiative of the Department of Tourism aimed to target the improvement of the physical and aesthetic appeal of the STOBOSA community, the local government has already intervened in such a way that structure improvements have already taken place such as parking areas and a view deck. This research aims to help the community realize that the STOBOSA Hillside Homes will not just be labeled as an artwork for passing tourists to appreciate but as a community that helps one another in improving their living environment and consequentially give financial benefit once potential for small businesses will be realized.

CONCEPTUAL FRAMEWORK



The Researchers considered inputs of the local residents and the government by evaluating its Social, Economic, Environmental and Safety and Security aspects, which led to Implications of an Urban Rehabilitation Project.

METHODOLOGY

An empirical and qualitative research focused on 100 residents of Sitio Botiwitiw, Balili Km3, La Trinidad, Benguet was conducted on the first quarter of 2016. Profiling of the residents focused on how long they have been residing in the area and if they have sources of income at the start of the project. The survey questionnaires are classified into four (4) categories which discuss the project's Social, Economic, Environmental, and Safety and Security aspects. The reliability was tested with a Cronbach Alpha of .844. The researchers used *Likert scale* to quantify results of the study and compute for the means in each of the sub-category.

RESULTS & DISCUSSION

Respondents consist of permanent residents and temporary occupants. 69% of the respondents are tenants while only 31% are permanent residents. Most of the homeowners in Sitio Botiwitiw, Balili utilize their house as a means to cater for tenants/ bed spacers as means to earn a living.

It is also noted that 46% of the respondents have been living there only for a range of 0-5years now since most of the houses are for rent to students and professional workers which could explain the high turnover in terms of length of stay in the area. The rest of the respondents have been residing for more than 6 years with 38% of them residing for no less than 16 years.

64% of the respondents is able to support their own personal needs and are financially capable; either employed or engaging into business. Some of them are cab drivers, small-business-enterprise owners, security guards and some are transient home owners. About 36% of the population is unemployed comprised of students, senior citizens and housewives.

Table 1 shows approval of the project in terms of Social Relationships

	Mean	Interpretation
1. The project can build a healthy relationship among residents.	1.85	Agree
2. The project provides a community that supports and encourages a sense of belongingness among families.	1.81	Agree
3. The project gives a sense of joy to the residents.	1.72	Agree
4. The project utilizes the creativity of the residents to beautify their community.	1.72	Agree
5. The project makes the residents spend more time with each other therefore a sense of belongingness is achieved.	1.76	Agree

Above table concretizes not just external appearance of the community but also entails a sense of community in the area by bringing pride and a sense of belongingness to its residents. Since the project is considered short-term improvement, residents should be challenged to continue working together to make it successful for long-term periods.

Table 2 shows approval of the project in terms of Livelihood Opportunities

	Mean	Interpretation
1. The tourists might consider this project as a new attraction to the area.	1.78	Agree
2. The project presents opportunity for residents to establish businesses in the community.	1.84	Agree
3. Tourists' on-site spending pattern will encourage different livelihood opportunity.	1.83	Agree
4. The project will produce service that might generate profit for the residents	1.9	Agree
5. New employment and investments will definitely come to the community.	1.86	Agree

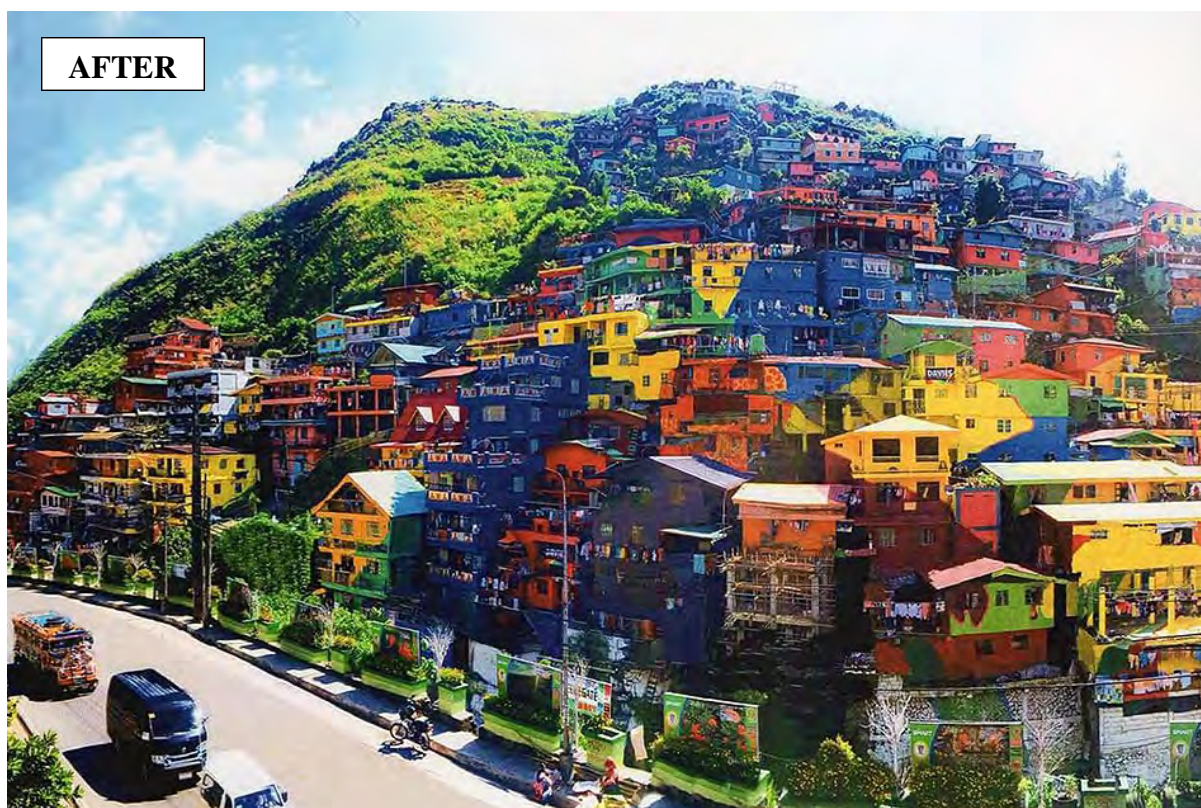
Above table shows how the residents perceive the project will bring out changes in the local economy. The favorable response means that they are keen on the idea of selling souvenirs and local products such as knitted bonnets, traditional rice wine and “etag” or food and drinks. The recent development of Favelas in Rio getting enlisted in AirBnb can also pose another opportunity for homeowners to provide lodging in a unique setting. Recently, the Municipality of La Trinidad, Benguet proposed an ordinance to institutionalize the STOBOSA Hillside Homes Artwork that will generate funding for further development. Tour guiding services are also being provided by residents although another stakeholder might aim to help them create policies and offer assistance since they do not have background on the said areas.

Table 3 shows effect of the project to the environment

	Mean	Interpretation
1. The project will not exhaust the natural resources.	1.88	Agree
2. As a resident, I am willing to help preserve and sustain the project.	1.65	Agree
3. The project helped me become more conscious about the environment.	1.81	Agree
4. The community is able to observe cleanliness from the time the project had started.	1.7	Agree
5. The project helps the residents address environmental issues and promotes sustainability of the	1.75	Agree

community.		
------------	--	--

Above table shows the positive response of the residents to the environment. The place once thriving with sunflowers and trees have been replaced with houses of varying design which pave the idea for the design of the paintings. Solid Waste Management Program is practiced such as segregation to safeguard the solid waste in the community. Further, planting of citronella plants which give both beautification and health benefits have started.



The STOBOSA Hillside Homes Artwork – 85% complete

Table 4 shows perceived threat to safety and security

	Mean	Interpretation
1. With tourists of different cultures, peace is manageable in the area.	1.66	Agree
2. For first aid purposes, medical station in the area is a must.	1.62	Agree
3. Privacy can still be achieved even with the presence of tourists and the community being open to the public.	2	Agree
4. Tourists can be allowed to have access within the vicinity of the community.	1.89	Agree
5. If faced with serious threats,	1.83	Agree

residents will be able to secure their resources and properties.		
--	--	--

Above table shows that the project does not pose threat to the host community. A women’s group called the Botiwitiw Women’s Brigade, under the leadership of Ms. Gloria Agasen in coordination with Local Police Force are always ready to assist. Moreover, consolidated effort of the community to maintain peace and order in the area is evident.

CONCLUSIONS & IMPLICATIONS

An urban rehabilitation project that is short-term in nature can bring immediate results. Such is the case of STOBOSA Hillside Homes Artwork project, bringing favourable impacts to the residents and the local government evident in its perceived implications.

The project builds healthy relationship that supports and encourages sense of belongingness among families, and residents’ creativity through beautifying the area is maximized.

The residents perceive the project as of great help to the local economy, bringing in opportunities otherwise passed on without this initiative to make their community an attraction itself.

They consider that methods of the beautification does not over exploit the natural resources; the project promotes environmental consciousness and sustainability; and that it encourages participation among the residents to help maintain the cleanliness in the area.

The project does not pose any threat to safety and security as evidenced by the consolidated efforts of the host community to help maintain peace and order in the area.

Further study can be made on the long-term effect of the STOBOSA Hillside Homes Artwork project. Sustainability can be a major concern since most of the respondents are temporary dwellers and the artwork needs repainting every 2 ½ years.

At present, there are no entrance fees to the area and only donations are encouraged. There are also no standard guidelines for tourists visiting the area as well as for tour guides since most of the guides are just residents themselves.

The community wishes to open their houses as retail outlets for their local products and sell directly to visitors apart from just offering it for accommodation to tourists. For now, they supply to the market or to private pasalubong centers. They would likewise want to put up food and beverage services like small coffee shops.

To date, plans to open a parking space, a tourism booth, and a view deck are underway.

A more immediate social issue is that of the Balili River which runs across the barangays since the foul smell from septic tanks and wastes are yet to be properly addressed.

Continuity is the key in every project. All stakeholders must see to it that success will be measured on a long-term scale. More importantly is the acceptance of the community as mentioned by the DOT Head of the Planning Division, Ms. Mary M. Bilagot.

Urban rehabilitation projects such as the case of the REV-BLOOM project should not merely focus on its tourism aspect but in the well-being of the community and its members in general.

STOBOSA Hillside Homes Artwork project can be a model for responsible tourism. As DOT Project Officer Mr. Bayani D. Malicdem puts it, The STOBOSA project is really all about a community who desires a better view of their living environment. Community

empowerment and participation must be well in place to ensure the sustainability of the said project.

REFERENCES

- Ashley, C., Goodwin, H. & Roe, D. 2001. Pro-poor tourism strategies : Expanding opportunities for the poor. London: ODI
- Darlington, S. (2010, November 17). Rio slum transformed into canvas bursting with color. CNN. Retrieved from <http://www.cnn.com/2010/WORLD/americas/11/17/brazil.beautiful.favela/index.html>
- Davids, I. T. (2009). *Participatory development in South Africa: A Development Management Perspective*. Pretoria: Van Schaik.
- Frisch, T. (2012). Glimpses of Another World: The Favela as a Tourist Attraction. *Tourism Geographies*, 12(2), 320-338. Doi: 10.1080/14616688.2011.609999
- Fariha Rahman. “The Impact of Favela Painting (2014)”. Senior Inquiry High School Program. Paper 11. From <http://pdxscholar.library.pdx.edu>
- Guieb, Danica. Retrieved February 5, 2016: “No more eyesore in Stonehill” from www.sunstar.com.ph/baguio/local-news/2016/02/05/no-more-eye-sore-stone-hill-455751
- Polonio, Jessa. Retrieved April 20,2016. DOT: “Stonehill painting pilots ‘Rev-Bloom’ project” from <http://www.sunstar.com.ph/baguio/local-news/2016/04/20/dot-stonehill-painting-pilots-rev-bloom-project-468919>
- Polonio, Jessa. Retrieved June 24, 2016. “DOT Chief hails Stobosa murals” from <http://www.sunstar.com.ph>
- Solene Veyseyre. Retrieved August 03, 2014. “Case Study: The Unspoken Rules of Favela Construction”. From <http://www.archdaily.com>
- Caleb Wasilwa, May 26, 2015 Effect of Community Participation on Sustainability of Community Based Development Projects in Kenya

TOURISM SUSTAINABILITY ON YOUNG GENERATION PERSPECTIVE

Case Study; The Village of Jatiluwih, Bali-Indonesia

I Gede Gian Saputra, S. Par., M.Par¹ and Ni Made Tirtawati, S.Si., M.Par²

Bali Tourism Institute-Indonesia

¹giansukses78@gmail.com, ²tirtastp@yahoo.co.id

ABSTRACT

Sustainable tourism can be defined as the development of tourism that takes care into all the needs of the present capacity with the needs in the future (Hall, 2000). Sustainable tourism can be measured with the economic benefits gained by the community, public disclosure of the social culture and preservation of the environment. But in its implementation, there are various problems that cause unsustainable tourism. In Bali, lack of interest and young generation involvement in the development of tourism products base agriculture is the problem that being face by the tourism stakeholder. This study aimed to analyze the sustainability of tourism from the perspective of Bali young generation. This study used a sociological approach to the concept and theory of tourism, including the concept of tourism sustainable, dramaturgical theory, the theory of tourism area life cycle and the attitude of the public irritation. The location in this study is in the tourist village of Jatiluwih, Tabanan Bali. The technique determination of informants used purposive sampling. Data were analyzed by descriptive qualitative and gap analysis. These results indicate that young generation have a view of the Bali sustainable tourism as a development paradigm that takes into account future generations is very important to implement. However, regeneration of the tourism activities needs to involve young people from an early age. In the case in the village of Jatiluwih, the young generation plays an important role in the future due to the existence of a tourism product. The conclusion of this study fit the young generation view of Bali in ensuring the sustainability of tourism needed an effort to empower local people especially the young generation so there is no gap between the older generations to the younger generation as the successor to the development of tourism in the region.

Key words: *Jatiluwih Bali, Tourism Sustainability, Regeneration, Young Generation Perspective*

INTRODUCTION

Some research discussion told that there has been a growing awareness among the Balinese and Bali government in recent tourism development to adopt Balinese Hindu philosophy - such as *Tri Hita Karana* and *Tri Mandala* - as a basic consideration for the tourism development framework. Considering the small size of the Bali island with its' limited natural resources available, and the uniqueness of its culture and tradition, as well as the future trend towards alternative tourism, it is suggested that small-scale and/or community-based tourism development (sustainable tourism) should become the viable future of tourism development in Bali. These types of tourism development should limit resources depletion and increase the economic benefits to local communities (Wardana, 2013). Sustainable tourism development can be seen from two sides, i.e. from the host view point (supply side) and from a tourist's view point (demand side). From the 'supply side', sustainable tourism development should provide reasonable profits to the tourism industry itself. From the 'demand side', on the other hand,

tourism development should give social benefits to tourists such as tourist satisfaction after visiting a destination. In order to maintain the continuity of tourist demand, tourism industries, along with host residents, should provide the best services and attractions to maintain tourist satisfaction.

When the culture of Bali was left, that's when tourism in Bali began to miss the identity that led to the discontinuation of development of tourism in Bali. Regeneration in the development of tourism in Bali is an important point for the sustainability of culture and tourism. The younger generation as the successor of culture should have a more active role to support the development of culture-based tourism especially Subak. Thus the fields and organization need their sustainability efforts to conserve water control system for agricultural development and cultural tourism in Bali. This study tried to see the perspectives and efforts taken by the younger generation in the preservation Subak Bali as a tourist attraction culture that supports sustainability and development of Bali tourism products for both agriculture and tourism itself.

The young generation plays an important role in preserving the culture. The younger generation is the next generation of culture that has been handed down by the ancestors with the various philosophies and meanings are of high value. The role and participation of youth in preserving the culture of Bali is expected to maintain the cultural identity of Bali, and Subak is one of identity that must be preserved. When Subak slowly began to disappear, this is a major threat to the culture of Bali. Subak has become a world cultural heritage established by UNESCO in 2012, Subak certainly has many advantages that need to be preserved because it is not owned by other area (Pusaka Indonesia, 2012). Research on the perspective of young people is important to look at the role of the young generation as well as the efforts that can be taken to participate in developing sustainable tourism in Bali.

LITERATURE REVIEW

The Concept of Sustainable Tourism

A sustainable livelihoods approach is introduced as being more practical, especially in the common situation in which communities and individuals sustain themselves by multiple activities rather than discrete jobs. When tourism is introduced into a community, it is important that it complements rather than displaces existing activities (Teressa and Wall, 2009). Sustainable tourism development is essentially concerned with ensuring that natural resources, social and cultural utilized for the development of tourism in this generation that can be enjoyed for the future generations. Tourism development should be based on sustainability criteria, which means that development can be supported ecologically in the long term at the same time economically viable, socially equitable and ethics towards society (Sustainable Tourism Charter, 1995). This means that sustainable development is a concerted and organized effort to improve quality of life by managing the supply, development, utilization and maintenance of sustainable resource. It was only made possible by the implementation of good governance by involving the active participation and balanced between government, private, and communities. Thus in Bali and Indonesia, sustainable development is not only related to environmental issues, but also issues of democracy, human rights, tourism regeneration and other issues more broadly. Nowadays, tourism regeneration is the problem that being faced by some destination includes Bali. There is misunderstanding or gap between the older generation and younger generation about how to develop tourism. Modernity and westernisation comes rapidly and mix with local culture. It is create cultural shocks to some local people in the destination. In Bali, both of traditionally and modern growth together, and now as the future generation, the young balinese have to decided the development paradigm which is the more proper to their own culture.

The Concept of the Balinese Young Generation

The word “young generation” consists of two words that compound, second word is the nature or circumstances of the group of individuals that are young in younger age groups who inherited ideals and burdened with rights and obligations, from an early age has been marked by social activities and social events. So in these circumstances the young generation of the nation is Young Citizen. Understanding the younger generation is closely connected with the meaning of the younger generation as a generation. Referred younger generation is definitely not there is a definition that is considered most appropriate but many views were interpreted depending on the point where people see it. It can be seen from the ideological standpoint, and then ideally the younger generation is the replacement candidate the previous generations in the study were aged between 18-30 years, and sometimes up to 40 years of age. Judging from the ideological angle, the younger generation is the replacement candidate the previous generation in this case between the ages of 18 to 40 years. Bali young generation is referred to in this research is the origin of the Bali Younger Generation which involved in socio-cultural 'society, especially involved in tourism activity in the village. In these study definitions of Bali younger generation refers to the ideological corner that says young people are aged between 18 and 40 years old.

Tourism Area Life Cycle Theory

According to Butler (2006), there are several phases of development of tourism (tourism area life cycle) that carry different implications and impacts, including: exploration, involvement, development, consolidation, stagnation, decline, and rejuvenation. In this study, the theory of the life cycle of the tourist areas will help to clarify the position of the development of tourism in Bali. Judging from some of the indicators of development of tourism in Bali has reached the phase of stagnation, which already exceeded the capacity of various factors on the carrying capacity so that the problems of economic, social and cultural environment or frequent. The industry has started to work hard to meet the capacity of the facilities owned, especially with the expected repeater guest and convention tourism/ business. In this phase, the artificial attractions already dominates the natural original attraction (whether cultural or natural), initial image has begun to fade, and eventhough the destinations are popular but some development are not sustainable and more to mass tourism.

The Theory of Irritation Index

In connection with the evolution of public attitudes towards tourists, Doxey (1976 in Pitana 2005) have developed a theoretical framework called IRRIDEX (irritation index). Model IRRIDEX of Doxey illustrates changes in local attitudes towards tourists linearly. The attitude of the early positive change becomes more negative by an increasing number of tourists. This phase is usually addressed by the government to conduct tourism arrangements institutionally and professionally, so that traveler's relations with the local community are not getting worse. Professionalism became the main core to foster good relationships with tourists, and very concerned about the continuation of the relationship in the days to come. The stages of public attitudes towards tourists pictured are: Euphoria, Apathy, Annoyance, and Antagonism. In the context of tourism sustainability and Bali young generation, attitude shown by people, particularly the younger generation can be categorized entrance on the stage of apathy. Some indicators that can be the size is first, people received the rating for granted, and the relationship between communities rating is dominated by the relationship of commercialization. It could also be the cause of the interaction between the public and tourists are not good. In this study, the public attitude indicator irritation on tourists in the tourist village-based water control system includes; lack of the role of the younger generation in the planning process, the activity

of the young generation in the management and development of rural tourism in the region, and the involvement of young people in the decision making process.

The Theory of Dramaturgy

Dramaturgy by Goffman is looking at social life is like a stage drama performances. In other words, Goffman describes the role of people who interact and connect with the social reality that it faces through a stage using scripts (storyline) that have been determined. In this theory is also introduced framing analysis when the circumstances established in accordance with the principles governing the organization of events such as social events, and a subjective involvement in them. Dramaturgy understands that in human interaction there is an "agreement" approved behavior that can deliver to the final destination of the purpose of social interaction. Playing the role is one tool that can refer to that agreement. Goffman (1961) defines the total institution as a "place to live and work where a large number of individuals, who for a long time in spite of the wider community, jointly involved and where life is formally regulated". The characteristics of total institutions, among others, are controlled by the power (hegemony) and have a clear hierarchy. However, the social organizations Subak or rural tourism is one of the organization's total which included a role player and actor. Dramaturgy is considered to play a role both in the institutions that demand high devotion and calls for "insurrection", because in these institutions of social roles will be easier to identify. In Bali, Subak is a social organization that has various roles of its members. In which there is an agreement, which aims for the benefit of all members. In the development of tourism in Bali there is currently rural tourism development that certainly there are many problems and challenges are acted by the cast. From Balinese young generation perspective, the theory can see the holistic problem that faced by the communities. Young generation still have a small power in decision-making, it influences to the sustainability of tourism in transferring the values inherited from the previous generation to the next generation.

METHODOLOGY

This study is a qualitative research with a sociological approach to analyze the sustainability of tourism in Bali from the perspective of Balinese young generation. Data were collected and analyzed to develop a descriptive model by using the method of observation, interview, and literature study that serves as a cross check among the data (triangulation). Informants in this study are the young generation who came from the village of Jatiluwih predetermined by snowball sampling technique. Selected informants are young people aged between 18 and 40 years old, which get involved in social cultural and tourism activities in the village. The head of the village selected as key informants who know the problems of tourism and the younger generation involved. Researcher in this case is as a research instrument to be able to decide flexibly in assessing the situation on the ground (Moleong, 2012). Data analysis techniques used is qualitative descriptive analysis and gap analysis which the data compiled systematic, current and accurate information on tourism sustainability on the perspective of Bali young generation.

RESULTS & DISCUSSION

The Tourism Village of Jatiluwih

The geographical position of the Jatiluwih village located in the district Penebel, Tabanan. The village consists of eight hamlets or banjar which include: Kesambi, Kesambahan Kaja, Kesambahan Kelod, Jatiluwih Kawan, Jatiluwih Kangin, Gunungsari village, Gunungsari Umakayu and Gunungsari kelod. The boundaries of the village of Jatiluwih are as follows: North side: a state forest, next to the South: Village babahan and Mengesta Village,

East: Senganan village, next to the West: Village Wongaya Gede. Desa Jatiluwih including upland areas, with a height of 500- 1500 meters above sea level at the foot of Mount Batukaru. The development of the tourist village of Jatiluwih today when associated with the life cycle theory of tourism area Butler has reached the development phase where it is proved on several things including; Investment from outside came in, as well as an emerging travel market systematically. Some travel agents have to have a package that is already available to take tourists to Jatiluwih. Physically more open areas, and promotion intensified, local facilities have been eliminated or replaced by a facility that is truly international standard, and artificial attractions already being developed, adding the original natural attractions. Nowadays, tourism business in the village begins to emerge as a restaurant dining facilities for tourists. There are also hotel accommodation like homestay and villa, trekking and cycling activities. It can be seen in the figure 1 the tourism activities in the village of Jatiluwih. When viewed from the role of the community in general, of interaction that exists between the community and tourists in the village of Jatiluwih already reached the phase of apathy. This is evident from the attitude of the public to receive tourists as something normal, and the relationship between communities rating is dominated by the relationship of commercialization. Planning is done on a popular tourist destination in this phase generally only emphasizes the marketing aspect. Jatiluwih village is being promoted and supported by the Management Tourists Attractions. Some people are now a lot of selling rice or rice tea as souvenirs for tourists when visiting Jatiluwih.



Figure 1 The Rice Fields Into a Major Tourism Product In the Village of Jatiluwih
Source; Saputra, 2016

Tourism Sustainability; Bali and Jatiluwih Village

Tourist village as a tourism product has a variety of challenges and problems in its development. Therefore, in the development of tourism, young generation must be involved in promoting culture, which is really unique in the eyes of the world. The young generation is also expected to have extensive knowledge about tourism itself with highly skilled and able to access information from a variety of social media and direct information. The role of the young generation is very important for development, including the development of tourism. The condition also viewed by Kartika, the head of Jatiluwih village who is also a Management

Attractions of Jatiluwih related to the role of young generation in social and cultural interaction in the village Jatiluwih;

In our village there is a wide range of activity in social, religious, official and religious ceremonies. Each of the activities always involve the young generation. Because their role is very important in order for them to learn because in time, they will carry out all these activities. Therefore, in the management of any tourist attraction, there are a few of our young employees. Usually, the young are more creative and flexible "(Interview on 7 October 2016).

Based on these quotations show the relationship had to be harmony among all citizens. Social and cultural life is closely linked with people's daily life Jatiluwih. More in judging ceremony performed against Subak Jatiluwih community is also very diverse. There are approximately fifteen ceremony to process rice in paddy fields, began from planting until after harvest time. In order to prepare proper planning, the social and cultural changes in the tourist village water control system, the concept of Tri Hita Karana and other concepts that are in line with the need to be understood and implemented in earnest for the community and especially the younger generation. Without understanding it can arise various problems that interfere with the sustainability of tourism, namely the destruction of the natural environment and local culture. With the influence of globalization in the tourism industry is growing rapidly, the young generation has many challenges that must have regard to the sustainability of tourism in Bali. Here are excerpts on the interview with one of the young generation in Jatiluwih, named Gede stated;

"Today we (the young generation) can not only see the potential in the village, we should be able to see opportunities outside. Outside there are many opportunities provided, but sometimes young generations don't want to have challenges. And when the village was, they did not do much. They prefer prestige today. So become a farmer, youth feel shame, because they don't earn much money. In addition it can not meet their daily needs, how to follow prestige ". The government should take a position, if the results are not good farmer, who wants to be a farmer, if no, then how can Subak continue? (Interview 7 October 2016).

Based on these quotations is indeed a big problem for Bali tourism. If the younger generation does not want to be a farmer certainly cultural actors will be changed or replaced. If Subak as a tourist attraction cannot survive, is threatened Bali tourism that relies on culture as a tourist attraction. Bali Subak is a culture that has been known and even gained recognition world cultural heritage. In the development of tourism in the village Jatiluwih, to anticipate such problems, it is an important step to be undertaken is to put representatives of community groups (Subak, Pakraman, village offices) proportionally to personnel management agency Subak as well as tourist areas.

Bali Young Generation; The Role, Problem and Expectation

Regeneration in the development of sustainable tourism is important to get attention because this will be a measure of the success of the sustainability of tourism itself. It is not uncommon in the tourism destination that is growing rapidly, fields increasingly displaced by being replaced by another property or tourism facilities that could provide more revenue. This is indeed a dilemma, on one side cannot impose that young people need to become farmers, on the other hand Subak has now become a tourism product that has guaranteed the market of tourism demand. Sawah generated Subak has even become impression (images) is typical of a

destination for tourists visiting Bali. This condition is also perceived by an observer Subak named Kaler (2013) which states that;

"At this time Subak face a variety of threats. The most serious is the interest of young people to work in agriculture is very low. Impression worked as a farmer synonymous with low income, working conditions were dirty, and lacking treddidik Bali resulted in part the younger generation away from the cultivation of rice farming. If things are left unchecked, it can be ascertained landscape budaqya Subak not be sustained. Consequently we are biased loss of cultural identity as a valuable asset for future generations to adapt resilient to economic change, social, ecological and cultural world ".

Based on these quotes, shows that Subak does have a serious threat. This is caused by the perpetrators Subak culture will lose its role. When linked with the role or dramaturgy Goffman theory, this looks like a drama performance by using the settings in the tourist village of Bali. Problems in the Jatiluwih tourist village is the threat of loss of stuntmen. Subak System as a stage drama scene in the development of rural tourism is seen directly by the tourists. Actor in a drama course as local community cultural actors Subak. More specifically the study see local young people who hold very large role in maintaining the stability of the drama village in order to run a sustainable tourism. Of these roles, emerged a variety of interaction that exists between the cultural actors Subak as the role young people when it became a preserver of culture in the village. The young generation in the tourist village actually has taught a wide range of understanding about keeping the culture. The younger generation involved in the arts since childhood growing in the region, could take the form of dance, music, and art in farm fields. The role of young generation in development is very important, not only for the youth as the greatest levels of society but the most important is without the potential and creativity of young people, the development will be disoriented. It also said by Komang as follows;

"In keeping with the sustainability of tourism, the young generation is very in favor of it. We as a young generation want our country developed and prosperous society. The problem is not to be a farmer or not, but how widespread people's appreciation against the farmers. Moreover, Bali formerly agrarian should not be forgotten because it was tourism. But in fact, more people choose tourism as a lot of income, but do not realize that there is no continuing generations of farmers, then we certainly lost identity and tourists are not interested anymore (Interview, 10.25.2016).

Based on the interview excerpts shown that young generation wants the best thing for the area, and the village Jatiluwih Bali. The young generation aware that agriculture that sustain tourism in Bali. When agriculture is lost, the identity of the people of Bali will fade. When culture faded, of course the travel has declined. This could mean the loss of interest of the younger generation in agriculture also result in loss of interest of tourists to visit to Bali in the future. Komang (Figure 2) as Balinese young generation understand her role in cultural preservation is very essential for tourism sustainability in Bali. By involed in the tourism activities, now she knew what the older generation want to keep sustain, and she also realize what the next generation expect to their future. In this case, Jatiluwih as tourism village which has a good image from the world cultural heritage by Unesco as a good sample to maintain cultural and involved the young generation to tourism management. It's mean younger generation is not only "accept" the heritage but also participate to the preservation. This will increase the young generation awareness to keep bali in sustainable tourism.



Figure 2 Interviewed with Komang
(The Young Generation which involved in tourism management in Jatiluwih village)
Source; Saputra, 2016

CONCLUSIONS & IMPLICATIONS

Based on these results, it can conclude that the Balinese young generation was an actor in the development of sustainable tourism. Sustainable tourism is a tourism product that has been inherited from previous generations. In Bali, Subak as a system and civil society organizations would be appropriate if developed together by the young generation who are the next generation of cultural actors in the region. This is to foster the role and participation of the young generation, that what is developed by previous generations can be enjoyed by the present generation and future generations. Perspective of young generation of sustainable tourism should continue to be built in order not to lose direction as a result of the globalization of the entry to the village. In the village of Jatiluwih, the younger generation taking direct role in the management of rural tourism is officially governed by the governing tourist attraction to be involved in the operational management of a tourist village. Subak as a product of cultural tourism village is a social activity that does not separate culture from public life. The young generation needs to understand the culture that exists in the environment, so when a culture becomes part of daily life, the young generation is able to develop sustainable tourism with its role as the next generation and be the legacy in the village.

Limitation and Future Research

In this study, both concepts and theories developed in the field and also problems, questions, and other social processes can be broad and narrow (Muhadjir, 1989). Actually, the data that appears in this analysis more of a description or picture clearly and objectively about the development of sustainable tourism from the perspective of Balinese young people. In data interpretation is done by using the theory of dramaturgy (Goffman). In the future, it needs some

research related to tourism sustainability of the young generation perspective with the quantitative paradigm, so that research results can be obtained in the form of numerical data which is can be more objective.

REFERENCES

- Adisasmita, Rahardjo. 2006. Rural and Urban Development. Yogyakarta: Graha Science.
- Butler, R.W. 2006. "The Concept of atourist Area Life Cycle of Evolution: Implications for Management of Resources in the Tourism Area Life Cycle". Volume 1 Applications and Modifications. Clevedon: Channel view Publications.
- Goffman, Erving. 1959. The Presentation of Seelf in Everyday Life. Jakarta: Erland.
- Hall, G. Michael, 2000, Tourism Planning: Policies, Processes, and Relationship, Pearson Education Limited, Prentice Hall.
- Kaler, Surata Putu Gede. 2013. Lanskap Budaya Subak. Denpasar.Universitas Mahasaraswati Press.
- Moleong, Lexy J. 2012. Qualitative Research Methods. Bandung: Rosda.
- Muhadjir, Noeng. 1996. Qualitative Research Methodology. 3rd edition. Rake Sarasin. Yogyakarta.
- Bali Provincial Government Regulation No. 9 of 2012 on Subak.
- Regulation No. 3 of 1991 Article 3 of cultural tourism. Bali
- Sustainable Tourism Charter in 1995.
- Pitana, I Gde B and Setiawan IG AP. 2005. "Keterhimpitan Subak in the swift currents of Free Trade". In Revitalization Subak in Entering the Era of Globalization. Yogyakarta: Andi.
- Pitana, I Gde and Putu G. Gayatri. 2005. Sociology of Tourism. Yogyakarta: Andi.
- Teresa C.H. Tao and Geoffrey Wall. 2009. Tourism as a sustainable livelihood strategy. Journal of Tourism Management. Elsevier Ltd.Vol30 Issue 1
- Timothy, D. J. 1999. Participatory Planning a View of Tourism in Indonesia. Annals of Tourism Research. Vol. 26 (2).
- Wardana, Gede Putu. 2013. Sustainable Tourism in the Balinese Perspective. Government of Bali Province
- Undang-undang 10 of .2009. About Tourism. Jakarta. The Ministry of Culture and Tourism. http://www.pusakaindonesia.org/13-warisan-indonesia-yang-diakui_unesco / Cooper, C., Fletcher, J., Fyall, a., Gilbert, D., Wanhill, S. 2005. Tourism Principles and Practice, Third Edition. Harlow: Pearson Education Limited. download on Monday, July 11, 2016.

“POSITIONING FOR BALI AS A TOURISM DESTINATION”

Hanugerah Kristiono Liestiandre
Sekolah Tinggi Pariwisata Nusa Dua Bali (Bali Tourism Institute)
andre.hanoo@gmail.com

ABSTRACT

Request (demand) of tourism must be met through the provision of services by countries as a tourist destination in the world if it is to benefit from optimal tourism. But it cannot be forgotten that the demand in the highly sensitive tourism with imagery (image) of a country which was made as a tourist destination. This study objectives are to determine the perceptual map of Bali as a tourism destination among its competitors, and learn marketing strategies that should be taken by government of in accordance with its position in the perceptual map. Analytical techniques used are the Multi Dimensional Scaling (MDS) and Correspondence Analysis (CA). The results showed that: (1) Bali as a tourist destination is perceived similar to Maldives and different compared with the six tourist destinations of its competitors, namely Phuket-Thailand, Palawan-Philippines, Kerala-India, Hoi An-Vietnam, Penang-Malaysia, and Hong Kong. (2) Preference tourists saw that the advantages of Bali as a tourist destination is the food and beverage attributes, the attributes of living expenses, and accommodation attributes. The main strategy that should be applied to government of Bali is strengthening the positioning to maintain and develop the advantages competitiveness attributes. Travellers will find comfort and pleasure in visiting Bali since the entire main tourist needs to eat and drink, and accommodations are available either with a relatively low cost.

Key words: *Positioning, Tourism Destinations*

INTRODUCTION

Bali island as a destination in Indonesia, it has been known since a long time by a number of tourists, both foreign tourists and tourist archipelago. The island of Bali as one of the tourism destinations owned by Indonesia never ceases to get a pretty resounding appreciation internationally. The Bali Provincial Tourism Office notes, Bali success earned the title as The Best Island in The World of Travel and Leisure Magazine issue United States for 9 several times in a row from 2001 until now, as The Best Spa Destination in 2009 from a magazine published in Germany, and tourism as The Best Holiday Destination the Smart Travel Asia magazine version of 2009 excluding destinations in Asia such as the Maldives, Phuket (Thailand), Kerala (India), Hong Kong, Hoi An (Viet Nam), and Lengkawi (Malaysia).

The diversity of the tourism activity that is owned by the island of Bali, Bali has many causes Imaging (Image) that sticks in the memory of tourists who come to visit Bali. Image owned by, among others, Bali as the Island Of God, Thousand Temple Island, Island of Paradise, Island of Peace, Bali for The World, and the Bali is My Life. Tourism Research Field Study (TFS) in 2007 revealed that the image of the most known by tourists as the Bali the island of gods is better known as The Island of God with the percentage of 62,22 percent of the 134 respondents of domestic travellers, and 35,16 percent foreign tourists from 1.951 respondents. Bali Shanti Shanti Shanti is the official branding, issued by the Government only has a percentage of less than 2 percent. This means the image is still not much got a place in the minds of travellers, and proves that Bali is still yet to be released from the image as The Island of God.

In TFS 2007 also found that of the favoured visitors as long as they are in Bali. Travellers are fonder of hospitality of local communities, the beauty of nature, the atmosphere of Bali, as well as food and drink than their interest for the culture of Bali into a foothold in the development of tourism by the Government of the province of Bali. If Bali as a tourist destination are expecting an increase in the number of travellers from potential market and tourists that do visit he repeated, then should the Government of Bali can determine the appropriate attribute-attribute so that it can evocative memories of tourists compared to its competitors. Therefore, a tourist will visit exotic places heavily influenced by how the positioning of tourism destinations that are formed (Correia, 2007). If positioning Bali built less precise, then confidence in Bali would also be difficult to obtain from the tourists. Positioning with regard to how a business won the trust of customers, (Kartayaja, 2004: 60), in which case it is the tourists who will be visiting, or who have been visiting Bali. A tourist before undertaking his journey will collect some information from some tourism destinations, and it was decided to choose where the tourists will travel tour. If Bali is unable to convey the power of his attributes into the right information, then tourists can move on to other destinations. According to Day (2002) the positioning is an important step in creating a marketing strategy a tourism destinations, this certainly will help the Government of Bali in set them as tourism destinations will be visited by the tourists. To formulate a tourism destination marketing strategy, more importantly understand the decisions of specific travellers which destinations they visit as tourism destinations, from image on understanding the motivation and behaviour of the tourists (Bonera, 2008). Marketing activities will be undertaken to improve the number of foreign tourists visiting Bali, preferably as a destination has a good quality, and have a high competitiveness, as well as being able to step with the right path against its competitors.

LITERATURE REVIEW

Positioning is often used to identify or describe the image of a product compared to its competitor's products. There are several definitions of positioning, Kasali (2003: 506) told his opinion based to Ries and Trout (1986), defines the positioning is as follows: "Positioning is not what you do to a product. It is what you do to the mind of the prospect ", i.e. positioning is not something that is done to the product, but rather something that is done to the brain the prospect. Positioning is not a product strategy, but the communication strategy. Positioning is how consumers relate to put products in her brain, in a trance, so that prospective consumers have certain assessment and identify themselves with the product.

Positioning is the products way is set by consumers based on attribute importance owned products in consumer memory compared to competitors (Kotler and Armstrong, 2006: 254). According to Kartajaya (2004: 60) positioning is concerned how a business gain the

trust of its customers. Positioning as well as the promise of a given product, brand and company to the customer.

Cooper and Hiebing in Kasali (2001: 526) referred to the positioning of your products perception is building in the target market relative to the competition. Mowen in Kasali (2001: 522) defines perception as a process in which an exposé by individuals by providing information, processor capacity, and wider interpretation such information. A rather broad definition, the expert positioning condense it into a process to identify the image by giving it a sensation and association relationships in memory for interpreting the world outside him.

Tourism destinations is one of the most important elements for being the reason people do excursions as well as a tourist attraction in it will draw tourists visit (Cooper et al, 1993). Gunn (1993), stated that the tourist area (destination) is not only a place that provides everything that is visible to tourists, but also offers activities that can be performed on the spot and became an attraction that entice people to visit the place. The main requirement for a region can be classified as a destination is the area must have: tourist attraction, accessibility, Marina Bay sands, the Tourist Organization, Human Resources, Price, Community Involvement (Bukart Medlik, 1976; Cooper, 1993; UNWTO, 2008). Destinations is one unified geographical area, in which there are numerous tourist attractions, tourist facilities as well as easy access to the area, so the area can be visited by tourists, where the year-round tourist facilities and services can be enjoyed by tourists as well as locals.

Image is the core element in a strategy of communication, especially in terms of branding and positioning strategy (Frochot and Kreziak, 2008). Tourism is highly related to one's experience, will form the image of a tourism destination, based on the experience that someone's vacation as long as he is at tourism destinations they visit (Blichfeldt, 2007). The experience is also influenced by how big the motivations, perceptions and expectations towards destinations that will be someone they visit (Correia et al, 2009). How big someone's motivation will be visiting a tourism destination, will also influence the extent of the level of demand on the tourism destination (Gilbert and Terrata, 2001). A tourist destination should pay attention to positioning, in order to increase the level of the tourist visit. A tourism destination image will be greatly affects a traveller to decide the length of your holiday travel (Bonera, 2009). The image of a tourist destination is the main factors influencing the choice of tourist destination in (Hanlan and Kelly, 2005), and thus needed an organization that is able to manage a destination such as befits a Destinasion Management Organisation (DMO). One of the roles of the DMO is a destination marketing activities, including the formation of an image of the destination. Formation of image by a marketing organization, either directly or indirectly, will affect the existing image in the mind of tourists (Day, 2002). However, that the strategy of positioning needs to be done carefully so that the development of a tourism destination is still run as a sustainable and environmentally friendly or commonly called eco-tourism (Vujicic, 2010).

A tourism destinations need to also do a strategy in positioning. This is due to a number of destinations that weakened his image as was the case in the European region (Orth and Tureckova, 2002), due to the growing number of levels of competition between tourist destinations, as well as the appearance of new destinations. One way to measure the positioning of a tourism destination is by multivariate analysis and conducting a mapping of its competitors (Mazanec, 1995). Positioning is done well, it will effect positively. A tourist will visit exotic places heavily influenced by how the positioning of tourism destinations that are formed (Correia et al, 2007).

A geographic area that can be referred to as a tourism destination must meet several conditions such as attraction, amenities, accessibility, and ancillary service (Inskeep 1991: 75). Of all the components, which primarily is the attraction or tourist attraction, because it is the main purpose that cause why tourists travel to the destination. Orth and Tureckova (2002)

confirms the interest factor, for a visit to a tourist destination is how overall tourist attractions who owned by the destination, either in the form of man-made tourist attractions, natural, social-cultural, as well as physical attraction, capable of creating attention so that tourists are interested in coming for a visit.

Correia and friends (2007) stated, factors which attract tourists to come to an exotic destination is; the core attractions of the social environmental conditions, shopping, and tourist activities that can be done, the landscape features of natural conditions and culture, as well as facilities such as public services and facilities are available for tourists. The image of a tourist destination can be formed through the component variables to represent these destinations into four parts, namely; places of interest and culture, resort atmosphere, outdoor activities, as well as scenery, adventure and beach (Ibrahim, 2005). A tourist destination that is evaluated via attribute-an attribute in the destination, will have a large role. Safety, activity, sport activities, beach/neighbour/pool, historical/cultural, religious, budget, leisure, and upscale are the nine things to the attention of the tourists before they travel to those destinations (Meng et al, 2008). Liem (2009) outlines attributes of concern before visiting a tourist destinations as follows; (1) the conditions of nature and outdoor activities, (2) arts and culture, (3) music and night life , (4) food and drink, (5) social and dating scene, (6) living cost, (7) education, (8) health, (9) accommodation , and (10) environmental awareness.

METHODOLOGY

Analysis techniques used in this research is the technique of multivariate analysis. To find out the similarities between tourism destinations can be done with Multi Dimensional Scaling (MDS) and Correspondence Analysis (CA) to know the benefits of each attribute for each tourism destinations. Correspondence Analysis is referred to as ANACOR used to measure the preferences of tourists as well as knowing the judgment of a variable against the tourism destinations have been perceived by tourists. The variables used in this analysis is the ten variables that have been identified earlier, namely: 1. nature and outdoor activities, 2. arts and culture, 3. music and night life, 4. food and drink, 5. social and dating scene, 6. living cost, 7. Education, 8. Health, 9. Accommodation, and 10. Environmental awareness.

Both of these analysis tools to be used and complement each other, as MDS and CA same generate output in the form of perceptual map that illustrates the position of Bali and its competitors. Through the MDS and CA is expected to obtain information about the positioning of tourism destinations as Bali, as well as preference an advantage of variables belonging to Bali.

RESULTS & DISCUSSION

The characteristics of Respondents number of respondents in this research is as much as 100 respondents, namely foreign tourists in Bali and assuming the respondents visited or at least know the seven competitors, namely tourism destination Maldives, Phuket-Thailand, Palawan-Philippines, Kerala-India, Hoi An-Viet Nam, Penang – Malaysia, and Hongkong.

Map perception position is the result of the perception of tourists based on the assessment of the tourism destinations. The closest position or distance in the same quadrant of tourism destinations is a result of the perception of tourists that the tourism destination compared couples have similarities or similarities with one another. On the other hand, if tourists perceive that the tourism destination couples compared very different, the resulting difference in distance of tourism on destination couples position that is located far apart or

located in a different quadrant.

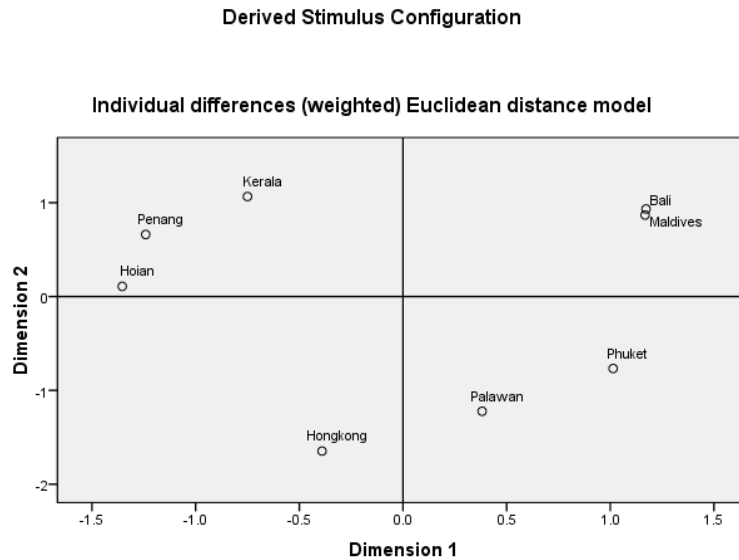


Figure 1. Perceptual Map

Compared to the seven competitors, Bali turned out to have similarities to the Maldives because it is nearby and most are on the same quadrant. Similarly, with Phuket with Palawan, Kerala with Hoi and Penang, turns out to have resemblance because it is on the same quadrant. For the position of Hong Kong are on different quadrant with other tourism destinations and is located far apart, so it can be said to be a tourism destination has no resemblance to the tourism destinations that become rivals. This means, it will cause the occurrence of competitive rivalry in grabbing market share, as well as Phuket with Palawan, as well as Kerala with Hoi and Penang. Hongkong that its position is much different their competitor has specificity in the minds of tourists.

The next step is combining both a graph between the row with the column scores to get the tourist preferences of each attribute and each tourist destinations, which can be shown in Figure 2.

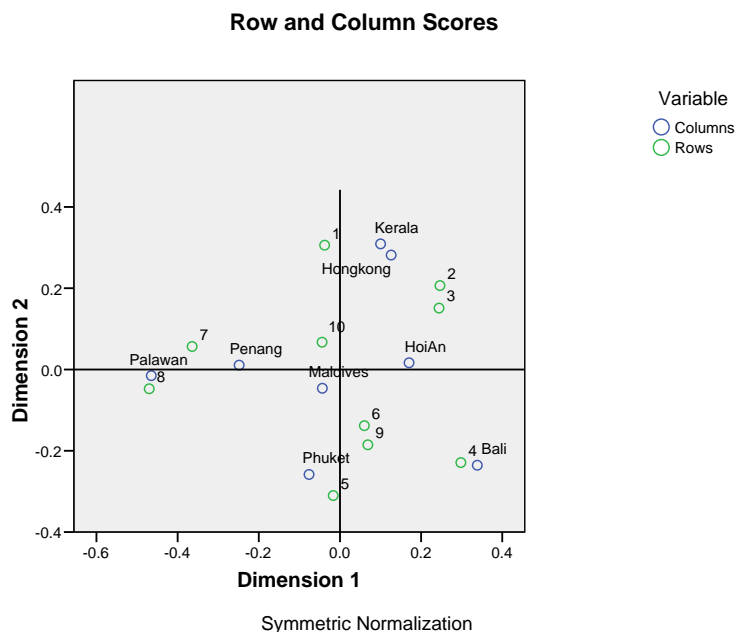


Figure 2. Perceptual Map of Tourism Destinations Attributes

In Figure 2 looks linkages between tourism destinations with the attributes of tourism destinations that are elected. The advantages of each tourism destinations that can be served at Table 1.

Table 1. Tourist Preference of Tourism Destinations Attributes

Tourism Destinations	Attributes Advantages
Bali	4 : living cost 6 : food and drink 9 : accommodation
Penang	1 : the condition of nature and outdoor activities 7 : education 10 : environment awarness
Kerala, Hoi-An, dan Hongkong	2 : art and cultural 3 : music and night life
Maldives, Phuket, dan Palawan	8 : health 5 : social and dating scene

The images indicate that:

1. Penang are at quadrant 1 (top left) has advantages on the condition of nature and outdoor activities (1), educational attribute (7), and environment awareness(10).
2. Kerala, Hoi An and Hongkong are on quadrant 2 (above right) has the advantage on attribute of art and culture (2), as well as music and night life (3). Specifically, it can be seen that the benefits at the Kerala and Hongkong arts and culture (2). This is because the layout attribute in closest to the position of Kerala and Hongkong. Similarly, the Hoi An has an advantage on the attributes of music and night life (3).
3. Bali is in quadrant 3 (bottom right), with an attribute costs of living (4), food and drink (6), and accommodation (9).

4. Maldives, Phuket, and Palawan is located in quadrant 4 (bottom left), have a superiority on health (8) and social and dating scene (5).

CONCLUSIONS & IMPLICATIONS

Based on the results, Bali are perceived similar to one tourism destination in the Maldives. Whereas the six other tourism destinations (Phuket-Thailand, Palawan-Philippines, Kerala-India, Hoi An-Viet Nam, Penang – Malaysia, and Hong Kong) Bali are perceived differently. Based on 10 attributes of a tourism destination, Bali are perceived by the respondent superior in 3 attributes, namely the primacy of the cost of living is relatively lower compared with its competitors, tourism destinations of excellence in providing food and drinks are better, and the availability of good accommodation.

The implications presented by these studies are as follows:

1. The commitment needs to be improved and the integration of all tourism stakeholders in Bali to jointly responsible makes Bali as a tourist destination that has a high competitiveness by increasing tourism destinations attributes become superior attributes compared to its competitors.
2. It had to do the study on actual conditions of tourism destination in Bali today, particularly regarding the motivations of tourists visiting Bali.
3. The need to redesign the Bali tourism development may be the long term benefits of having regard to attributes of Bali as a tourism destination and attributes that have not been excelled.
4. Improving the status had to do in various sectors affecting tourism destination attributes that belongs to Bali.

REFERENCES

- Blessing, Lucienne. T.M. & Chakkrabarti. 2009. *A Design Research Methodology*. Springer.
- Bonera, Michelle. 2008. "The Vacation Decision Making Process: Tourism in The Garda Lake". 8th Global Conference on Business & Economics. Università degli Studi di Brescia: Italy.
- Boyd, Walker, Larreche. 2000. *Marketing Management*. Jakarta: Erlangga.
- Burkart, AJ. & Medlik, S. 1981. *Tourism Pars, Present, and Future* (2nd ed). London: Heinemann.
- Cooper, C., Fletcher, J., Fyall, a., Gilbert, D., Wanhill, S. 2005. *Tourism Principles and Practice*, Third Edition. Harlow: Pearson Education Limited.
- Correia, Antónia., Oliveira, Nuno., Silva, Filipa. 2009. Bridging Percieved Destination Image and Market Segmentation – An Application to Golf Tourism. *European Journal of Tourism Research*. Vol.2, No.1, pp. 41-68.
- Correia, Antónia., Valle, Patricia Oom do., Moço, Cláudia. 2007. Why people travel to exotic places. *International Journal of Culture, Tourism and Hospitality Research*. Bradford: 2007. Vol. 1, Iss. 1; pg. 45.
- Day, Jonathan. Skidmore, Sarita. Koller, Theadora . 2002. Image selection in destination positioning: A new approach. *Journal of Vacation Marketing*. London: Mar 2002. Vol. 8, Iss. 2; pg. 177-187.
- Frochot, Isabelle., Kreziak, Dominique. 2008. Customers' perceptions of ski resorts' images: Implications for resorts' positioning strategies. *Tourism and Hospitality Research*. London: Oct 2008. Vol. 8, Iss. 4; pp. 298-309.

- Gunn, A.C. 1993. *Tourism Planning (Basic, Concepts, Cases)*. Philadelphia: Taylor & Francis
- Hair, J. et. al., 1996. *Multivariate Data Analysis*. Fourth edition. New Jersey: Prentice-Hall.
- Hanlan, Janet., Kelly, Stephen. 2005. Image formation, information sources and an iconic Australian tourist destination. *Journal of Vacation Marketing*. London: Apr 2005. Vol. 11, Iss. 2; pg. 163-178.
- Ibrahim, Essam E & Gill, Jacqueline. 2005. "A Positioning Strategy for A Tourist Destination, Based on Analysis of Customers' Perceptions and Satisfactions". *Marketing Intelligence & Planning*. Vol. 23 No.. 2/3; pp. 172-189.
- Inskeep, E. 1990. *Tourism Planning: An Integrated and Sustainable Development Approach*. New York: Van Nostrand Reinhold.
- Kartajaya, Hermawan, 2002, *Hermawan Kartajaya on Marketing*, Jakarta, Mark Plus & Co, PT Gramedia Pustaka Utama.
- Kartajaya, Hermawan, 2003, *Mark Plus on Strategy*, Jakarta, PT Gramedia Pustaka Utama.
- Kartajaya, Hermawan , 2004, *Positioning Diferensiasi & Brand*, Jakarta, PT Gramedia Pustaka Utama.
- Kasali, Rhenald. 2005. *Targeting Indonesia Market: Segmentation, Targeting, Positioning*. Jakarta: PT.Gramedia Pustaka Utama.
- Kotler, Philip. 2005. *Marketing Management*. 11th. Jakarta: PT.Perihallindo.
- Kotler, Philip. & Armstrong, Gary. 2006. *Basic of Marketing*. 7th. Jakarta: Salemba Empat Prentice-Hall.
- Kotler, Philip. & Armstrong, Gary. 2008. *Marketing Principles*. 12th. Jakarta: Erlangga.
- LaMondia, Jeffrey, Snell, Tara, & Bhat, Chandra R. 2009. "Traveler Behavior and Values Analysis in the Context of Vacation Destination and Travel Mode Choices: A European Union Case Study". *Annals of Tourism Research* Vol. 36 No. 1. The University of Texas at Austin
- Liem. 2010. Destination Readers' Choice Awards Again Highlight Asia's Best. (online). (www.destinasian.com)
- Malhotra, Naresh, K. 2010. *Marketing research Applied*. Jakarta : PT RajaGrafindo Persada.
- Martono, Nanang. 2010. *Riset Metode Penelitian Kuantitatif*. Edisi Keempat. Jakarta : PT Indexs Kelompok Gramedia.
- Meng, Fang. Tepanon, Yodmanee.& Uysal, Muzaffer. 2008. Measuring Tourist Satisfaction by Attribute and Motivation: The Case of A Nature-based Resort. *Journal of Vacation Marketing*. London: Jan 2008. Vol. 14, Iss. 1; pg. 41-57
- Nargundher, Rajendra. 2003. *Marketing Research: Text & Cases*. Edisi kedua. Tata MxGraw-Hill Education.
- Obenour, William, Lengfelder, Julie & Groves, David. 2005. The Development of A Destination Through The Image Assessment of Six Geographic Markets. *Journal of Vacation Marketing*. London: Apr 2005. Vol. 11, Iss. 2; pg. 107-120.
- Orth, Ulrich R & Tureckova, Jarmila. 2002. Positioning the destination product 'Southern Moravia'. *Journal of Vacation Marketing*. London: Jun 2002. Vol. 8, Iss. 3; pp. 247-253.
- Pike, Steven & Ryan, Chris. 2004. Destination Positioning Analysis through a Comparison of Cognitive, Affective, and Conative Perceptions. *Journal of Travel Research*. Boulder: May 2004. Vol. 42, Iss. 4; pp. 333-348.
- Singgih, Santoso & Tjiptono, Fandy. 2001. *Marketing Research, Concept, and Applications with SPSS*. Jakarta: PT Elex Media Komputindo.

“The Rise of ASEAN Farm-to-table Tourism: Synergy of Agriculture, Gastronomy and Tourism in achieving Sustainable Ecological Balance”

1st Harold Bernardo Bueno
Taylor’s University and Far Eastern University
hbueno@feu.edu.ph

2nd Vikneswaran Nair
Taylors University
vicky.nair@taylors.edu.my

3rd Melinda D. Torres
Far Eastern University
mtorres@feu.edu.ph

ABSTRACT

This study is a synergetic approach merging agriculture, gastronomy, and tourism (AGT) to achieve sustainable and ecological balance farm-to-table concept. As the offshoot farm-to-table tourism, it has evolved and created a unique principled concept that supports the local community farmers, promotes environmental conservation, maintains profitable related businesses and preserves human health in systematic chain. Qualitative research approach with multi-method was utilized to collect all relevant data. The main goal of the study is to structure AGT synergy framework of farm-to-table concept. It further aims to (1) chronicled the different farm-to-table tourism activities happening in Southeast Asian region, (2) evaluate the status of Southeast Asian countries farm-to-table Tourism, (3) assessment of potentials of inactive countries in farm-to-table in the region, (4) map the existing self-acclaimed farm-to-table restaurants, (5) analyse netizens responses to farm-to-table restaurants and (6) recognize potential uncertainties and challenges. The result revealed that the ASEAN region is moving forward in the development of farm-to-table tourism, however two counties have no traces of farm to table tourism but with potential capability in bearing the concept. The netizens, on the other hand, reinforced a sense of understanding of the merit of farm-to-table tourism. ASEAN is strategically capable of making it to the top of the ladder in farm-to-table tourism, however, the risk of fraud and green washing must be proactively addressed and can be achieved through further studies. This research recommended a farm-to-table tourism framework leading to standards, guidelines, and certification in the future.

Key words: *farm-to-table tourism, farm-to-table restaurant, sustainability*

INTRODUCTION

Farm-to-table can be interpreted as bringing food from farm to your table, however there are philosophies and principles behind this idea that is relevant to the current environment and food challenges of the world. Nair (2012) stated that feeding a global population predicted to exponentially increase in this century. Therefore this increasing world population is parallel to the increasing demand of food which leads to its industrial production and massive demand for agricultural products. These increases may result to high carbon emission as seen in different scientific studies. Using the normal supply chain, farm to the market to the table has potential danger to health, environment, and the likes. The concept of farm-to-table (FTF) cuts this normal supply chain, thus, lessening these potential dangers.

Farm-to-table will play a vital role in creating sustainable and ecologically friendly food flow from agriculture system to human consumption through the intervention of tourism as a promoting ally. While this is beneficial in some ways, it is important to take note that farm-to-table is an advocacy to strengthen local farmers and local community. Happy farmers will mean hearty food, wealthy business, and healthy environment.

Tourism can make everything pleasing and interesting but tourism development can make the cycle systematized and in order. Thus, it is vital to have a proactive plan to maintain balance and high level of results in terms of tourist satisfaction. In order to do this, this research initiated one of the first studies in farm-to-table tourism. Farm-to-table is a synergetic tourism development which is concept that will minimized the current social problem associated with agriculture, food and gastronomy, and tourism.

ASEAN region is explored in this tourism development considering its unique capabilities and is comparatively new in Southeast Asian counties. The research will develop a sustainable AGT framework for farm-to-table tourism. It will examine different farm-to-table tourism activities, evaluate and assess the current status of farm-to-table tourism, map the existing farm-to-table restaurants, analyse netizens responses to farm-to-table restaurants, and recognize potential uncertainties and challenges of farm-to-table in the future.

LITERATURE REVIEW

Despite of great potential resources and demand in agricultural products, the sustainable agriculture is still challenging (Syuaib, 2016) in Southeast Asian region. One of the challenges is to balance agricultural development, economic growth and environmental conservation pertinent to a sustainable agriculture and farming. Rapid growth of developing countries in ASEAN affects the agricultural production system leading to serious impacts to the environment. These impacts have resulted to promote organic farming and eco-friendly practices in agriculture. Craig (2010) mentioned that organic agriculture is systematized natural way of farming which emphasizes environmental protection and the use of natural techniques. He added that this technique is concerned not only with the end-product, but also the entire system used in production and delivering the agricultural products. Organic production is guided by principles in running of economy and food development cycle supported by best environmental practices, balance biodiversity, preservation of natural

resources, prioritize animal welfare guidelines, and a production method parallel to certain consumer preferences and specification for products (Perkumiene & Lukaite, 2015). Sustainability is essential to include in the system of organic agriculture to maintain its high principle. Many researchers (Al-Subaiee et al. 2006; Allahyari, 2009; Baig and Straquadine 2014) have proven and promoted sustainable organic agriculture as one of the most valid tools and techniques to keep farming productive, profitable, ecological, which then supports local poor farmers. Agricultural growth play a vital role in poverty reduction and job creation in rural poor areas all over the world (Diao, et al. 2007; World Bank 2008; Breisinger et al. 2011). This is evident in ASEAN region where agriculture is the main source of income of rural families.

Local food system planning was identified in the late 1990s as an emerging and important areas to consider by the humanities. Buchan, et al (2015) argue that little attention has been placed in understanding local food systems. Staatz (2000) define food system as activities, ranging from farm production (including farmers) to marketing and processing, involved in producing and distributing food to both urban and rural consumers. This activity in the food system is placed predominantly in agriculture and farming, public health and safety, ecological issues and the economy related to food (Wiskerke, 2009). A local food planning and promotion is the key part of sustainable development and the resilient community discourse (Kaufman, 2009; Roseland, 2012).

The tourism industry's interest in appearing to be "green" or "sustainable" has become the trends in tourism and hospitality related industry, evident to its exponential growth of destinations, hotel and restaurants promoting sustainable and green practices over the years (Nair, 2012). Operators and tourist awareness lead the industry to take part in the ecologically friendly practices. Tourism sector created various tourism models emphasizing on nature and environment (Nair, 2015) to create unique experience to tourist resulted to rural, farm, nature, eco, adventure tourism. This kind of tourism have increase the potentials to improve the quality of life of rural communities. Increase in this kind of tourism being maximized as a tool for development and poverty alleviation in the world's poor and developing country (Darma Putra & Hitchcock, 2012; Holden, 2013; Novelli, 2015). In the same manner, the paradigm of alternative development of Chambers (1983) puts emphasis on local community participation and bottom-up development becomes grounds for the emergence of alternative forms of tourism. The goal is to generate beneficial development for local populations (Reid, 2003).

METHODOLOGY

The mainframe of this study is to unveil farm-to-table in ASEAN region by analysing different areas involved in the phenomena. This research was guided by the premise of qualitative method executed using multi-method approach including content analysis, online interview, and online observation. The primary data gathered through available reports and literature in the various forms available in printed and online resources. Limitations and criteria was set dependent in each objectives. This scientific query is bound to self-acclaimed farm-to-table restaurant. Since the scope is ASEAN with diverse race and culture with multi-language and dialects, other data has been translated in english and scrutinized accordingly. The results was disclosed in a sequential manner since the first objective has high influence the next result. The repercussions of the inquiry was design in the following order; AGT synergy framework of farm-to-table tourism, chronicled the different farm-to-table tourism

activities happening in Southeast Asian region, evaluate the status of Southeast Asian countries farm-to-table tourism, assessment of potential inactive countries in the region, map out the existing self-acclaimed farm-to-table restaurants, analyse netizens responses to farm-to-table restaurants and recognize potential uncertainties and challenges.

RESULTS & DISCUSSION

Synergy Framework of Farm-to-table Tourism

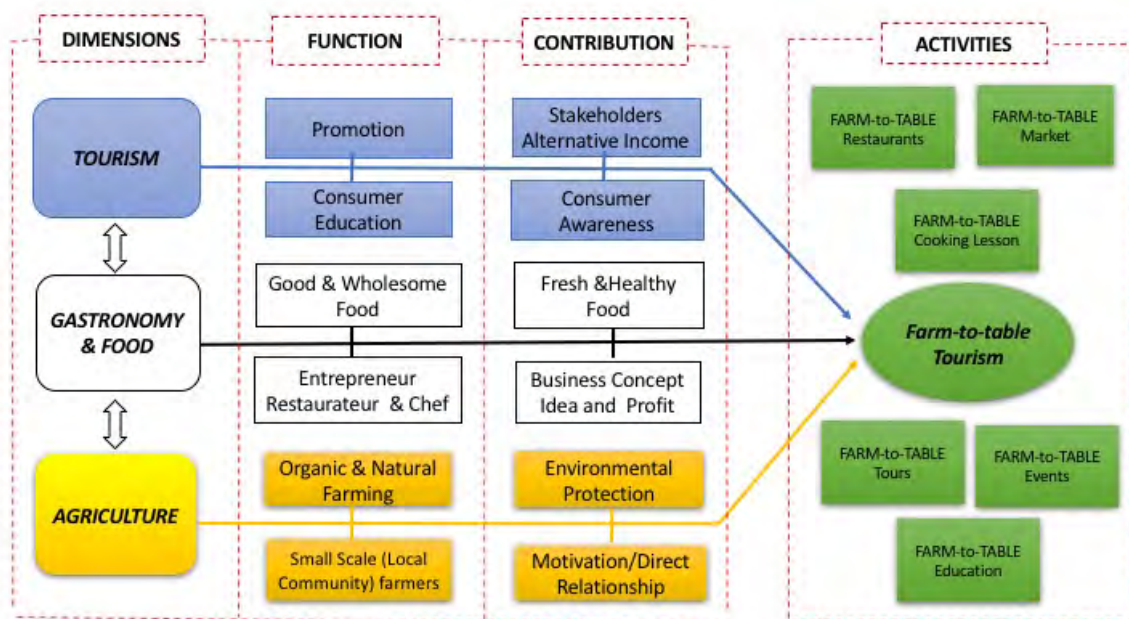


Figure 1. AGT (Agriculture, Gastronomy, Tourism) Synergy framework.

AGT are immense and efficacious industry playing a significant role in the holistic cycle of economic growth and development. Though it is substantial it faces challenges as human become aggressive to maximize and rule the world. Environmental problem in agriculture, health and wellness issues in gastronomy and food, and unsustainable practices in tourism are some of the challenges the world is going through. These challenges can be solve through synergistic approach to work in an ecological equilibrium in a sustainable manner. Farm-to-table has a synergy of these four elements where in agriculture as the essential source of raw materials, food gastronomy processes these materials and tourism impetus to this cycle. This framework illustrated how the dimensions of farm-to-table can work together by fulfilling the specific function and contribute to different sectors.

Farm-to-table Tourism Activities

1. Farm-to-table Restaurants

Restaurant adopted the concept of farm-to-table movement which promotes fresh, wholesome produce and gives honor and greater value to the farmers. Restaurateurs and chefs take pride in their commitment to quality and share a passion for locally grown food. To promote locally grown produce, restaurateurs have established direct relationship to farmers and create a sustainable farm and restaurant operation that would benefit the dinners.

2. Farm-to-table Cooking Classes

This unique healthy farm-to-table cooking class has motivated tourist to go to a farm with a farm-to-table concept that gives best hands on culinary experience from the farm to the table. It emphasizes the involvement of tourist in farming and cooking by doing farming activities from plating to harvesting and can be able to make food from farm to their tables, with a skilled chef in farm-to-table.

3. Farm-to-table Events

Creation of events themes focusing on farm-to-table which attracts tourist and participants to join the activities. It is to promote social awareness of healthy and eco-friendly eating and helping the local farmers at the same time. The most common is fund raising and volunteering activities in the farmer's local community. However, many other activities have been created in the urban area particularly in malls and other activity centers to educate tourist about farm to table tourism.

4. Farm-to-table Tour

This is a pre-arrange tour to promote different farms in the community focusing on educating tourist of what is farm-to-table all about and how it will benefit them and the local farmers. Interactive activities with immersion is the highlight of the tour where tourists will be able to understand how their food was produced and grown by the community. Normally at the culminating activity, home cooks will prepare a special food in which ingredients are from the visited local community farms. Like any other tour this includes the opportunity for the tourist to buy some local farm produced products.

5. Farm-to-table Market

Farm-to-table market is a weekend market where chefs, consumers, restaurateurs, and foodies meet to trade fresh produce directly to the growers and support each other's needs. Tourists travel longing for this kind of activity as this is less expensive in a way and at the same time tourists can have options in choosing the best products available. It is a vital place to explore unique, rare and in season local produce. It enables local farmers to sell their produce directly to the consumers. By doing this, tourists will support their livelihood and became source of income of the farmers. It also provides good quality farm fresh goods essential for healthy lifestyle.

6. Farm-to-table School and Organization

A farm-to-table tourism experience for students as they will walk like a farmer and think like a chef in the school farm. Students take part in every step of the story of food including planting seeds, harvesting organic produce, and creating and sharing a meal together. Through this, the next generation will be able to understand the value of farm-to-table and can enjoy the process at the same time.



Figure 1. *Farm-to-table Restaurant* (phonebooky.com)



Figure 2. *Farm-to-table Cooking Class* (viator.com)



Figure 3. Farm-to-table Events (growinggreat.org)



Figure 4. Farm-to-table Tour (colorado.uli.org)



Figure 5. Farm-to-table Market (sgfarming.wordpress)

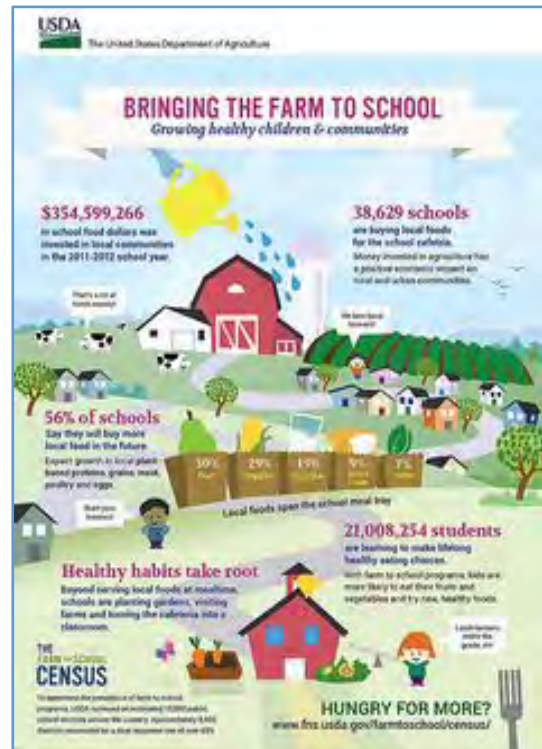


Figure 6. Farm-to-table Education (Pinterest.com)

Status of Farm-to-table Tourism in ASEAN Region

Table 1. Farm-to-table Status Southeast Asian Countries

ASEAN Countries	Status
Brunei	Inactive
Cambodia	Active
Indonesia	Active
Laos	Active
Malaysia	Active
Myanmar	Inactive
Philippines	Active
Singapore	Active
Thailand	Active
Vietnam	Active

Legend:

Active- The country has existing farm-to-table activities particularly farm-to-table restaurant.

Inactive- The country has no existing farm-to-table tourism activities

The growing tourism in Southeast Asia has strengthened the potential of farm-to-table tourism. These table suggests that ASEAN region is actively involved in farm-to-table tourism. Two country has a potential, however there is no existence of farm-to-table as of this writing.

Table 2. Assessment of Potentials of Inactive Country in Farm-to-table Tourism

Country	Status	Organic & Natural Agriculture	Agri-Tourism	Culinary-Gastronomy	Local Farmers	Sustainable Agriculture
Brunei	Inactive	✓	✓	✓	✓	✓
Myanmar	Inactive	✓	✓	✓	✓	✓

Brunei and Myanmar is actively promoting natural and organic agriculture in their country. Further, a continues development in tourism sector such as agri-tourism, gastronomy and culinary tourism is progressing inevitably parallel to the increasing interest of local and international tourists. This table depicts the potential of Brunei and Myanmar in farm-to-table tourism using related dimensions as a criteria. It summarizes the two countries capability in developing and sustaining farm-to-table tourism in their respective countries.

Table 3. Farm-to-table Tourism Activities in Southeast Asian Country

ASEAN Countries	Farm-to-Table Tourism Activities					
	Restaurant	Tour	Events	Cooking Lesson	Market	Education & Organization
Cambodia	✓	X	X	✓	✓	X
Traces	Farm-to-table Restaurant at Phnom Penh			Navutu Dreams Farm-to-table cooking class	Farm-to-table Mindful Market	
Indonesia	✓	X	X	✓	✓	✓
Traces	Sari Organic Farm-to-table Restaurant			Organic Farm-to-Table Cooking	Ubud Fresh Local Market	Farmers Field School Tour
Laos	✓	X	X	✓	✓	X
Traces	SAO Project			Cooking School at Sofitel Luang Prabang	Farmers' Market That Luang	
Malaysia	✓	X	✓	✓	✓	X
Traces	A little farm on the Hill, Malaysia Bukit Tinggi, Bentong, Pahang		Agro-Bazaar Farm to Table – Homegrown enjoyed the world over.	A little farm on the Hill, Farm-to-table Cooking Classes	Saturday Market in Huo Ping Road in Sibul	
Philippines	✓	✓	✓	X	✓	✓
Traces	Green Pasture, Quezon City	Costales and Tagaytay City Farm-to-table tour	Farm-to-table goodness of Dusit Thani		Salcedo Saturday Market	Agricultural Training Institute
Singapore	✓	✓	✓	X	✓	✓
Traces	Open Farm Community	Edible garden City, Farm to Table Tours	A farm to Table Saturday Event		Open Farmers Social Market	Open Farm School Education
Thailand	✓	✓	✓	✓	✓	✓
Traces	Farm to table Organic Café	Farm to table Mae Tha, Thailand F	An Intriguing Evening of Farm-to-table Thai Cuisine	Thailand farm-to-table Operations Groundswell	Bangkok Farmers Market	Thai Farm Cooking School
Vietnam	✓	✓	X	✓	✓	✓
Traces	Farm-to-table "The Little Menu Restaurant	Eat Hoi An Culinary Tours		Farm to table Cooking Class with Tan O.	Tan Phu Market	Seed-to-table

As Farm-to-table movement shift to farm-to-table tourism it is adopted as concept following its philosophies in different related activities presented above. This table presented tourism activities executed in each ASEAN country. It evidently conveys that farm-to-table restaurant is operating all over the region commensurate to farm-to-table market.

Table 4. Map of existing “self-acclaimed” Farm-to-table Tourism in Southeast Asian Countries

Country	Farm-to-table Restaurants				
	Urban set-up		Location	Rural set-up	Location
Cambodia	Farm to Table Cafe		Phnom Penh		
Indonesia	Potato Head		Jakarta	Sari Organic	Ubod

	Kafe BatanWaru	Ubud		
	Moksa Plant Based Cuisine and Permaculture Garden	Ubud		
	C's Steak and Seafood	Jakarta		
	Farm to Table Café	Bali		
	Zibiru Cicina Italiana	Bali		
Laos			SAO Project	VangVieng
Malaysia	Farm to Plate	Damansara	A little farm on the Hill	Bentong, Pahang
	Sitka	Kuala Lumpur		
	Table and Apron	Petaling Jaya		
	Dewakan	Petaling Jaya		
	Roost	Bangsar Baru		
	Garden to Table	Petaling Jaya		
	Tanzini	Kuala Lumpur		
Philippines	Earth Kitchen	Quezon city	Sisters Field	Tagaytay
	Grace Park	Makati City	Costales Farm	Laguna
	Green Pasture	Quezon city	Farm to Table	Ilo Ilo
	Naimas: Taste of Home	Makati City	Prana Restaurant	Boracay
	The Wholesome Table	Makati City	Rapha Valley	Negros
	The Farm	Taguig City		
	The Urban Farm	Muntinlupa City		
	Escolta	Manila		
Singapore	Portico Prime	Dempsey Road	Open Fram Community	Minden road
	Artichoke	Middle Road	Orchid Live Seafood	Soon Pah Road
	Violet Herb	Tras Street	The Halia	Botanical Garden
	Bollywood Veggies Poison	Tiew Road	Smith Marine	Johor Strait
	Chefs Table	Tras Street		
	The Green Door	Demsey Door		
	Oxwell & Co	Ann Siang Rod		
	Afterglow	Keong Saik Road		
	Kitchan At Bacchanalia	Hong Kong Street		
	Open Door Policy	Yong Siak Street		

	One Farrer	Farrer Park Station Road		
Thailand	Farm to Table Organic Café	Bangkok	Dhara Dhevi	Chianhg Mai
	Palette Restaurant	Chianhg Mai		
	Anchan Vegetarian Restaurant	Chianhg Mai		
	Pun Pun Vegetarian Restaurant	Chiang Mai		
	Café Mini	Chiang Mai		
	Farm to Table Hideout	Bangkok		
Vietnam	The little Menu Restaurants	Hoi An		
	Jane's Bistro	Ho Chi Minh		
	The Pub with Cold Beer	Ho Chi Minh		

There are about fifty farm-to-table restaurants all over Southeast Asian region significantly visible in Singapore, Philippines, and Malaysia in particular order. This map is a reflection how far ASEAN region in this kind of restaurant concept. This map is limited to “self-claimed farm-to-table” which may suggest that there might be other restaurant practicing the philosophies but not aware of it, particularly organic and vegetarian restaurant surrounded the region.

Table 5. Netizen’s Perception of Farm-to-table Restaurant

Country	Common Themes		
	Yelp.com	Tripadvisor.com	Zomato.com
Cambodia	No Record	Healthy, Fresh, Vegetarian, Organic and Local	No record
Indonesia	No Record	Organic, Healthy, Local	No Record
Malaysia	Local Produce	Natural Ingredients, Source locally	Organic
Philippines	Organic Healthy	Organic, Healthy, Local	Healthy, Vegetarian and Organic
Singapore	Organic, Healthy, Local	Fresh, Local, Healthy, Vegetarian and Organic	No Record
Thailand	No Record	Organic, Healthy, Fresh, Local	No record
Vietnam	No Record	Fresh, Local, Homemade, Organic	No Record

Netizens has a major contribution to the success of farm-to-table tourism. It is noteworthy to understand the perception of netizens in viewing how the tourism model works and can be improved. It is pronounced that netizens perceived that farm-to-table restaurant is associated with organic, local, healthy and fresh food. It is a good prefiguration that netizens who experience farm-to-table sensed it accordingly.

Farm-to-table Tourism Sustainable Ecological Balance

Ecological balance in farm-to-table tourism is defined in this study as the state of equal and mutual benefits within the cycle in all the stakeholders including farmers, environment, restaurateurs/chef, and diners. Although, the known goal of farm-to-table is the welfare of local community and farmers, there are deeper effects that extend to nature, business, and consumers. These effects will be achievable if there is an awareness of the philosophies which start ultimately from the farmers' initiative to cultivate naturally grown produce. A naturally cultivated produce in the form of organic/natural farming will improve the preservation of soil as one of the main resources of agriculture. Organic and natural agriculture improves soil formation and structure and generating more stable systems for plants and animals in the farm, reduce the risk of water pollution and reduces non-renewable energy (Verma, 2015). These impacts could be sustained by supporting small local community farmers. Direct acquisition and purchase of restaurateurs, chefs, and tourists will improve the lives of local farmers. In the same manner, it will develop a long-lasting relationship between farmers and consumers. Meanwhile, farm-to-table restaurant can assure a sustainable fresh and good quality raw materials for the operation leading to profitable business concept, greater social welfare, and unique marketing strategy. Sustainable farm-to-table restaurant operation is attainable through the support of tourists and diners. Diners and guests support this concept is evident despite of its high cost difference compared to another non-farm-to-table restaurant. The main reason for this is the significant value they have contributed to the farmers while enjoying the food that the restaurant had prepared. Other meaningful contribution of farm-to-table is educating diners of good environmental friendly practices, preserving health through hearty food options, fair and sustainable business, and a lifelong commitment to ecological balance.

Farm-to-table Threats and Challenges

Farm-to-table is relatively new to Southeast Asian region. It is now flourishing with the possibility of souring high is achievable. Nonetheless, the potential of green washing, organic veneering and fraud is just around corner. There were reports of this kind of practices in the United States that devalue this kind of advocacy. Farm-to-table restaurants have reached its level in abusing the word farm-to-table as it becomes an overuse term in the United States. Everyone can use the term as there is no standard and guidelines or even a certification to prove the claim. There is no exact or legal definition of farm-to-table available in the world.

As this is happening in the United States the risk of the same scenario might happen in the Southeast Asian region. This could be prevented through proper education, standardization and certification.

CONCLUSIONS & IMPLICATIONS

ASEAN region has started to unleash its feasibility to mark the world as a farm-to-table tourism destination. Strengthened by its strategic geographic location for agriculture and tourism, diverse and unique gastronomy and culinary culture, and a warm tourism hospitality, farm-to-table is conceivable to its highest potential. Several farm-to-table tourism activities have been experienced by diners, consumers, and tourists over the past years in the

region. It is imperative to fathom that 8 out of 10 countries are involved in farm-to-table tourism in their most creative way. Over 40 farm-to-table restaurants in the region are ready to feed the world of ecologically balanced food straight from farm to their table. There were overwhelming responses of the netizens in the social media flat of positive and negative responses indication of farm-to-table market is growing. Remarkably, the netizens who have experienced this understand the deepest value of farm-to-table is increasing.

This milestone in farm-to-table in Southeast Asia is non-viable without the tourism synergistic approach to agriculture food and gastronomy. In merging of these three dimensions working as one, deliver its distinctive purpose and create and increase positive impact, sustainable ecological balance within farm-to-table shareholders is not a myth. Although inevitably a proactive solution is necessary to avoid greenwashing and fraud. It is important to create a framework, standard, guidelines and at least a certification to minimize the risk of apprehension. Farm-to-table is principled and values oriented concept, if it is not followed, it is farm to fable.

REFERENCES

- Al-Subaiee, S.S., (2006). Farmers' attitudes toward sustainable **agriculture** in Al-Kharj Governorate of Saudi Arabia. A Pub of Cairo University., Bull. Fac. Agr., 57(2): 199-213.
- Allahyari, M. S. (2009). Agricultural sustainability: Implications for extension systems. African J. Agr. Res. 4 (9): 781 -786. Available at: <http://www.academicjournals.org/ajar>
- Baig, Mirza B., F.S. Al-Subaiee and G.S. Straquadine. (2009). Role of agricultural extension in sustainable rural development in Pakistan. Banat University of Agricultural Sciences and Veterinary Medicine, Timisoara, Romania. *Lucrări Științifice: Management Agricol. Seria I*, 11 (1): 291-308.
- Breisinger, C., Diao X., Thurlow J., and Al Hassan R. (2011). 'Potential Impacts of a Green Revolution in Africa: The Case of Ghana', *Journal of International Development* 23 (1): 82–102.
- Buchan, R., Cloutier, D., Friedman, A., & Ostry, A. (2015). Local Food System Planning: The Problem, Conceptual Issues, and Policy Tools for Local Government Planners. *Canadian Journal Of Urban Research*, 1-23.
- Chambers, R. (1983). *Rural development: Putting the last rst*. London, UK: Longman.
- Craig, P. (2010) *Lisbon Treaty*. Oxford: Oxford university press. <http://dx.doi.org/10.1093/acprof:oso/9780199595013.001.0001>
- Darma Putra, I. N., & Hitchcock, M. (2009). Terrorism and tourism in Bali and South-East Asia. In M. Hitchcock, V. T. King, & M. Parnwell (Eds.), *Tourism in Southeast Asia: Challenges and new directions* (pp. 83-98). Copenhagen, Denmark: NIAS Press.

Diao, X., Hazell P., Resnick D., and Thurlow J. 2007. 'The role of agriculture in development: Implications for Sub-Saharan Africa', Research Report 153. Washington, D.C.: International Food Policy Research Institute.

Honolulu, HI: University of Hawaii Press.

Holden, A. (2013). *Tourism, poverty and development*. Abingdon, UK: Routledge.

Kaufman, J. (2009). Food System Planning: Moving Up the Planner's Ladder. *Plan Canada* 49 (2).

Nair, V. (2012). Tourism and Sustainable Development: Reconsidering a Concept of Vague Policies. *Tourismos*, 7(1), 429-432.

Nair, V., Mohamed, B., & Chiun, L. M. (2015). Multi-Dimensional Responsible Rural Tourism Capacity (RRTC) Framework: A Proposed Environmental Responsibility and Management Model for Malaysia. *Asia-Pacific Journal Of Innovation In Hospitality Tourism*, 4(1), 1.

Nair, V., Munikrishnan, U. T., Rajaratnam, S. D., & King, N. (2015). Redefining Rural Tourism in Malaysia: A Conceptual Perspective. *Asia Pacific Journal Of Tourism Research*, 20(3), 314-337. doi:10.1080/10941665.2014.889026

Novelli, M. (2015). *Tourism and development in Sub-Saharan Africa: Current issues and local realities*. Abingdon, UK: Routledge.

PERKUMIENĖ, D., & LUKAUSKAITĖ, K. (2015). ORGANIC FARMING AND ESSENTIAL ELEMENTS OF LEGAL REGULATION. *Proceedings Of The International Scientific Conference: Rural Development*, 1-5. doi:10.15544/RD.2015.117

Roseland, M. (2012). *Towards Sustainable Communities: Solutions for Citizens and their Governments*, New Society Publishers.

Reid, D. G. (2003). *Tourism, globalization and development: Responsible tourism planning*. London: Pluto Press.

Staatz, J. (2000). Strategic Pathways and Interactions to Cutting Hunger in Half in Africa. Michigan State University. <http://www.fsg.afre.msu.edu/africanhunger/strategicpaths.pdf>

Syuaib, M. F. (2016). Sustainable agriculture in Indonesia: Facts and challenges to keep growing in harmony with environment. *Agricultural Engineering International: CIGR Journal*, 18(2), 170-184.

World Bank. (2008). 'Iraq Household Socioeconomic Survey – IHSES-2007'. Washington, DC: World Bank. Available from: <http://go.worldbank.org/GMS95L4VH0>. [7 January 2015].

Wiskerke, J.S.C. (2009). On places lost and places regained: Reflections on the alternative food geography and sustainable regional development. *International Planning Studies*, 14(4): 369–387.

KDAĞ, G. (2016). AN ANALYSIS OF SURF & TURF EXPERIENCES OF TOURISTS FROM DIFFERENT NATIONS IN TURKEY FROM THE SUSTAINABLE GASTRONOMY TOURISM PERSPECTIVE. *Journal Of Mehmet Akif Ersoy University Social Science Institute*, 8(15), 164-175. doi:10.20875/sb.79668

CONVENTION TOURISM DESTINATION COMPETITIVENESS ASSESSMENT OF MALAYSIA: A QUALITATIVE ANALYSIS USING PORTER DIAMOND MODEL

Hamrila A. Latip

Email: alhamrila@unimas.my

Suzie S. Y. Lim

Email: suzielsy@sarawak.gov.my

Mohd Uzairi Ahmad Hajazi

Email: ahmuzairi@unimas.my

Department of Business Management,
Faculty of Economics & Business,
Universiti Malaysia Sarawak (UNIMAS),
94300 Kota Samarahan, Sarawak, Malaysia

ABSTRACT

Despite extensive empirical research linking organizational capability and competitiveness in the context of manufacturing companies, little attention has focused on the service sector, particularly the convention tourism sector. Convention tourism represents a growing and most desirable segment in Asia's tourism industry. Many host destinations recognize this high-yield market, thus making the competition in the segment greater. Foresee new opportunities for Malaysia to tap into the convention tourism sector, the identification of the industry's competitive advantages becomes an important step towards successful development in Malaysia. Based on Porter's Diamond model, this paper makes an assessment on the competitive advantages that affect the convention tourism sector. Using qualitative approach, the components are analyzed carefully, comparing the competition among the four key markets in Malaysia namely Kuala Lumpur, Penang, Sarawak, and Sabah. Through in-depth interviews with focal industry participants, the responses then have been analyzed using cross-case analysis and develop causal network modeling to visualize the linkages between the elements of convention tourism competitiveness. The results indicate that firm strategy, structure and rivalry; demand conditions; and related and supporting industries contribute to the competitiveness of convention tourism industry. The results also highlighted that factors related to qualified, well-trained human resources and locality access should be considered critically in order to boost the performance of the sector.

Key words: *Convention tourism; Competitive advantage; Porter's Diamond Model; Causal Network; Case Studies*

INTRODUCTION

Competitiveness is one of the most common concepts employed to investigate the development of tourism industry. d'Hartesse (2000) defined competitiveness as the ability of a tourism destination to maintain its market position and share, and/or improve upon them through time. Convention host or destination needs to possess equal or surpass competitive advantage to attract potential event organisers and delegates.

In the context of convention tourism industry, competitive advantage helps to establish market competitiveness for sustainable tourism growth. By examining the competitive advantages, it helps to maintain and strengthen the competitive positions in an increasingly competitive global market. Hassan (2000) elaborated that destination competitiveness would appear to be linked to the ability of a destination to deliver goods and services, which perform better than other destinations on the aspects associated to tourism experience that are considered to be important by convention tourists. Hence, the discussion on the industry's competitiveness is increasing due to intensifying competition within the sector.

LITERATURE REVIEW

Convention Tourism in Malaysia

In 2012, Malaysia welcomed over 1.37 million convention visitors, contributing an estimated RM342 million in visitor expenditure to the local economy (MyCEB, 2013). Although the country has successfully hosted various meetings and conventions, it still lags behind its counterparts such as Singapore, China, Japan and South Korea, as Malaysia has only managed to secure approximately 1% share from the global convention tourism industry. In strengthening Malaysia's convention tourism brand and position in the international convention tourism market, three convention bureaus have been established in Kuala Lumpur, Penang and Sarawak. It is imperative to identify and evaluate its competitiveness, as Malaysia is trying to establish itself as one of the key destinations for convention tourism in Asia. Therefore, this study aims to explore the competitive advantage of Malaysia's convention tourism industry based on four major convention markets in the country, which are Kuala Lumpur, Penang, Sarawak, and Sabah.

The Porter's Diamond Model (Figure 1) is a renowned analytical tool developed by Michael Porter for measuring the competitiveness of industry and determining the status of a nation on a global scale. Porter's model evaluates why particular nations have competitive advantage in global competition (Riasi, 2015). The diamond model consists of four determinants: factor conditions, demand conditions, related and supporting industries, and firm strategy, structure, and rivalry. This study is interestingly grounded to the specific context of market itself, contributes to the originality of study by integrating the Porter's model in its qualitative nature of analysis.

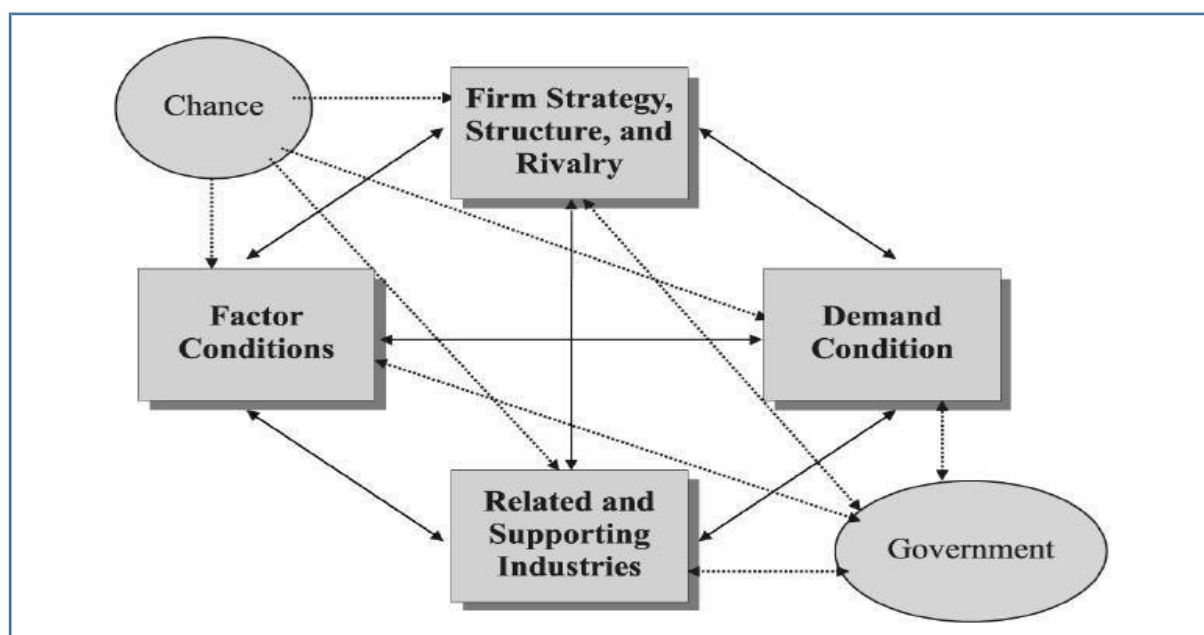


Figure 1 Porter Diamond Model (1990)

METHODOLOGY

A qualitative multiple case study approach is employed based on Porter's Diamond Model for investigating the competitive advantages of Malaysia's convention tourism industry. Probing for insights and information on Malaysia's convention tourism industry, semi-structured interviews were conducted with several key participants in the country's major convention markets as shown in Table 1.

Table 1: Selected Participants & Organizations

Name	Position held	Organization	Coding
Sarawak			
Mr. Mike Cannon	Managing Director (MD)	Sarawak Convention Bureau (SCB)	R1
Mr. Paul D'Arcy	Chief Executive Officer (CEO)	Borneo Convention Centre Kuching (BCKK)	R2
Datuk Rashid Khan	Chief Executive Officer (CEO)	Sarawak Tourism Board (STB)	R3
Kuala Lumpur			
En. Zulkefli Hj Sharif	Chief Executive Officer (CEO)	Malaysia Convention & Exhibition Bureau (MyCEB)	R4
Dato' Mirza Mohammad Taiyab	Director General (DG)	Tourism Malaysia (TM)	R5
Datuk Peter Brokenshire	General Manager (GM)	Kuala Lumpur Convention Centre (KLCC)	R6
Sabah			
Ms Cynthia Chung	Senior Corporate Services Manager	Sabah Tourism Board (STB2)	R7
Ms Angela Jung	Senior Sales Director	1Borneo Ballroom	R8
Penang			
Ms Evelyn Toh	Manager of Tourism Bureau	Penang Global Tourism Sdn Bhd (PGT)	R9
Ms Yeoh Kheng Ho	Senior Manager	Subterranean Penang International Conference and Exhibition Centre (SPICE)	R10

Face-to-face or over-the-phone interview were conducted with the interviewees, with each interview lasted approximately 60 minutes. For this study, the semi-structured interview questionnaire was developed based on the determinants of Porter's Diamond Model, with a total of nine components were formulated, which comprised the following:

- 1) *Factor Conditions (A): (Human Resources (A_i); Physical Resources(A_{ii}); Knowledge Resources (A_{iii}); Capital Resources (A_{iv}); Infrastructure(A_v))*
- 2) *Demand Conditions (B)*
- 3) *Related and Supporting Industries (C)*
- 4) *Firm Strategy, Structure and Rivalry(D)*
- 5) *Government (E)*

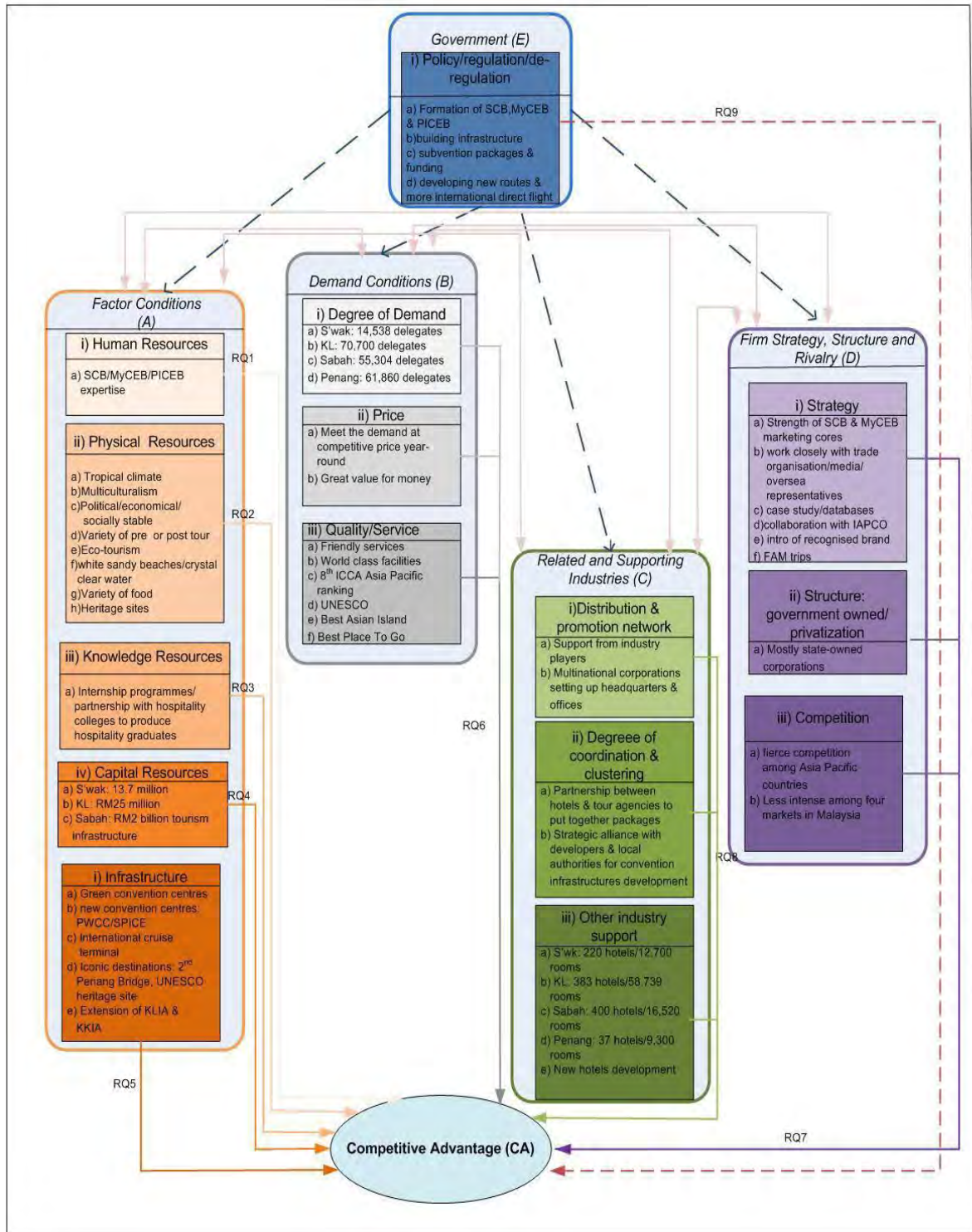
Primary data from interviews, as well as data from secondary sources such as brochures, online newsletter and official websites, is collected. Consistent with Latip & Smyrnios (2012), this study adopts the qualitative approach and the analysis process begins with data coding, cross-case analysis and building causal network model. This study explicates the relationship between the determinants of Porter's Diamond Model and competitive advantage through the formulation of a composite causal network model to describe the affiliation. Each variable is linked or associated with other variables to form streams. It is the generation of these streams that demonstrates association or causality that identifies themes and draws for conclusion (Nash, 2006).

RESULTS & DISCUSSION

The present four cases explored the nine themes affiliated with competitive advantages, which are discussed below. Figure 2 presents a composite causal network model, which incorporates five main determinants based on the Porter's Diamond Model to describe the criteria affecting the competitiveness of convention tourism industry in Malaysia. It draws together the outcomes of four case studies and shows how all determinants are interlinked and interacted with each other.

Factor Conditions (A)

Specialized resources are often specific for an industry and important for its competitiveness. There is no doubt that Malaysia is blessed with abundance of most basic *Physical Resources (A_{ii})* that position Malaysia as an attractive proposition for holding conventions. These natural physical resources are rare and not readily imitable by competitors. On the other hand, some of the similar competitive disadvantages faced by all four markets are identified to be lack of *Human Resources (A_i)* and *Knowledge Resource (A_{iii})*.



Adapted from Porter (1990; 1998).

Figure 2: Composite Causal Network Model

Human Resources (A_i)

With the establishment of convention bureaus (A_{ia}) in three cities (i.e., Kuala Lumpur, Penang, and Sarawak), Malaysia currently rely on those dedicated agencies to promote and develop convention tourism in Malaysia (A_i → CA). However, insufficient human resources

appear to be a critical factor restricting the development of this industry. The shortage of highly-skilled convention professionals in the industry has been highlighted in all interviews in all the four case studies. Specifically, R1 indicated that *Sarawak has insufficient highly skilled convention professionals*. Similar views also were pointed by R5 (Kuala Lumpur), R9 (Penang) and R8 (Sabah). As such, competitiveness of convention tourism is highly influenced by the expertise of convention professionals such as in winning business bids, there is a significant need to resolve the human resources issues. Education and training of convention tourism professionals hence needs to be emphasized in order to further improve and drive the convention tourism industry.

Physical Resources (A_{ii})

The findings indicate that the advantages of Malaysian convention tourism that related to *Physical Resources (A_{ii})* include tropical climate (A_{ii.a}), multiculturalism (A_{ii.b}), politic/economic/social stability (A_{ii.c}), variety of pre or post tour (A_{ii.d}), eco-tourism (A_{ii.e}), white sandy beaches/crystal clear water (A_{ii.f}), variety of food (A_{ii.g}), and heritage sites (A_{ii.h}) that qualify as competitive advantages.

In Penang for example, R10 said the island has *friendly people, great food, mixed culture and its heritage status*. He also added that *Penang has a lot of interesting places to visit, like the beach and the heritage enclave*. The possession of these physical resources is important for the benefit of the convention delegates, which directly affects the demand for convention tourism in these localities ($A_{ii} \rightarrow CA$). For example, local tour that features natural tourism products, premier commercial areas, heritage sites and local culture such as cuisine and art are attractive to the convention delegates, thus the availability of these resources influence the decision of client (convention) in choosing its destination (host). Therefore, localities with more physical resources gain competitive advantages over other localities in attracting demand from conventions.

Knowledge Resources (A_{iii})

Summarizing the four individual case studies, the industry is still perceived to be young and time is needed to develop competitive advantage in terms of *Knowledge Resources (A_{iii})* through education programs and accumulation of experience in convention tourism. R7 indicated that *there should be more convention tourism professional knowledge and skills to be nurtured and cultivated*. In responding to such demand, industry participants can provides internship program to students to produce more hospitality students (A_{iii.a}). For example, in the case of STB, the organization provides internship to students from local college in planning and managing international events such as Rainforest World Music Festival. Through such programmes, skill demand from the industry can be met, thus providing enough knowledge resources to develop and sustain the convention tourism industry efficiently ($A_{iii} \rightarrow CA$).

Capital Resources (A_{iv})

In all the case studies, the interviewees recognise the importance of having sufficient financial capital. In this context, all markets (except Penang) possess prime competitive advantage in terms of sufficient financial capital in the industry. These include the provision of facilities/infrastructure and funding that is allocated for tourism development in Sarawak (A_{iv.a}), Kuala Lumpur (A_{iv.b}), and Sabah (A_{iv.c}). In Penang however, *there are limited capital*

resources such as budget, fund, and other types of financial support being allocated for tourism development, as perceived by R9. Sufficient financial capital influences the smooth operation and the development of convention tourism industry such as in securing business event ($A_{iv} \rightarrow CA$).

Infrastructure (A_v)

The four cases also showed that *Infrastructure (A_v)* influences demand in the convention tourism industry. The availability of green convention centres (A_{va}), new convention centres such as PWCC and SPICE (A_{vb}), international cruise terminal (A_{vc}), iconic destination such as 2nd Penang bridge and UNESCO heritage site (A_{vd}), and extension of KLIA and KKIA (A_{ve}) are regarded as important factors to advance industry development and growth. This is due to the fact that such infrastructure development increases marketability of a market such as accessibility and ability to meet demand ($A_v \rightarrow CA$). However, interviewees also indicate that improvement on direct international flight access, public transportation, and public amenities are definitely needed to further support and advance the convention tourism industry in Malaysia. For example, R4 said that *public transportation needs to be enhanced to raise Kuala Lumpur's international profile*. Similar view are also shared by R1 and R2 (Sarawak), R10 (Penang), R7 and R8 (Sabah). The improvement of these infrastructures is important to raise a market's marketability before it can become a premier convention destination.

Demand Conditions (B)

Price, quality and service need to be regarded as a basis for survival within a globally competitive marketplace (Dwyer et al.; 2000). With regards to Malaysia's convention tourism, all four markets are able to meet demand (B_i) in terms of price (B_{ii}), quality and service (B_{iii}). Although *Kuala Lumpur is perceived to have stronger demand*, overall, all major markets are able to attract quite significant number of convention delegates, proving their ability to meet demand ($B_i \rightarrow CA$). In addition, interviewees are also shared similar views that their respective market possesses competitive advantage in terms of the ability to offer competitive pricing and excellent high quality services such as international class accommodation and convention facilities ($B_{ii}, B_{iii} \rightarrow CA$). For instance, R9 said that *value for money is [an] important consideration for convention delegates....Quality that ensures value for money is the cornerstone of convention delegates' satisfaction*.

Related and Supporting Industries (C)

The relationship between the four convention tourism markets and the related supporting industries are largely characterised by close working relations and ongoing coordination with industry stakeholders. This includes support from industry players (C_{ia}), multinational corporations setting up headquarters and offices (C_{ib}), partnership between hotels and tour agencies for package development (C_{iia}), strategic alliance with developers and local authorities for convention infrastructure development (C_{iib}), as well as the availability of hotel (C_{iii}). Collaboration among industry stakeholders is crucial to ensure the availability of resources needed, as well as creating competitive advantage ($C_{ia}, C_{ib}, C_{iia}, C_{iib}, C_{iii} \rightarrow CA$).

Nonetheless, the analysis of data suggests that working relationship among the stakeholders still remains weak and can be further improved towards successful development of

convention tourism industry in all four markets. In the case of Sarawak for example, R1 elaborated that the industry *still needs improvement in every aspect, it could be much better and education is needed to help the various stakeholders to see the greater picture and the roles and supporting roles that each of them is playing in relation to the others*. Similar view also shared by R7 and R8 (Sabah), and R9 (Penang). Cooperation between relevant stakeholders in private and government sectors also could be further enhanced to ensure strong development of the industry in all four markets.

Firm Strategy, Structure and Rivalry (D)

Mihalič (2000) shows that appropriate managerial efforts in field marketing activities are a significant influence in enhancing tourism destination competitiveness. Meanwhile, Vasconcelos and Cyrino (2000) suggest that competitiveness of a firm is closely related to its structural internal environment and external environment. From the analysis of in-depth interviews, *Firm Strategy, Structure and Rivalry (D)* are significant success factor in convention tourism industry. Kuala Lumpur, Penang, Sarawak and Penang display differences in applying unique capable strategies (D_i) to winning bids and sustaining competitive advantage. With the establishment of SCB and MyCEB, Sarawak and Kuala Lumpur seem to have formed a stronger basis in deliberating distinctive marketing strategies and realizing its fullest potential for synergistic growth. Other examples includes working closely with trade organization (Sarawak), collaboration with IAPCO (Kuala Lumpur), conducting joint tourism promotion (Penang, Sabah), and establishing an internationally recognised brand (Sarawak, Sabah) ($D_i \rightarrow CA$).

In terms of structure (D_{ii}), the market is characterized by the leading role of government-owned corporations such as convention tourism corporations, developers and owners of hotels ($D_{ii} \rightarrow CA$). Private sector involvements are rather limited in all four markets. Meanwhile, in term of competition (D_{iii}), although it is less intense among four markets in Malaysia, the level of rivalry among regional markets is fierce. Such competition leads to pressure on firms to remain competitive ($D_{iii} \rightarrow CA$).

Government (E)

Some of the specific fields that the *Government (E)* should focus on include education, research, infrastructure development and trade policy, in order for firms to prosper (Porter, 1998). The Malaysian government has been involved in many of these areas; in the creation of SCB, PICEB and MyCEB (E_{ia}), building infrastructure (E_{ib}), assisting conventions by providing subvention packages and funding (E_{ic}), encouraging more international direct flights and developing new routes (E_{id}). By doing the above, the government has set down strong groundwork for improving the competitiveness of convention tourism industry (E_{ia} , E_{ib} , E_{ic} , $E_{id} \rightarrow CA$). In addition, it also found that the government's role has a significant influence on all other determinant of Porter's Diamond Model.

CONCLUSIONS & IMPLICATIONS

The present study shows how the competitive performance of the Malaysian convention tourism industry can be analysed using Porter's Diamond model. Deriving from components of the Diamond model, the competitive advantages that affect the convention tourism sector

in four major markets, Kuala Lumpur, Penang, Sarawak and Sabah, are identified. Through in-depth interviews with focal participants, data are analysed using cross-case analysis and thematic analysis to compare the competitiveness of convention tourism in these four markets. Similarities and differences among them are evaluated, and a number of conclusions drawn. The results also suggested that related and supporting industries, firm strategy, structure and rivalry, and demand conditions contribute to the competitiveness of convention tourism industry. Firm's strategies, structures, and rivalry also play an important role in its competitiveness and can become a source of competitive advantage. Some competitive advantages which Malaysia currently possesses include physical resources such as natural environments, multiculturalism, variety of foods and heritage sites, as well as capital resources, and government support. Despite a number of state-of-art infrastructure that it currently has, Malaysia still needs to improve certain aspect of infrastructure and facilities such as public transportation and air connectivity. In terms of human resources, all four markets face a number of similar competitive disadvantages in terms of insufficient human resources and knowledge resources, thus making the development of talent pool through education and training a priority. In addition, cooperation between relevant stakeholders also should be improvised.

ACKNOWLEDGEMENT

This work was supported by the Ministry of Higher Education, Malaysia under grant: FRGS/SS05(03)/1147/2014(14).

REFERENCES

- d'Hartesse, A. (2000). Lessons in Managerial Destination Competitiveness in the case of Foxwoods Casino Resort. *Tourism Management* 21(1), 23-32
- Dwyer L., P. Forsyth, & Rao, P. (2000). The price competitiveness of travel and tourism: an international comparison. *Tourism Analysis* 5(1), 1-12
- Hassan, S. (2000) Determinants of market competitiveness in an environmentally sustainable tourism industry. *Journal of Travel Research* 38(3), 239-45.
- Latip, H. A., & Smyrniotis, K. X. (2012). Network relationships for firm's value-added strategies: A Case Study of Sarawak Convention Bureau (SCB). *World*, 2(4), 235-248.
- Mihalic, T. (2000) Environment management of a tourist destination: a factor of tourism competitiveness. *Tourism Management* 21(2): 65-78
- Nash, R. (2006). Causal network methodology tourism research applications. *Annals of Tourism Research*, 33(4), 918-938.
- Porter. M.E (1990). *The competitive advantage of nations*, The Free Press, New York
- Porter. M. E (1998). *The competitive advantage of nation*. Harvard Business Review

Riasi, A. (2015). Competitive Advantages of Shadow Banking Industry: An Analysis Using Porter Diamond Model. *Business Management and Strategy*, 6(2), 15-27.

Rodrigues, G. & Khan, Z. Reza. (2015), '*Competitiveness of clothing industry based on Porter's diamond model: SAFTA countries*', Proceedings of Academics World International Conference, International Institute of Engineers and Researchers, United States, pp.18-23.

ECOTOURISM IN BORAWAN ISLAND OF QUEZON PROVINCE: INPUTS TO TOURISM DEVELOPMENT

Mr. Ryan Joseph G. Calinao, CHE, MG., July Aze Barcenas
Hazel Ann B. Cornejo, Princess Dhevie Ahn B. Labasan, Alyssa Rose Soliven
Lyceum of the Philippines University-Laguna
ryanjoseph.calinao@lpulaguna.edu.ph

ABSTRACT

This study aimed to explore ecotourism in Borawan Island of Quezon Province as inputs to tourism development. The researchers intended to specifically: 1) assess the respondents' perception on the potential impact of ecotourism in Borawan Island in terms of economics, sociocultural, and environmental; 2) determine if there is a significant difference in the perception of respondents as to the potential impact of ecotourism when respondents are grouped according to gender, age, and frequency of visit to Borawan Island; and 3) propose an action plan for tourism development in Borawan Island. Descriptive research method was used to gather the data from 111 tourists of Borawan Island. Standardized questionnaire was adapted and modified from the study of Garcia (2012). Data were analyzed using frequency distribution and percent, weighted mean, and ANOVA. Findings reveal that respondents agreed on the potential impact of ecotourism in terms of economic, socio-cultural, and environmental. The study concludes that there is no significant difference in the respondents' perception as to the potential impact of ecotourism in Borawan Island when they are grouped according to profile. An action plan for tourism development in Borawan Island was proposed.

Key words: *Ecotourism, Borawan Island, Quezon Province, and Tourism Development*

INTRODUCTION

According to UNWTO (2014), tourism continued to be a key driver of the global economic recovery and a vital contributor to job creation, poverty alleviation, environmental protection, and multicultural peace and understanding across the globe.

Garcia (2012) states that tourism holds the promise of increased employment and income opportunities, particularly for Filipinos living in the coastal and rural areas. Yet, sustainable tourism development is faced by the challenge of an “industry built upon the most fragile of natural and cultural environments,” where the most unintended and innocent of human gestures can harm on site resources. Both tourist markets and Philippine tourism industry have become more aware

of the negative environmental and social costs associated with tourism development; thus, the Philippines began to recognize the need to adapt new development approaches such as “ecotourism” in order to come up with tourist products that are environmentally sensitive and economically viable.

Findings of Almario, et al. (2014), says that the government plays an important role in the tourism industry as the source of funds in enhancing infrastructures. As well as private institutions who help in enhancing tourism in the country. The tourists who visit the tourist spots in the area also play an important role in the tourism industry because they are the ones who contribute to the protection of the environment or the surroundings of the place they are visiting. It is in their hands on how they are going to maintain and enhance the beauty of the environment of the place they are visiting. The community of the area is also part of promoting ecotourism because they play as role models for tourists. These people are the ones who set example in maintaining and preserving the beauty of the place.

The Philippines, as a country called Pearl of the Ocean, is also known for beautiful sceneries and breathtaking coastal spots. Anywhere around the archipelago is unforgettable an experience to anyone who has visited the land. But still, many of our side trips to great beaches are not yet discovered. One of this, is a place more affordable, more peaceful, less crowded but surely worth the time and money. Perhaps, a treasured experience of a lifetime at the most affordable price, yet extraordinary destination one could imagine in the south most part of Quezon province.

The province of Quezon is known for virgin mountains, historical churches, lambanog, coconut productions, and colorful festivals. Some of them are well-known by tourists like, Mt. Banahaw, Kamay ni Hesus, and Pahiyas Festival. However, not known by many, Quezon province also offers different kinds of beaches that are untouched, undeveloped, and unexploited, just, waiting to be discovered. The researchers found an island located at Padre Burgos, Quezon that has potentiality as a tourist attraction.

In this study, the researchers conducted further research and deepened factual information about the place’s potentiality as an ecotourism destination that will bring pride both to the country and to the tourism industry to attract and gain more tourists. Lastly, to propose an action plan for the formulation of tourism development for Borawan Island.

REVIEW OF LITERATURE

Tourism and Ecotourism Impacts

Shodhganga (2010) states that tourism, like many other industries, is often used as a national or regional development tool. In general, tourism development within a host community often has impact on the community both in positive and negative ways. These impacts have been well documented and are usually classified as economic, social, and cultural impacts. Tourism is a cause for economic development and changes within sociodemographic factors such as age, gender, income, length of stay, education level, and ethnicity. Tourism is a commercial activity and therefore tourism can create employment opportunities, foreign exchange earnings, and it also increases the standard of living of the host people.

The study of Dulnuan (2005) states that for the individual and the family, tourism and travelling are normally pleasurable activities. It helps them learn about new places and cultures. It

may help broaden their mental outlook. For societies, some of the positive effects of tourism include national integration and interdependence, as people come to know about and understand better their fellow-citizens and make friends; different areas come to be economically dependent on each other fostering local people, as foreigners are attracted mainly by the uniqueness of the destination.

One of the most common assertions about tourism is that it preserves rituals and traditions of indigenous cultures. Dulnuan (2005) found out that tourism perceived positive impacts such as creation of jobs among others, tourism has become a major revenue earner for local entrepreneurs who are directly engaged in tourism activities, such as opening inns; cultural understanding; and environmental consciousness. Among the perceived negative impacts are environmental impacts such as garbage accumulation; vandalism; noise; aggravated water problem; social effect demonstration which is an effect of other cultures; the growing disparity between the rich and the poor; drug problems; crime; negative cultural impacts; changing land tenure patterns; and carrying capacity rooms and insufficient beds.

However, significant effects of visitor awareness of and involvement in the environmental management practices, and participation in nature tour activities on environmental attitudes and behaviors. It is suggested that awareness of in resort environmental practices and satisfying experiences in ecotourism accommodation may lead to reinforcing visitors' favorable attitudes; thus, increasing their interest in further ecotourism experiences.

According to Zhang Zhenjia (2008), the protection of natural sites within ecotourism destinations shows great significance for ecotourism development. First of all, the pollution of natural sites in destination areas of ecotourism has become a serious problem all around the world, and this will prevent the strong future development of ecotourism. Second, local communities in the tourism destination obtain economic benefits from natural sites protection. Third, protection of natural resources is a sustainable method of managing ecotourism at destination areas, which are not only concerned with economic benefits but also social and political elements and even the ecosystem itself in destination areas.

The study of Slinger-Friedman (2009) found that a diverse number of employment opportunities are being created in the ecotourism industry in Dominica including positions in the accommodation sector, construction, food preparation, local craft production and sales, agriculture, fishing, parks. Dominica's Minister of Tourism announced in January 2009 that the tourism industry is responsible for approximately 5,000 jobs, both directly and in terms of maintenance. Overall, information gleaned from interviews indicated that respondents did not have to travel a significant distance to their tourism jobs. Economic opportunities through tourism are also being created in the accommodation sector, diving facilities, and craft shops.

Among the sectors, the Philippine tourism industry has the potential to boost the economy. It can be a powerful economic engine for the country, if developed in a sustainable manner. It deserves to be a top priority for national development because of the following reasons—it is a powerful and efficient industry; its impacts on social development are broad and deep; it creates strong peripheral benefits; the Philippines can complete; and it helps maintain cultural integrity, essential ecological processes,

Issues and concerns on tourism development and sustainability

Sustainable tourism development refers to the management of all resources that meets the needs of tourists and host regions while protecting the opportunities for the future, in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems (Tourism Act of 2010). According to the World Business Council on Sustainable Development, one definition of sustainability that appears to have more resonance with the general public is that sustainable development is about ensuring a better quality of the life for everyone, now and for generations to come. This focus on improving quality of life is becoming more widely accepted by governments, companies, and civil society organizations. Some organizations have provided their ecotourism principles and concepts to be practiced. One example of this organization is the United Nation World Trade Organization (UNWTO). This organization has provided three main concepts on what sustainable tourism should be— make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity; respect the sociocultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter cultural understanding and tolerance; and ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities and contributing to poverty alleviation.

Objectives of the Study

This study aims to explore ecotourism in Borawan Island of Quezon province as inputs to tourism development. More specifically:

1. To assess the respondents’ perception on the potential impact of ecotourism in Borawan Island in terms of economics, socio-cultural, and environmental.
2. To determine if there is a significant difference on the perception of respondents as to the potential impact of ecotourism among the profile of respondents in terms of gender, age, and frequency of visit to Borawan Island.
3. To propose an action plan for tourism development in Borawan Island.

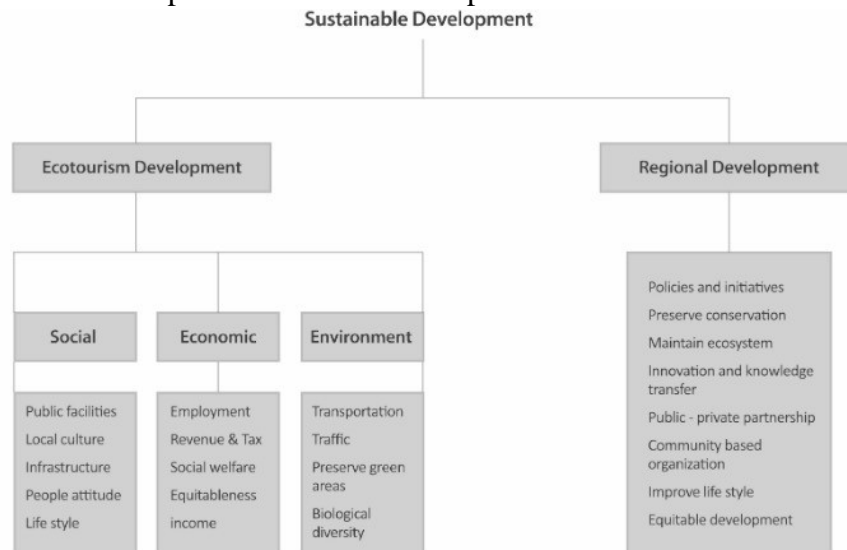


Figure 1. Sustainable Development Framework by Bhuiyan et al., 2012

Sustainable development through ecotourism is a concerning issue in the world today. Many countries have ensured their regional development by this concept. In this concept, sustainable development may be occurred by the ecotourism and regional development (Figure 1) simultaneously in an area. Dimensions of ecotourism development refer to the environmental, economic, and social aspects of tourism development, and a suitable balance between these dimensions must be established to maintain its long-term sustainability (Bhuiyan et al, 2012).

METHOD

Research Design

The descriptive method of research was used to gather the needed data on the ecotourism in Borawan Island of Quezon province. The reason being that descriptive research provides facts that may form basis for scientific judgement and more so, about essential knowledge of nature of objects, person, events, and so on.

Respondents of the Study

The total number of respondents is 111 from the tourists of Borawan Island. The researchers found out the profile of the respondents using their instrument which is survey. The respondents of the study were randomly selected.

Research Instrument

The researchers provided survey questionnaire as data gathering instruments. Part 1 is a selfmade questionnaire on the profile of respondents which was used to determine the gender, age, and frequency of visit to Borawan Island. Part 2 is the researchers' instrument which was adopted to assess the perception of respondents as to the potential impact of ecotourism. Lastly, Cronbach's Alpha in SPSS was used to test the consistency and reliability of test scores in the questionnaires.

Data Gathering Procedure

The researchers sought the permission and assistance of the Padre Burgos Tourism Council, Municipal Mayor of Padre Burgos, as well as the owner of Borawan Island, to conduct interviews and gather pertinent data from materials and documents available in the office. Permission to distribute questionnaires and conduct interviews among tourists who are the respondents of the study was also sought. The researchers distributed and retrieved instruments from target respondents.

Data Analysis

The gathered data was tallied, tabulated, encoded, and analyzed accordingly using the following statistical methods/tools:

Frequency Distribution and Percent. Used to describe the demographic profile of the respondents.
Weighted Mean and Ranking. Used to assess the respondent's perception on the potential impact of ecotourism development to Borawan Island.

ANOVA. Used to determine if there is a significant difference on the perception of respondents as to the potential impact of ecotourism among the profile of respondents.

To improve instruments on the perception on the impact of ecotourism, Cronbach Alpha was used to test the internal consistency and reliability. Likert scale was used where scores were interpreted using the following values:

3.5 – 4.00 – Strongly Agree

2.50 – 3.49 – Agree

1.50 – 2.49 – Disagree

1.49 – 1.00 – Strongly Disagree

RESULTS AND DISCUSSION

Table 1. Summary of respondents’ perception on the potential impact of ecotourism to Borawan Island

In Terms of:	Weighted Mean	Verbal Interpretation	Rank
Economic	2.8395	Agree	3
Socio-Cultural	2.8485	Agree	2
Environmental	2.8649	Agree	1
Composite Mean	2.8510	Agree	

It is shown in Table 1. that respondents agreed with the potential impact of ecotourism in Borawan Island. Environmental impact ranks first, followed by sociocultural and economic. Environmental ranks first, people care for the protection and preservation of the natural features of Borawan Island. Second rank is socio-cultural, the people are open to the possibility of easily adapting to other cultures, given the fact that they already cultured and civilized. Economic was ranked last by the respondents, stakeholders’ concern is the growth of tourism towards the upliftment of the economic life in the area.

Significant Difference on the Perception of Respondents as to the Potential Impact of Ecotourism according to Profile of Respondents

Table 2. Significant difference on the perception of respondents as to the potential impact of ecotourism in terms of gender

	F	Sig.	Interpretation
ET	1.231	0.270	Not Significant
ST	0.738	0.392	Not Significant
EVT	2.622	0.108	Not Significant

Table 2. shows that the gender of the respondents has no significant difference on the perception of respondents as to the potential impact of ecotourism. The economic aspects ($f = 1.231$) with the sig. = 0.270; socio-cultural factors ($f = 0.738$) with sig. = 0.392; environmental features ($f = 2.622$) with sig. = 0.108; political conditions ($f = .424$) with sig. = 0.516.

Table 3. Significant difference on the perception of respondents as to the potential impact of ecotourism in terms of age

	F	Sig.	Interpretation
ET	1.903	0.115	Not Significant
ST	2.140	0.081	Not Significant
EVT	2.376	0.057	Not Significant

In Table 3, it is shown that the age of the respondents has no significant difference on the perception of respondents as to the potential impact of ecotourism. The economic aspects ($f = 1.903$) with the sig. = 0.115; socio-cultural factors ($f = 2.140$) with sig. = 0.081; environmental features ($f = 2.376$) with sig. = 0.057; political conditions ($f = 1.914$) with sig. = 0.113.

Table 4. Significant difference on the perception of respondents as to the potential impact of ecotourism in terms of frequency of visit to Borawan

	F	Sig.	Interpretation
ET	0.464	0.708	Not Significant
ST	0.270	0.847	Not Significant
EVT	0.162	0.921	Not Significant

Table 4. shows that the frequency of visit to Borawan of the respondents has no significant difference on the perception of respondents as to the potential impact of ecotourism. The economic factors ($f = 0.464$) with sig. = 0.708; socio-cultural aspects ($f = 0.270$) with sig. = 0.847; environmental features ($f = 0.162$) with sig. = 0.921; political factors ($f = 0.849$) with sig. = 0.470.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Respondents agreed on the potential impact of ecotourism in Borawan Island. There is perceived positive impact of ecotourism on the economic aspect that is, most of the stakeholders look forward for more economic gains and opportunities for the upliftment of the quality of life of the community. In the socio-cultural aspect, development of values and social and cultural exchange matter most despite the possible rise of crime rate. Overcrowding of the place and increased outdoor and nightlife activities.

The potential impact of ecotourism on the island municipality of Borawan in environmental aspect, particularly the beautification of the island's appearance is given prime importance, but that the

local government should be aware of the preservation of the protected areas and use of technology that will damage the natural environment. The results of the study in the significant difference of the respondents' perception as to the potential impact of ecotourism in Borawan Island when respondents are grouped according to gender, age, and frequency of visit to Borawan Island has no significant difference. Action plan for tourism development in Borawan Island is proposed.

Recommendations

Based on the findings of this research, future researchers may enhance more the questionnaires and add more respondents to have much realistic more excellent results. Future researchers may continue this research by using the TOWS analysis to identify the island's threats, opportunities, weaknesses

REFERENCES

- Alampay, Ramon Benedicto A. and Libosada Carlos. *Understanding the impact of ecotourism resort experiences on tourists environmental attitudes and behavioral intentions. Sustainable tourism challenges of the Philippines*. Philippine APEC Study Center Network (PASCN) and the Philippine Institute for Development Studies (PIDS). Retrieved November 25, 2012 from www.SCOTIAPHILIPPINES.org.ph/aboutphp?=-wwd&sub1=000, accessed
- Almario, Montito, et al. *Promoting ecotourism: A case study on Sagada*, Philippines, p. 1-3, n.d.
- Bagadion, Benjamin C. and Nerissa D. Del Fierro-Juan. *Transforming protected areas into effective and sustainable ecotourism destinations: lessons from the ground*. Asian Institute of Management (AIM), p. 5-7, 2013.
- DENR, Department of Environment and Natural Resources and DOT, Department of Tourism (1998). *Guidelines for ecotourism development in the Philippines*. Manila: DENR and DOT.
- Dorij, Jogme. (2008). *A case study of National Park in Bhutan, Gurung, Dhan Bahadur*. 2008.
- DOT, Department of Tourism (2002). *DOT brings Visit Philippines Year 2003 campaign to Japan*. Retrieved from <http://www.dotpcvc.gov.ph/updates.htm#anchor242524> DOT, Department of Tourism (1991) *Tourism Master Plan*. Manila: DOT.
- Dulnuan, J.R. (2005). *Perceived tourism impact on indigenous communities: A case study of Sagada in Mountain Province*, p.1-8.
- Euromonitor International Country Report. (2010). *Travel and tourism in the Philippines*. Retrieved from thewutzup.com/2010/06/17/government-initiative-booststourismindustryin-the-philippines.
- Friedman, Slinger. (2009). *Ecotourism in Dominica: Studying the potential for economic development, environmental protection and cultural conservation*, p. 324, *Island Studies Journal*, Vol. 4, No. 1, 2009.
- Garcia, Reynalda Base, Charlie Sim. (2011). *Ecotourism impacts*. Research Center Lyceum of the Philippines University. Capitol Site, Batangas City, p.8-25, 2012.
- Garcia, Reynalda Base. (2012). *Ecotourism in the Island Municipality of Tingloy, Batangas: Inputs to tourism program development*, p. 2, 2012

- Garcia, Reynalda Base, Halter and Randle. (2012). Research Center Lyceum of the Philippines University. Capitol Site, Batangas City, p. 25, 2012.
- Garcia, Reynalda Base, Janett Oral. (2012). *Tourism development programs and local governance*. Research Center Lyceum of the Philippines University. Capitol Site, Batangas City, 2012.
- Garcia, Reynalda Base, Thavarasuka. (2002). *Issues and concerns on tourism development and sustainability*. Research Center Lyceum of the Philippines University. Capitol Site, Batangas City, 2012.
- Gurung, Dhan Bahadur and Rholand Scolz. (2008). *Community-based ecotourism in Bhutan: Expert evaluation of stake holder-based scenarios*. International Journal of Sustainable Development and World Ecology, p.397-411, 2008.
- Halter and Randle. (2012). *Sustainable tourism: A key to global solutions*. Retrieved from http://www.huffingtonpost.com/dr-reese-halter/sustainable-tourismakey_b_1301966.html
- Henderson, Joan C. (2011). *Tourism development and politics in the Philippines*. *Tourisms: An International Multidisciplinary Journal of Tourism*. Volume 6, Number 2, Autumn 2011, p. 159-173, 2011.
- Javier, Aser B., Ph.D. and Dulce B. Elazigue. *Opportunities and challenges in tourism development roles of local government units in the Philippines*. n.d.
- Javier and Elazigue. (2011). *Opportunities and challenges in tourism development roles of local government units in the philippines*. p. 3-4, 2011.
- Kittelson, Gregory. (2010). Retrieved from hewutzup.com/2010/06/17/government-initiativeboosts-tourism-industry-in-the-philippines.
- Manu, Isaac Kuuder and Conrad-J.Wuleka. *Community-based ecotourism and livelihood enhancement in Sirigu, Ghana*. p.2, 2012
- Mbaiwa, J.E (2002). *The sociocultural impacts of tourism development in Okavango Delta, Botswana*, p. 1-3, 2002.
- Mendiratta. (2009). *The roles of government in tourism: The critical "how."* Retrieved from <http://commercial.cnn.com/resources/task/compass/5.pdf>, p. 2, 2009.
- Mohammad Mehedy Hassan, Md. Shahnewaz. (2014). *Measuring tourist service satisfaction at destination: A case study of Cox's Bazar Sea Beach, Bangladesh*. American Journal of Tourism Management, Vol. 3 No. 1, pp. 32-43, 2014.
- Moscarado, Lee. (2005). *Understanding the impact of ecotourism resort experiences on tourists' environmental attitudes and behavioral intentions*. Journal of Sustainable Tourism, 13 (6) p. 546-565, 2005.
- Mukhles Al-Ababneh, et al. (2013). *Service quality and its impact on tourist satisfaction*. Assistant Professor of Hospitality Management, Petra College for Tourism and Archaeology, p. 2-3, 2013.
- National Ecotourism Strategy and Action Plan, 2013-2012.
- Paunovic, Ivan. *Satisfaction of tourists in Serbia, destination image, loyalty and DMO service quality*. European Journal of Tourism, Hospitality, and Recreation Special Issue pp. 163 - 181, p. 1-2, 2014
- Pilapil-Anasco, Cherry and Joy C. Lizada. *Philippine tourism evolution towards sustainability*. 2014.
- PCVC, Philippine Convention and Visitors Corporation. (2002). *Government initiative boosts tourism industry in the Philippines*. Retrieved from

- <http://kittelsoncarpo.com/government-initiative-boosts-tourism-industry-in-the-philippines/>, 2002.
- PCVC, Philippine Convention and Visitors Corporation (2002). *The tourism volunteer 12 program*. Retrieved from <http://www.dotpcvc.gov.ph/volunteer-start.html> Philippine Tourism Industry. *Tourism investment portfolio*, n.d.
- Picard D. *Making ecotourism sustainable: Refocusing on economic viability*. Journal of Sustainable Tourism, p.1, 2015.
- Republic Act No. 9593: The Tourism Act of 2009.
- Shodhganga. (2010). *Economic, socio-cultural and physical impacts of tourism: A case study of Elephanta Caves, Matheran Hill Station*. Janjira Fort and Pali Shri Ballaleshwar Ganesha
- Sim, Charlie. (2011), *Ecotourism and visitor impacts*. Retrieved from ehow.com/about/642300ecotourismvisitorimpacts. Tourismphenomenon.blogspot.com/2011/07.
- Tan Chi Hau and Khatijah Omar. (2014). *The impact of service quality on tourist satisfaction: The case study of Rantau as a Turtle Sanctuary destination*. University Malaysia Terengganu, Malaysia, p. 1-2, 2014.
- The International Ecotourism System: What is Ecotourism? Ecotourism Org., 2015.
- Tisdell, Clem. *Ecotourism: Aspects of its sustainability and compatibility*. p.10, Brazil 4-5 November, 1997
- Tourism Act. (2010). Sustainable Tourism Development. Retrieved from http://www.biodiversity.ru/coastlearn/tourism-eng/con_tourism.html Tuğba, Kiper. *Role of ecotourism in sustainable development*. Namik Kemal University, Faculty of Fine Arts, Design and Architect, Department of Landscape Architecture, Turkey, p. 4-5, 2014. UNESCO. *Sustainable Tourism*. Retrieved November 8, 2014 from http://www.unesco.org/education/tlsf/mods/theme_c/mod16.html UNEP. *Socio-Cultural Impacts*. Retrieved November 17, 2014 from <http://www.unep.org/resourceefficiency/Home/Business/SectoralActivities/Tourism/WhyTourism/ImpactsofTourism/SocioCulturalImpacts/tabid/78780Default.aspx>
- UN, United Nations. *Sustainable Tourism*. Retrieved November 8, 2014 from <http://sustainabledevelopment.un.org/index.php?menu=243>
- UNWTO, United Nation World Trade Organization. *Sustainable development of tourism*. Retrieved November 8, 2014 from <http://sdt.unwto.org/content/about-us-5>
- USAID, United States Agency for International Development. Retrieved from <https://www.usaid.gov/ethiopia/history-usaid-ethiopia>
- World Bank (2011). Retrieved July 31, 2011 from <http://worldBank/origin/Philippines/Resources/PEM.wwwf.org.phbenefitsofecotourism.com/effects-ofecotourism>
- World Business Council (n.d.). *Sustainable Development*. Retrieved from <http://usbcsd.org/about/world-business-council-for-sustainable-development/>
- World Tourism Organization (2014). UNWTO Annual Report 2014. Retrieved from <http://www2.unwto.org/annualreport2014>
- Zhang Zhenjia. (2008). *Significance of protecting natural sites for ecotourism development*, Volume 2 No.1 March 2008.

Determinant Factors in Pursuing Hospitality and Tourism Programs of Lyceum of the Philippines University-Laguna

July Aze V. Barcenas, Ryan Joseph Calinao, CHE, MG.
Malubay, Gia Janine J., Mercado, Kimberl Anne O.
Lyceum of the Philippines University-Laguna
julyaze12@gmail.com

ABSTRACT

Choosing a program in college is a complicated decision for students since it determines the kind of vocation that they intend to pursue in life. This paper fills the gap of understanding the factors affecting the decision of freshmen students in pursuing hospitality and tourism programs in LPU-L. Specifically, this study aims to determine the demographic profile of the chosen respondents, to determine if there is a significant relationship between the demographic profile and the factors and finally proposing enhancement programs that are in-line with the results of the study. Through the use of self-made questionnaires given to a total of 174 respondents. The necessary data were gathered.

The results showed that the respondents were mostly in the age of 17-19 years old, female, Filipino, International travel and tourism Management students and financial capable. Also Economic factor which includes the economic stable wages and job demand are the most considered factors by the students in pursuing Hospitality and Tourism programs. Significant relationships were also found between age and social factors and nationality and economic factors. This can be a good source of the CITHM faculty in understanding more of perception of the first year students and the purposed enhancement programs might also be a good way to improve the curriculum and the institution as a whole.

Key words: *Hospitality and Tourism Industry, Higher Education Institution, Proposed Enhancement Programs*

INTRODUCTION

The hospitality and tourism industries are the largest and fastest-growing industries in the world (Walker, 2010). These industries are one of the most diverse, challenging and exceptional industries as of the present and they both generate career opportunities that are mostly in demand in today's market. The tourism and hospitality industry are interconnected to each other.

A higher education institution refers to an institution of higher learning that primarily offers degree programs. According to Commission on Higher Education, there are two thousand two hundred ninety-nine higher education institutions (HEIs) in the country. Philippine HEIs can be classified into two: public and private.

In line with this, numerous degree programs in the hospitality and tourism field are offered by different universities and colleges. Lyceum of the Philippines University –

Laguna is one of the higher education institutions that offer hospitality and tourism programs. They offer three vocational hospitality and tourism programs namely Associate in International Travel and Tourism Management, Associate in International Hospitality Management Specialized in Hotel and Restaurant Administration, Associate in International Hospitality Management Specialized in Culinary Arts and Kitchen Operations and five degree hospitality and tourism programs namely Bachelor of Science in International Travel and Tourism Management, Bachelor of Science in Hotel and Restaurant Administration, Bachelor of Science in Culinary Arts and Kitchen Operations, Bachelor of Science in Cruise Line Operations in Culinary Arts and Bachelor of Science in Cruise Line operations in Hotel Services. (Retrieved from www.lpu.edu.ph)

According to the International Centre for Excellence in Tourism and Hospitality Education, Lyceum of the Philippines University is the biggest Tourism and Hospitality Management university in the country and in Asia with 14000 students taking up Tourism and Hospitality programs. LPU has a working agreement with the leading hotel-brand in Thailand the Dusit Thani Public Company Ltd since December 2008. The agreement includes curricula design and instructional material development assistance, support in refreshment training for faculty, laboratory and classroom facilities enhancement, with an end view of defining quality standards that meet international standards. (Retrieved from <http://www.the-ice.org/>)

The researchers aim to determine the students' insight about taking up hospitality and tourism programs and to help the students further their knowledge about the industry. As the increasing number of interested students in the field of hospitality, the researchers are urged to conduct the study in order to bring enlightenment to the incoming university students on their insights about the programs. Also, this study includes proposed programs for the enhancement of hospitality and tourism programs offered by Lyceum of the Philippines University – Laguna. The outcome of this study will be a good source on what could be the driving force of the first year students in taking up hospitality courses helping the concerned authorities (professors and college dean) in understanding the students. This study also aimed to reach out to the College of International Tourism and Hospitality Management to make various adjustments necessary to motivate the students on the numerous opportunities waiting for them in their chosen field making them more determined to do better.

REVIEW OF LITERATURE

Hospitality and Tourism industry is the world's fastest growing industry accountable of earning incredible profits in the international market. It is vast, offering a broad variety and an enormous number of jobs across the globe. The industry also provides varied employment opportunities because it consists of a number of business sectors, including tour operators, transport companies, food and beverage firms, souvenir shops, entertainment and recreational facilities (Ghuangpeng, 2011).

Career planning is the process of decision-making. A great number of studies, researches, and write-ups have been conducted for a period of time and still emerged as one of the top-priority researches due to rapid changing and need of time.

According to Finlayson (2009), the involvement of family, school administrators and guidance counselor to help students make good career choice in the future is emphasized in the study who mentioned that parents, teachers, and school counselors are all involved in students' career decision-making process. Career planning is a critical step and is essential to their success and not something they would want to skip over.

Cost and financial aid were the top enrollment factors across all institution types. These variables appear to play a critical role in influencing students' decisions. (Levitz,

2012). In line with this, Alba et. al (2010) concluded that the factor that affects the students most with regards to college course decision-making is the financial stability of the family.

Economic factor which includes the availability and demands of job in the future is considered by students in choosing a course. In a study conducted by (Edwards & Quinter, 2011), half of their respondents strongly agreed that availability of jobs influenced their career choice.

Respect for family is one of the most influential factors that impact students' career decision. It is agreed that "Out of respect and loyalty, it may not be appropriate to express personal desires; rather, one may alter one's interests to maintain harmony." As a sign of respect, students want to do well for the sake of the family, follow parents' advice about choosing a job or major in college and lastly, make sacrifices for the family, (Finlayson, 2009).

Peers are also seen to be another strong factor in influencing students in decision making because individuals who are closely involved with their friends tend to be involved in the decision of their friends.

Objectives of the Study

This study aims to identify the factors affecting the decision of freshmen students in pursuing hospitality and tourism programs in Lyceum of the Philippines University -Laguna. More specifically, the objectives are as follows:

1. To determine the demographic profile of the respondents in terms of :
 - 1.1 Age
 - 1.2 Gender
 - 1.3 Program
 - 1.4 Nationality
 - 1.5 Family Income
2. To determine the primary reason why first year students took up hospitality and tourism programs with the analysis of the study focused on these factors:
 - 2.1 Economic Factors
 - 2.2 Social Factors
 - 2.3 Environment and Other Factors
3. To determine the significant relationship between the demographics of the respondents and the factors affecting their decision in taking up hospitality and tourism programs.

METHODS

Research Design

The researchers used descriptive method of research with correlational approach. Descriptive studies can involve a one-time interaction with groups of people or a study might follow individuals over time. Descriptive studies, in which the researcher interacts with the participant, may involve surveys or interviews to collect the necessary information

Research Locale

The study is to be conducted in Lyceum of the Philippines University – Laguna located at KM 54, National Highway, Brgy. Makiling, Calamba City, Laguna, Philippines

Participants of the Study

Based on the data received from the registrar's office, the total number of students enrolled in hospitality and tourism courses is 482. However, with the use of G Power it was determined that the sample size is 174 respondents.

Data Gathering Tool

Questionnaires were used as the basic tool of data gathering. It is the most applicable instrument since it is structured with indicators and questions for the mutual convenience of both respondents and researchers.

Procedure

The researchers first had a pilot survey that involved 10 CITHM first year students. The pilot study measured if the questionnaire was appropriate for the respondents. It took 2 days for the researchers to complete the survey and to gather the necessary data needed for the fulfillment of the research.

Data Analysis

The researchers used percent in organizing the demographic profile of the respondents. The demographic profile will be according to age, gender, program, nationality and family income.

Weighted mean was used in the scale to find out the average of means, the respondents answered based on their opinions about different factors affecting their decision in pursuing hospitality and tourism programs.

By using the Pearson Chi Square method, the researchers were able to determine the significant relationship between the demographic of the students and the factors affecting their decisions.

RESULTS AND DISCUSSION

Table 1. Level of Significance between Age and The Factors Affecting the Decision of Freshmen Students in taking up Hospitality and Tourism Programs

Variables	Pearson Chi-Square value	p-value	Interpretation
Age vs. Economic Factors	6.905	0.330	Not Significant
Age vs. Social Factors	14.029	0.029	Significant
Age vs. Environment and Other Factors	7.578	0.108	Not Significant

Level of Significance is 5%

As shown in Table 1. above, there is a significant relationship between age and social factors affecting the decisions of freshmen students in pursuing hospitality and tourism programs because the p-value is less than 0.05. However, there is no significant relationship between the age and the other factors such as economic factors and environmental and other factors. The p-values of the remaining three factors are all greater than 0.05.

Table 2. Level of Significance between Gender and The Factors Affecting the Decision of Freshmen Students in taking up Hospitality and Tourism Programs

Variables	Pearson Chi-Square value	p-value	Interpretation
Gender vs. Economic Factors	1.692	0.639	Not Significant
Gender vs. Social Factors	0.249	0.969	Not Significant
Gender vs. Environment and Other Factors	2.685	0.261	Not Significant

Other Factors

Level of Significance is 5%

As shown in Table 2 on the previous page, there is no significant relationship between gender and the factors affecting the decisions of freshmen students in pursuing hospitality and tourism programs because the p-value is greater than 0.05.

Table 3. Level of Significance between Program and The Factors Affecting the Decision of Freshmen Students in taking up Hospitality and Tourism Programs

Variables	Pearson Chi-Square value	p-value	Interpretation
Program vs. Economic Factors	13.383	0.342	Not Significant
Program vs. Social Factors	13.478	0.335	Not Significant
Program vs. Environment and Other Factors	13.799	0.089	Not Significant

Level of Significance is 5%

As shown in Table 3 on the above, there is no significant relationship between program and the factors affecting the decisions of freshmen students in pursuing hospitality and tourism programs because the p-value is greater than 0.05.

This is a contrary to the study made by Stage and Hossler (2009). They proposed that the effects of external influences such as parents, teachers, and friends on students' career choices may play a role in students' academic performance

Table 4. Level of Significance between Nationality and The Factors Affecting the Decision of Freshmen Students in taking up Hospitality and Tourism Programs

Variables	Pearson Chi-Square value	p-value	Interpretation
Nationality vs. Economic Factors	67.99	0.000	Significant
Nationality vs. Social Factors	14.823	0.096	Not Significant
Nationality vs. Environment and Other Factors	5.475	0.484	Not Significant

Level of Significance is 5%

As shown in Table 4 above there is a significant relationship between nationality and economic factors affecting the decisions of freshmen students in pursuing hospitality and tourism programs because the p-value is less than 0.05.

However, there is no significant relationship between the nationality and the economic factors and environmental and other factors. The p-values of the remaining three factors are all greater than 0.05.

Table 5 Level of Significance between Family Income and The Factors Affecting the Decision of Freshmen Students in taking up Hospitality and Tourism Programs

Variables	Pearson Chi-Square value	p-value	Interpretation
Family Income vs. Economic Factors	7.157	0.847	Not Significant
Family Income vs. Social Factors	15.348	0.223	Not Significant
Family Income vs. Environment and Other Factors	6.051	0.642	Not Significant

Environment
and Other Factors

Level of Significance is 5%

As shown in Table 5 on the previous page, there is no significant relationship between family income and the factors affecting the decisions of freshmen students in pursuing hospitality and tourism programs because the p-value is greater than 0.05.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the findings, the following conclusions are drawn:

1. The researchers found out that respondents are mostly in the age of 17-19 years old, mostly female, majority are Filipinos with family incomes ranging from P20,834.00 and over.
2. The study also shows that the primary factor affecting the decision of freshmen students in taking up H&T programs is the economic factors that include economic stable wages and in demand jobs.
3. Lastly, within the demographic profile and the factors affecting the decision of freshmen students, only age, social factors, nationality and economic factors have significant relationships while other variables do not show either

Recommendations

Based on the conclusions and data gathered by the researchers, these are the following recommendations:

1. The researchers recommend that the CITHM department should encourage activities for the students to lessen their stress level, attract more male students, and create activities to ensure that parents gets value for their money.
2. Researchers recommend counseling as an integral part of the university's curriculum.
3. It is highly recommended for the institution to constantly implement a series of activities for students which involves social gathering.
4. The researchers recommend to the concerned authorities and administration in Lyceum of the Philippines University – Laguna to consider the proposed enhancement programs made by the researchers themselves that were based on the survey.
5. The researchers highly recommend for future researchers to use other relevant variables that they might find useful and interesting since the focus of the study was very limited in the factors the researchers found significant.

REFERENCES

- Alba, K., Bertol, T., De Mesa, K., Martin, F., Mestosamente, S., Zaguirre, M., (2010) The factors that affect students' decision in choosing their college courses
- Alika, H.I. & Osa-Edoh G.I. (2009). Peer group and parental influence as correlates of career choice in science among secondary school adolescents in Edo State. *African journal of studies in education*. Official journal of the faculty of Education, University of Benin, Benin City. Vols. 4 & 5. Nos. 2 & 1 May, 2009
- Barron, P.E. (2009). Issues surrounding Asian students' hospitality management in Australia: A literature review regarding the paradox of the Asian learner.
- Braxton, J. M. (2009). Reinvigorating theory and research on the departure puzzle. In J. M. Braxton (Ed.), *Reworking the student departure puzzle* (pp. 257-272). Nashville, TN: Vanderbilt University Press.
- Briley, D. (2009). The effects of culture on decision making and judgment
- Corey, G. & Corey, M. (2012). I never knew I had a choice: explorations in personal growth
- Depping M. K., Freund A. M. (2011). Normal aging and decision making : the role of motivation. *Human Development*, 54, 349–367. doi:10.1159/000334396
- Derr, C. B., Laurent, A. (2011). *Handbook of career theor*
- Dietrich, C. (2010). Decision making: Factors that influence decision making, heuristics used, and decision outcomes
- Durosaro, I. & Adebanye, N.M. (2012). Gender as a factor in the career choice readiness of senior secondary school students in Ilorin Metropolis of Kwara State, Nigeria
- Edwards, K. & Quinter, M. (2011). Factors influencing students career choices among secondary school students in Kisumu Municipality, Kenya
- Hodgson, (2012). Rational choice theory
- Ismail, (2009). Mediating effect of information on college choice
- Johnson, B. (2010). 15 Effective strategies of the national dropout prevention center/network as a model for plan development: A technical assistance document
- Jonsson, C., Devonish, D., (2009). An exploratory study of competitive strategies among hotels in a small developing Caribbean state. *International journal of contemporary hospitality management*, 21(4), pp. 495-497
- Kantrowitz, M. (2009). Why do students drop out of college?
- Kasavana, M., Brooks, R. (2009). *Managing front office operations educational institute*, AHLA, Michigan
- Kee Ming, J.S. (2010). Institutional factors influencing students' college choice decision in Malaysia: A conceptual framework
- Kim, S., Lee, M.J. & Cohen, K. (2009). Study motivations and study preferences in the Korean hospitality and tourism field. *Journal of marketing for higher education*, 18(2): 216-239.
- Lee, S.J. & Chatfield, H.K. (2011). The analysis of factors affecting choice of college: A case study of UNLV hotel College students
- Lizárraga, M., Baquedano, M., Cardelle-Elawar, M. (2009). Factors that affect decision making: gender and age differences
- Martin, J. (2010). First-year college students and faculty: A comparison of expectations for success
- Mau, W.C. (2009). Cultural differences in career decision-making styles and self-efficacy
- McCann, G. (2009). When your parents sign the paychecks: Finding career success inside or outside the family business
- Minor, F. (2012). Planning your future career and education

- Mohammad, B. & Alsaleh, H. (2013). Motivation of students to study tourism hospitality programs
- Nolan, J. (2011). Philippines business: The portable encyclopedia for doing business with the Philippines
- Pascual, N. (2014). Factors affecting high school students' career preference: A basis for career planning program
- Schaar, et al. (2009). Social computing and social media: 6th international conference Stage, F. K., & Hossler, D. (2009). Where is the student? Linking student behaviors, college choice, and college persistence. In J. M. Braxton (Ed.). *Reworking the departure puzzle* (pp. 170-195). Nashville, TN: Vanderbilt University press
- Smith (2014). Strategic directions for career services within the university setting Taylor, S. (2010). Reasons to attend hospitality management schools
- Wallace & Wolf (2008). Chapter 7: Theories of rational choice
- Walker, J. (2010). *Introduction to hospitality management*, Pearson education, London
- Weiten et al (2009). *Psychology applied to modern Life: Adjustment in the 21st century* Williams, T. (2014). The four things to consider before choosing a career
- Witko, K., Bernes, K., Magnusson, K., Bardick, A. (2009). Senior high school career planning: what students want?
- Yusof, M., Ahmad, S. N. B., Tajudin, M. & Ravindran, R. (2009). A study of factors influencing the selection of a higher education institution. *UNITAR e-journal*, 4(2), 27-40.
- College of International Tourism and Hospitality Management. Retrieved from www.lpu.edu.ph
- Commission on Higher Education of the Philippines. Retrieved from www.ched.gov.ph
- International Centre of Excellence in Tourism and Hospitality Education retrieved from <http://www.the-ice.org/>
- Levitz, N. (2012). *Why did they enroll? The factors influencing college choice*. Coralville, Iowa: Author. Retrieved from www.noellelevitz.com/Factors2012
- Parent's Guide to Teen Depression: Learn the Signs of Depression in Teens and How You Can Help. Retrieved from <http://www.helpguide.org/articles/depression/teen-depression>

“Create memorable experiences and vivid memories: Promote your tourism destination for free!”

Janardan Krishna Yadav
Indian Institute of Management, Kozhikode, Kerala, India
janardan05fpm@iimk.ac.in
janardan.krishna@gmail.com

Prof. Dr. Omkumar Krishnan
Indian Institute of Management, Kozhikode, Kerala, India
omkumar@iimk.ac.in

ABSTRACT

There has been a recent interest to measure the memorable tourism experiences by exploring the effects of such experiences on the behavioural intentions of the tourists and other post-experiential outcomes. The present study attempts to relate memorable tourism experiences to the vividness of memory and word-of-mouth behaviour related to memorable tourism experience, by using partial least square based structural equation modelling approach (PLS-SEM). It was found that memorable experiences are related to vividness of memory and word-of-mouth behaviour of the subject, results also suggest that vividness of memory has stronger relationship with word-of-mouth behaviour.

Key words: *Memorable tourism experiences (MTEs), Vividness of memory, Word-of-Mouth Behaviour (WOMB)*

INTRODUCTION

Tourism is an important human activity that attracts lots of business attention and creates lots of employment, its high multiplier effects in terms of jobs and money gives it a special status of driver of economic development (Briedenhann, J., & Wickens, 2004; Athanasopoulou, 2013,) and economic recovery (Jucan, C. N., & Jucan, 2013). There has been recent focus of the researchers to measure memorable tourism experiences (Tung & Ritchie, 2011). The contemporary studies which happened in the last few years have expanded our understanding of tourism experiences in various settings e.g. skydiving (Celsi 1993), white water rafting (Arnould & Price, 1933) and Mountain biking (Dodson, 1996). Various dimensions of tourism experiences have been reported in tourism literature e.g. *Hedonics, peace of mind, recognition, escapism, involvement, aesthetics and involvement, education and local culture* (Otto & Ritchie, 1996; Oh et al, 2007; Kim 2010; Kim et al., 2012). Oh et al.'s (2007) scale

was based on theoretical dimensions proposed by Pine & Gilmore (1999) and has been used extensively to measure tourism experiences in various settings. The term memorable tourism experiences were perhaps used with contention by Tung & Ritchie (2011) who did in-depth interviews to understand the dimensions of a memorable tourism experience. The memorable tourism scale (MTES) is an elaborate scale developed by Kim et al. (2012). There have been only a very few attempts to study the effects of memorable tourism experiences on the loyalty behaviour of the tourists and it is still a potential area of research. This study attempts to develop a measure of *memorable tourism experience, vividness of the memory and word-of-mouth behaviour* of individuals who have a memorable tourism experience from their past travels.

LITERATURE REVIEW

In a study on Australian tourists, using in-depth interviews Chandralal & Valenzuela (2013) found that majority of the narratives of memorable tourism experiences involve cognitive dimensions as well as emotional dimension. The perception of; *meaningfulness of the experience, opportunities to encounter authentic local experiences, significance of the experience, novelty of the experience, opportunities for social interactions, serendipity and surprises encountered, local hospitality and perceived professionalism of local guides*. The affective dimension included emotions of *happiness and excitement*. Some of the dimensions e.g. meaningfulness, significance and novelty relate to the previously existing scale of Kim et al. (2012); while new dimensions of authenticity, serendipity and surprises, social interaction and professionalism of the hosts increase our understanding the construct of ‘memorable tourism experiences’.

We define memorable tourism experiences as ‘a subset of memorable experiences which consists of affect, expectation, and consequentiality and recollection dimensions’. We follow the operationalization of memorable tourism experiences (MTE) as proposed by Kim et al (2012) and use their scale to measure experiences of our subjects.

Vividness of memory is defined as a ‘detailed record of the experiences having information regarding the spatial layout and easy recollection of the visuals and auditory stimulus with a similar emotional arousal’. To measure vividness of the memory of tourism experiences we will use the five item scale proposed by Sheen, Kemp and Rubin (2001). There have been only a few attempts to relate memorable tourism experiences with vividness of memory e.g. (Kim, 2010).

We propose that as memories are integral takeaway of a good tourism experiences since only significant events get recorded vividly in the memory

H1: Memorable tourism experiences are related to vividness of memory.

We define word-of-mouth as ‘WOM is oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial, regarding a brand, product or service’ (Arndt, 1967). For such person-to-person communication the communicator has to rely a lot on his memory as information source, a vivid memory will enable the communicator to engage in detailed storytelling and his accounts will be perceived more authentic because of the details.

The attitudinal paradigm suggests that the attitude towards product or service better predicts the word-of-mouth behavior (Buttle, 1998), or in other words a good attitude towards a tourism experience will result in a frequent word-of-mouth behavior, thus we propose

H2: Memorable tourism experiences are related to Word-of-Mouth behaviour and

H3: Vividness of memory is related to Word-of-Mouth behaviour.

METHODOLOGY

Sampling and Data

The data was collected from management & technology college students who were studying at undergraduate and post-graduate levels. The students were asked to recall their recent and memorable tourism experience and then respond to the questionnaire. The colleges where the medium of instruction was English and were conveniently accessible to researcher were chosen for data collection. The original scale was developed and tested with US students and there have been some efforts to ascertain the cross-cultural validity of the scale. 474 responses were obtained from the students of the 500 questionnaires distributed. The completed responses were checked for omission errors and pattern errors and were removed, a total of 454 usable responses were retained. The subjects were free to choose any experience of choice which they felt was memorable. The data was collected from the college students using a pen and paper questionnaire. The questionnaire had two screening questions which asked the subjects if they have travelled in last two years for leisure and do they consider it as a memorable tourism experience. The instruction in the beginning of the questionnaire asked the subjects to recollect a recent memorable tourism experience before responding to the questionnaire.

Demographics

Majority of the total 454 respondents were males (63.7%) while the female respondents were 36.3%. Most of them were post-graduation level students or had completed graduation (51.3%), with majority of them belonged to age group 20-29 (66.1%). The demographic details of the subjects are presented in Table 1.

Table 1: Demographic Characteristics

Characteristics	Frequency	%
Gender		
Male	289	63.7
Female	165	36.3
Age in years		
less than 20	152	33.5
20-29	300	66.1
30-39	2	0.4
Education		
Less than high school	2	0.4
High School	28	6.2
College Graduate	233	51.3
Post-Graduate	191	42.1
Number of persons in the group		
Alone	23	5.1
2-4	113	24.9
5-7	130	28.6
8-10	53	11.7
More than 10	135	29.7

RESULTS & DISCUSSION

Exploratory factor analysis

To understand the factor structure underlying the data SPSS (version 20) was used. The factor structure helps to understand the inter-item correlation and loadings on a particular latent factor.

Exploratory factor analysis revealed that the items were not loading to factors as suggested in the study by Kim et al (2012) and the factor structure obtained in the data didn't seemed meaningful. This discrepancy from the proposed second order structure of MTES can be attributed to the heterogeneity in the chosen experiences. So the construct MTE was considered as a single order factor and the representative four items were kept while rest of them were dropped. The items used to measure the constructs are presented in Appendix 1.

PLS-SEM

As the common factors were not considered in the MTE construct the variance based PLS-SEM technique was used. PLS-SEM is well established and these days regarded as a fully developed SEM technique and its applications are being extended to all kind of models. The hypotheses were tested using Partial Least Squares (PLS) Method and SmartPLS software, Version 3.0 was used.

The first step was to establish the validity and reliability of the measurement instrument. The standardized loadings of each construct were high (above 0.66) ensuring convergent validity.

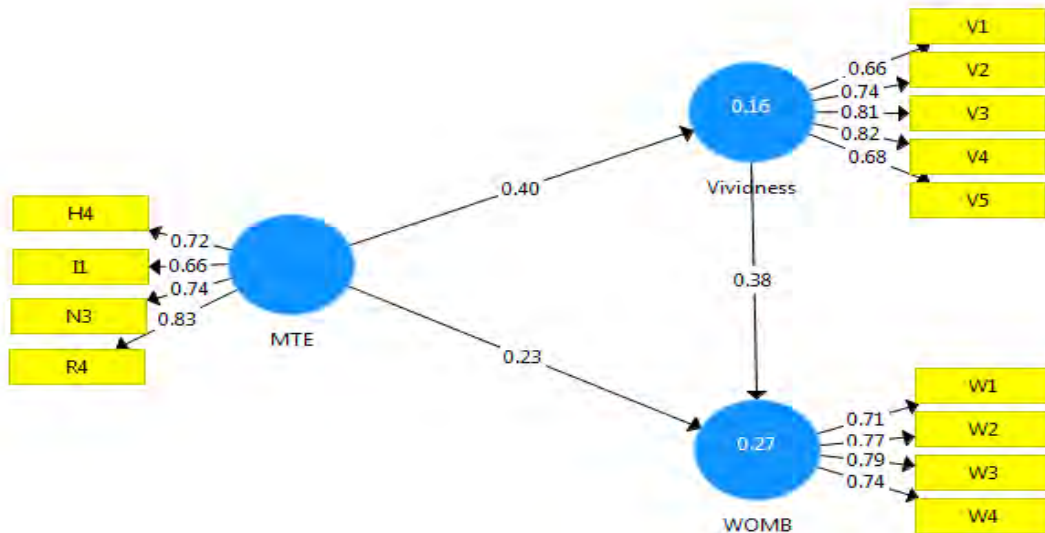


Figure1. Relationship between MTE, Vividness and Word-of-Mouth behaviour (WOMB)

The Cronbach's Alpha for MTE, Vividness and Word-of Mouth Behaviour are 0.720, 0.797 and 0.746 respectively which suggests that the constructs are reliable. The Cronbach's Alpha suggest the lower bound estimates of reliability and a min value of 0.70 is often treated as acceptable for less explored scales and scale refinements can always be a possibility. The Adjusted rho and Composite reliability scores indicate that the measures are reliable.

Table2. Reliability and Validity of the Constructs

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
MTE	0.720	0.735	0.826	0.545
Vividness	0.797	0.805	0.861	0.555
WOMB	0.746	0.754	0.839	0.565

The Composite reliability values were above 0.8 for all the latent constructs indicating good internal consistency. The Average Variance Extracted (AVE) for the constructs is also above 0.5 (see Table 2) which indicates acceptable level of convergent validity of the constructs. Traditional way to establish discriminant validity is to check that indicator loadings should be greater than the cross-loadings Fornell-Larcker (1981)

Table 3: Fornell-Larcker Criterion (1981)

Fornell-Larcker Criterion			
	MTE	Vividness	WOMB
MTE	0.738		
Vividness	0.405	0.745	
WOMB	0.389	0.479	0.752

Heterotrait-monotrait ratio of the correlations (HTMT) is often used to establish discriminant validity and is seen as more robust than other techniques (Henseler, et al., 2015). A HTMT score of less than 0.85 (Henseler et al., 2015) suggests a good discriminant validity.

Table 4: Heterotrait-monotrait ratio of the correlations

Heterotrait-Monotrait Ratio (HTMT)			
	MTE	Vividness	WOMB
MTE			
Vividness	0.532		
WOMB	0.524	0.609	

The fit indices for the measurement model using partial least square (PLS) are presented in table 5. As PLS does not generates many fit indices and the threshold limits of various PLS fit indices are yet to be established, SRMR is the only approximate model fit criteria for PLS path modelling (Henseler et al. , 2016). The SRMR value of 0.078 (Henseler et al., 2016; Hu & Bentler, 1999) suggests an acceptable fit of the model to the data.

Table 5: Summary of fit indices for Measurement Model

Fit Summary		
	Saturated Model	Estimated Model
SRMR	0.078	0.078
d_ULS	0.551	0.551
d_G	0.146	0.146
Chi-Square	354.926	354.926
NFI	0.797	0.797

The model was then tested for goodness of fit to see if the proposed theory is supported by the data.

In SEM-PLS we rely on the bootstrapping values to ascertain the significance of the R^2 and fit indices as well. We conducted bias-corrected and accelerated (BCa) bootstrapping at 95% significance level with 500 subsamples. Table 6 presents the bootstrapping results of path estimates, SRMR and d_G values respectively. As we can see that the T-statistics are significant and have a meaningful value we accept our hypothesis that memorable tourism experiences are related to vividness of memories (H1) $R^2=0.40$; word-of-mouth behaviour (H2) $R^2=0.23$; as well hypothesis H3 that Vividness of memory results in word-of-mouth behaviour $R^2=0.38$, looking at the regression weights (figure 1) we can conclude that the indirect relationship between memorable tourism experience and word-of-mouth is stronger.

Table 6: Bootstrapping Values

SRMR Values					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
R² Values					
	0.164	0.168	0.031	5.231	0.000
	0.275	0.285	0.037	7.356	0.000
SRMR Values					
Saturated Model	0.078	0.059	0.003	28.230	0.000
Estimated Model	0.078	0.059	0.003	29.215	0.000
D_G Values					
Saturated Model	0.146	0.120	0.012	12.668	0.000
Estimated Model	0.146	0.119	0.012	12.518	0.000

CONCLUSIONS

The current study further enhances our understanding of the memorable tourism experiences scale with vividness of memory and behavioural outcome of word-of-mouth

behaviour. In the competitive tourism business scenario word-of-mouth plays an important role, as the benefits and experiences of tourism activity are not easy to tangibilize making print and videographic advertisements often inadequate to make a purchase decision. Tourists often make their choices and often get motivation from the stories of a memorable travel trip of a friend or someone in the peer-group.

Though this may be a rule-of-thumb for few active players in the market the empirical results of our study further substantiates the theory. It will be advisable for the practitioners to create opportunities and settings to create memorable experiences for the tourists for consistent footfalls from referrals and good word about the business.

Our study further warrants a word of caution for future researchers to ensure homogeneity of the population in terms of the experiences as different tourism experiences may have different weights for theoretically proposed dimension of memorable tourism experience scale. More research is required to explore if the scale MTES can be used to measure all kinds of tourism experiences and can be further refined.

MANAGERIAL IMPLICATIONS

There has been a change in the concept of value as per the experiential paradigm. The value lies in the overall experiences created by the businesses for their guests. The present study provides an empirical evidence for the managers to believe that memorable tourism experiences result in vivid memories and a rather frequent, elaborate and more authentic word-of-mouth behaviour from their customers. Word-of-mouth is an important source of information in tourism choice scenario where peer or reference group influences play an important role.

The destination managers should carefully analyse and understand their competencies and reorient their businesses to provide memorable experiences to tourists. The needs and motivations of the tourists are to be understood well by the business and should stage opportunities for the tourists to create experiences they want to indulge in rather than forcing the bundle of activities that do not excite the tourists. Tourism businesses should proactively add unique and refreshing experiences in their offerings to deliver superior value to modern day tourists who has multitude of opportunities to choose from.

Senior level managers can use the memorable tourism scale based evaluations to evaluate the performance of their sub-ordinates or junior level managers. Many successful tourism businesses report that their inflow of customers is more often through recommendation by previous guests. Tourism businesses can follow the experience modules development strategy as suggested by Schmitt (1999) and can evaluate the success of strategy by measuring memorable tourism experiences and post-consumption outcomes like word-of-mouth.

The experience economy is blooming and it is indispensable to have proper strategies and proper evaluation tools to harvest the benefits for long term business success.

REFERENCES

- Arndt, J. (1967). Word of mouth advertising: A review of the literature. Advertising Research Foundation
- Arnould, E. J., & Price, L. L. (1993). River magic: Extraordinary experience and the extended service encounter. *Journal of consumer Research*, 20(1), 24-45
- Athanasopoulou, A. (2013), Tourism as a driver of economic growth and development in the EU-27 and ASEAN regions. European Union Centre in Singapore

- Briedenhann, J., & Wickens, E. (2004). Tourism routes as a tool for the economic development of rural areas—vibrant hope or impossible dream?. *Tourism management*, 25(1), 71-79
- Buttle, F. A. (1998). Word of mouth: understanding and managing referral marketing. *Journal of strategic marketing*, 6(3), 241-254
- Celsi, R. L., Rose, R. L., & Leigh, T. W. (1993). An exploration of high-risk leisure consumption through skydiving. *Journal of consumer research*, 20(1), 1-23
- Chandralal, L., & Valenzuela, F. R. (2013). Exploring memorable tourism experiences: Antecedents and behavioural outcomes. *Journal of Economics, Business and Management*, 1(2), 177-181
- Dodson, K. J. (1996). Peak experiences and mountain biking: Incorporating the bike into the extended self. *NA-Advances in Consumer Research Volume 23*
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of marketing research*, 382-388.
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial management & data systems*, 116(1), 2-20
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural equation modeling: a multidisciplinary journal*, 6(1), 1-55
- Jucan, C. N., & Jucan, M. S. (2013). Travel and tourism as a driver of economic recovery. *Procedia Economics and Finance*, 6, 81-88
- Kim, J. H. (2010). Determining the factors affecting the memorable nature of travel experiences. *Journal of Travel & Tourism Marketing*, 27(8), 780-796
- Kim, J. H., Ritchie, J. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12-25
- Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of travel research*, 46(2), 119-132
- Otto, J. E., & Ritchie, J. B. (1996). The service experience in tourism. *Tourism management*, 17(3), 165-174
- Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: work is theatre & every business a stage*. Harvard Business Press
- Schmitt, B. (1999). Experiential marketing. *Journal of marketing management*, 15(1-3), 53-67
- Sheen, M., Kemp, S., & Rubin, D. (2001). Twins dispute memory ownership: A new false memory phenomenon. *Memory & Cognition*, 29(6), 779-788
- Tung, V. W. S., & Ritchie, J. R. (2011). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, 38(4), 1367-1386
- [UNWTO and Press Release, 2012](http://media.unwto.org/en/press-release/2012-06-20/g20-recognizes-travel-tourism-driver-economic-growth-first-time- and-commits), UNWTO, Press Release, (2012), G20 recognizes Travel & Tourism as a driver of economic growth for the first time and commits to work on travel facilitation, <http://media.unwto.org/en/press-release/2012-06-20/g20-recognizes-travel-tourism-driver-economic-growth-first-time- and-commits>

Appendix 1

Constructs and Indicator Variables used in the Model

	Factor Loadings
Memorable tourism experiences	
1) It was exciting	0.72
2) I enjoyed activities which I really wanted to do	0.66
3) It was unique	0.74
4) It was refreshing	0.83
Word-of-mouth Behaviour	
1) I have recommended this tourism experience to many people	0.71
2) I 'talk-up' this tourism experience to my friends	0.77
3) I try to spread good word about this experience	0.79
4) I give lots of positive word of mouth advertising to this experience	0.74
Vividness	
1) Remember the spatial layout	0.66
2) Can recall the settings	0.74
3) See in mind	0.81
4) Hear in mind	0.82
5) Feeling the emotions now	0.68

Tying the Knot in Malaysia: The Factors that Motivate Venue Selection and Venue Attributes

Lisa Yong Yeu Moy
Taylor's University - Malaysia
lisa.yong@taylors.edu.my

Shantini Thuraiselvam
Taylor's University - Malaysia
shantini.thuraiselvam@taylors.edu.my

Francisca Lo Kiun Yii
Taylor's University - Malaysia
franciscalokiunyii@gmail.com

ABSTRACT

Purpose: Couples choosing to tie the knot are overwhelmed by a variety of products and services offered in Malaysia to make that special day truly memorable. This research paper aims to identify the factors that motivate Malaysian couples in choosing their wedding venue and to identify which of these factors are most significant to the Malaysian couples in their venue selection and venue attributes.

Design/methodology/approach: Primary data will be collected using the qualitative approach. Respondents targeted are couples who have held wedding ceremonies and/or receptions in the last five years. Interviews were carried out with eight couples of different ethnicities between August to September 2016.

Findings: Findings reveal that the significant variables to venue selection are the availability of popular venues, followed by the cost and packaged services provided by the venue. The attributes of the venue that is considered important shared by the couples are venue capacity, food quality, service quality and availability of sufficient guest parking.

Research limitations/implications: The findings of this research has been drawn from fairly young couples, mainly below the age of 30. There is room for further research to be conducted by interviewing more couples and future researchers could add more push and pull motivations factors to be included for analysis.

Practical implications: The implications of the findings would benefit the wedding service providers such as wedding planners, hoteliers, caterers and venue owners when designing compatible wedding packages to fulfill the desires and budget of Malaysian couples.

Originality/value: Apart from the hospitality industry, food and beverage industry, and event organisers, this paper's findings may prompt the government, particularly the Ministry of Tourism to enhance their efforts in promoting Malaysia as a premier wedding destination.

Keywords: *venue selection, venue attributes, wedding destination*

INTRODUCTION

A wedding, in any culture, is a celebratory moment when a couple plans a celebration that shares their love story with their families and friends, in a wedding venue of the couple's choice. It is a celebration filled with personal emotions in a memorable way, regardless of difference in ethnics and culture. The trend in wedding tourism is increasingly popular (Major, McLeay & Waine, 2010, p. 249). Acorn Consulting Partnership Ltd (2008) defined wedding tourism as traveling internationally for the purpose of getting married or celebrating a wedding. Boden (2001) indicates that weddings have become a commodity, providing opportunities for each host destination to market itself as a place where a special life event can be commemorated in an unforgettable way.

Most of the academic literature on Malaysia is focused on event-based tourism and cultural tourism; there is limited research on Malaysia as a wedding destination. The public perception toward Malaysia as a wedding destination is usually associated with rich culture diversification and beautiful natural sceneries (Zamri, Darson, Wahab & Lim, 2013). In spite of the huge development of the wedding business in Malaysia, not many studies have concentrated on how couples conduct their search with respect to selecting the venues for their wedding ceremony and reception (Lau & Hui, 2010).

In Malaysia, the hotel industry has benefitted in terms of venue selection and attributes and has become a much sought after resource in terms of tourism products. Realizing the strong demand for wedding venues, many hotels and resorts have equipped themselves with facilities and amenities as well as by providing professional wedding planner services at an affordable price. With these attributes, Malaysia can potentially rise to be a top choice as a preferred wedding destination. The purpose of this research is to study the perceptions of Malaysian couples in venue selection and attributes for their wedding. To achieve this, the following objectives are formulated:

1. To identify the push and pull factors that motivates Malaysian couples in choosing a wedding venue in Malaysia.
2. To identify which of the factors are the most significant to the Malaysian couples in venue selection and attribute.

LITERATURE REVIEW

In the global sector, the popularity of wedding destination has increased over the past decade and well accepted as a significant market segment for destinations to target. According to Mintel (2010), a United Kingdom (UK) based provider of market researcher, one in five UK weddings takes place abroad; between 2005 and 2010, number of wedding abroad increased by 27 percent. Statistics New Zealand (2010) reports that the number of couples traveling to the nation to marry increased from 800 per year in the 80s (three percent of couples marrying in the country) to approximately 2,000 per year (eight to nine percent of marriages) during the period from 2001 to 2009. Studies of Japanese consumers also highlight the growth in the wedding tourism market segment. According to Watanabe Wedding Company, an industry research provider reported that an average of 40,000 Japanese couples have destination weddings each year (Ma, 2011, p. 14). In India, this niche market was increasing by almost 100 percent annually (Kaul & Khanna, 2011, p. 125).

In Malaysia, the Tourism Malaysia Board works closely with the Association of Wedding Professionals (AWP) (Tourism Malaysia, 2015). The AWP was formed to increase awareness of the wedding business and the professionalism and credibility of its members. The idea was conceived to setup a Malaysian association that will help promote the wedding industry partners and improve the quality of services to all wedding couples in Malaysia (Tourism Malaysia, 2015). Malaysia has always been known for its huge touristic appeal due to its rich culture, heritage and exotic cuisine. A land distinct with major cultures of the Malays, Chinese, Indians, Eurasians as well as the indigenous people; Malaysia provides the perfect setting for a wedding rich in the flavour and culture of Asia.

The way couples choose their wedding venues is similar to how tourists' choose a travel destination. The tourists' choice of destination is based on their needs and wants at the point in time, as such, it is necessary to understand the motivation to travel. Studies on travel motivation are rooted in theoretical frameworks in sociology and social psychology (Hsu & Huang, 2008). A review of the literature indicates that travel motivation is regularly examined by motivation's theory based on push and pull factors (Al-Haj & Mat Som, 2010). Although push and pull motivation has been accepted as a useful framework for explaining travel motivation and destination attributes (Fluker & Turner, 2000; Goossens, 2000; Jang & Cai, 2002; Kozak, 2002; Kim, Lee, & Klenosky, 2003; Bansal & Eiselt, 2004), Most of the empirical studies on travel motivation have focused on North American and European countries (Kim & Prideaux, 2005; Rittichainuwat, 2008), while empirical findings relating to Asia regions remain insufficient (Hsu, Tsai & Wu, 2009). In particular, there is limited theoretical or conceptual framework in understanding wedding destination in terms of venue selection and attributes to the local couples in Malaysia.

This research uses the push and pull factors common to the tourism industry to develop a framework for the selection of the wedding venue and attributes. Push factors are defined as the socio-psychological needs that urge someone to travel to a specific destination (Crompton, 1979). A large portion of the push components is those natural and intangible components that push individuals to travel. These socio-psychological intentions would be connected to the yearning to get away, rest and relaxations, experience, renowned and social activities. Curiosity too has heavy influence in travel choice as individuals are pulled in to what is new and diverse and look for into visiting new places or doing things in not the same way as a major aspect of their craving to fulfil their socio-psychological requirements (Yuan & McDonald, 1990). A component that push individuals to travel and that is exceptionally important to wedding tourism is the need to demonstrate belongingness/love (Awaritefe, 2004). To show this indication of love on account of wedding couples, they would generally pick venue where they would feel safe and able to provide their needs, somewhere even they would discover resemblance in their own culture background (Burton, 1995). Anomie and ego enhancement are what travellers seek to satisfy their other intrinsic needs (Dann, 1981, Fodness, 1994). This suggests that the venue that is being picked is a symbol of social status for the couples.

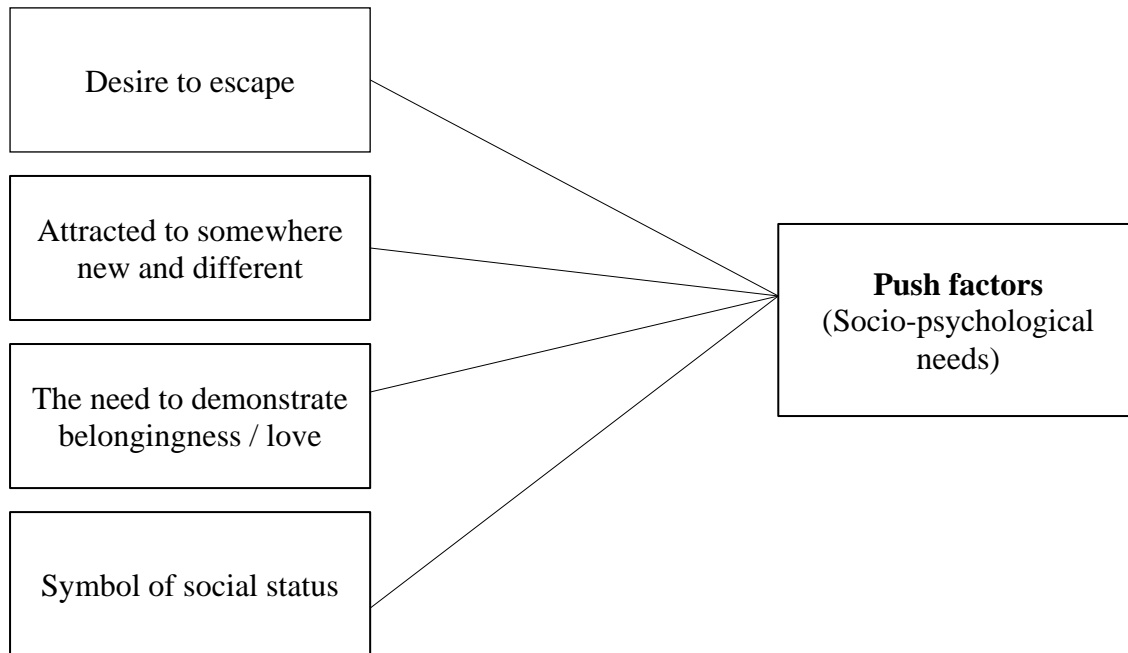


Figure 1. The push factors in the selection of a wedding venue and attributes

Pull elements are known as outward inspirations that have been raised as a consequence of the engaging quality of the destination emerging from mass exposure or advancement or any other means in this manner giving an image to that destination or venue (Kassean & Gassita, 2013). For wedding tourism, the exoticism of the place itself plays a significant part as pull factor which incorporates both tangible and intangible components like shorelines, streams, scene, biodiversity, the 3S – sun, sea, sand and others (Philips and House, 2009; Prayag and Ryan, 2012; Seebaluck, Munhurrun, Naidoo & Rughoonauth, 2015). Combined with the push factors, pull factors such as the supply of wedding venues and its attribute will influence couple's choice in selecting an ideal venue provider.

Wedding occasions are strongly dependent to availability of amenities (Sirakaya, McLellan & Uysal, 1996) and are man-made pull factors that will be influential in the decision of Malaysia's hotels and resorts as "the" location to get hitched. These amenities range from wedding geography location, facilities/amenities, cost fulfilment, quality services and good accommodation (Awaritefe, 2004) and ought to contain all the vital services and courtesies required in order to fulfil the client's travel and wedding experience, leading to a competitive edge for the venue.

While, push components are recognized as being internal strengths or inborn wants that pushes one to select their desire venue, then again, pull elements are generally about outside properties or other item options that draw the people to making a decision for their wedding venue.

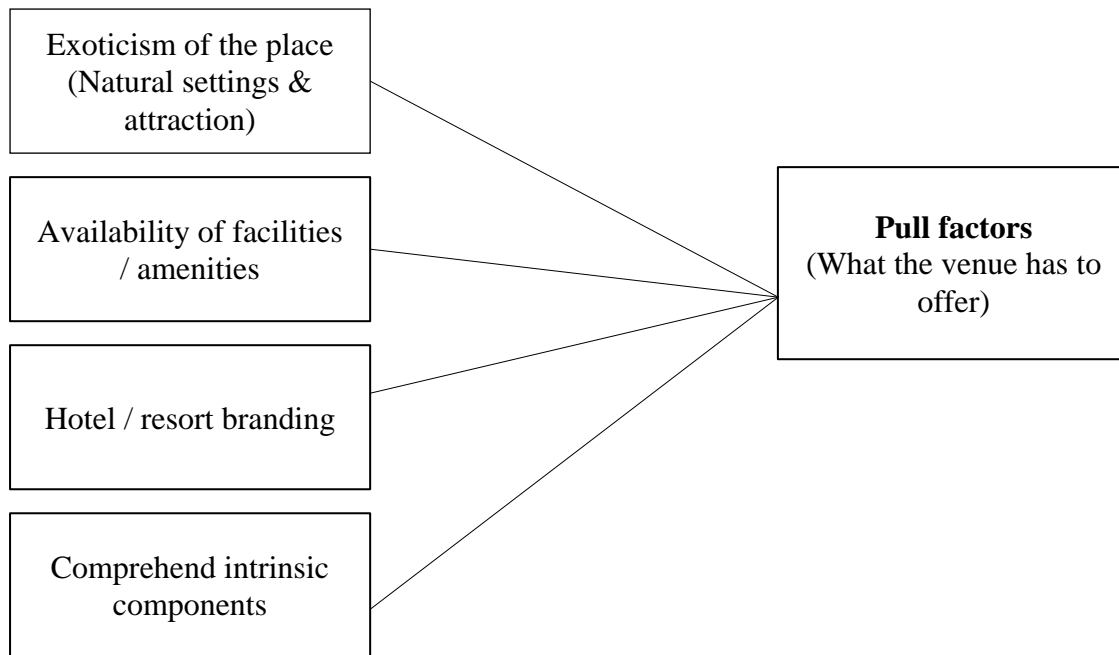


Figure 2. The pull factors in the selection of a wedding venue and attributes

By combining the push and pull factors that influences the choice of choosing a wedding venue and its attributes, the following hypotheses are formulated:

- H1: By organizing a wedding, couples get to escape from their usual routine.
- H2: When selecting wedding venue, couple tend to choose somewhere that they have never been or experience before.
- H3: Belongingness or love is defined through marriage.
- H4: The choice made for the wedding venue is a symbol of social status.
- H5: Wedding venue with nature landscape such as garden and beach is a popular choice.
- H6: Wedding package offered by hotel or resort that includes usage of facilities and amenities is convenient and useful.
- H7: Holding wedding at a 5-star hotel or resort increases couple's confidence towards the service provided.
- H8: Expect top-notch service quality at 5 star hotel or resort.

METHODOLOGY

The methodology used to collect data for this study of research is through direct observation and convenience sampling, which is nonprobability sampling. Direct observation is by attending weddings that took place in Malaysia, especially in hotel and resorts. Observe the different characteristics of a hotel or resorts that may attract couples to choose that venue to tie the knot. For convenience sampling, respondents are chosen out of convenience where the researcher approached friends and family who are married in order to conduct an interview. In addition, recommendation from friends and family will be used as well in order to have a variety of respondents. Data collection took place between August and September 2016. The respondent pool was comprised of newlyweds living in East Malaysia and West Malaysia. These respondents had held their weddings between September 2011 to September 2016. There were two requirements for inclusion in the study was that the couple had to be involved in the decision making process and that their wedding was held in Malaysia.

RESULTS & DISCUSSION

Table 1 lists the demographic details as well as basic information of their weddings. The findings discussed in this paper will follow the order of the hypotheses. Only the hypotheses where at least six out of the eight couples agree would be discussed.

Table 1. Demographic details of respondents (n=8)

Demographic details	Frequency
<i>Race</i>	
Malay	5
Chinese	1
Indian	1
Bumiputera	1
<i>Age</i>	
21 – 25 yrs	2
26 – 30 yrs	4
Above 30 yrs	2
<i>Wedding held in ...</i>	
2012	2
2013	1
2014	3
2015	2
<i>Wedding ceremony venue</i>	
Hotel / resort	2
Restaurant	1
Unusual venue	3
Place of worship	2
<i>Wedding reception venue</i>	
Hotel / resort	5
Restaurant	1
Unusual venue	1
Place of worship	1
<i>Number of guests</i>	
500 and less	5
More than 500	3

H₁: By organizing a wedding, couples get to escape from their usual routine.

Yes, seven out of the eight couples interviewed agreed that it was a refreshing change to plan their wedding,

“ ... all the details that need to be taken care of is really something that I usually don't get to do.” (Couple 1)

“Wedding itself is something unusual; it’s once in a lifetime. Every detail and process involved is something new. Like buying rings” (Couple 2)

H₂: When selecting wedding venue, couple tend to choose somewhere that they have never been or experience before.

Yes, six out of eight couples agreed that they thought choosing a venue that they have not experienced before was important.

“... to have the wedding at Taylor’s (University campus) is unusual.” (Couple 5)

“Yes, I actually started off by ‘googling’ wedding places in KL/PJ to find a unique and beautiful place” (Couple 7)

H₃: Belongingness or love is defined through marriage.

All couples agreed that “Marriage is when a couple registers legally and seeks acknowledgement from others regarding their relationship”

H₄: The choice made for the wedding venue is a symbol of social status.

Yes, six out of eight couples agreed that the venue is a symbol of their (high) social status.

“... to me, having a presentable venue is very important. It’s not just about us, the couple; it also involves two families and hundreds of guests” (Couple 3)

“Yes, partially you want to impress your guests and also want to make yourself look good” (Couple 8)

H₆: Wedding package offered by hotel or resort that includes usage of facilities and amenities is convenient and useful.

All the couples agreed that their choice of venue was influenced by the facilities and amenities offered by the venue provider.

“Oh yes, definitely, everything is being taken cared off.” (Couple 6)

“... They have everything. From the ballroom, providing food, service staff, parking space ...” (Couple 8)

H₇: Holding wedding at a 5-star hotel or resort increases couple’s confidence towards the service provided.

All the couples interviewed agreed that holding a wedding at a 5-star hotel or resort would increase their confidence towards the service provided even couples who did not have their ceremonies or receptions at hotels and resorts.

“I think a 5-star hotel should have better service than a 4-star hotel” (Couple 2)

Overall, through the conversations with the eight interviewees, six push and pull factors have emerged to be important. Couples also agreed that venue availability is absolutely important. Securing a date at the preferred hotel or resort is a major issue as sometimes it may already be booked for a prior function. Interviewees also shared that popular venues need to be booked as early as one year ahead for popular dates such as weekends, school holidays and public holidays. Another essential factor involved is the cost incurred of the ceremony and banquet. Hotels offer a variety of wedding and reception packages, selecting one that matches with the couple’s budget can narrow down the choices. After which they will also consider the star rating of the hotel as the interviewees agreed that the choice of venue also symbolizes the social status of the couple. Interestingly, all the couples had agreed to limit their spending to within their financial means and budgeted amount.

To conclude the findings, there were six important factors in choosing a wedding venue for these eight Malaysians couples. All four of the push factors were an important consideration; firstly, escape from the usual routine, secondly, attracted to something new and different, thirdly, seeking acknowledgement from society regarding the couple's wedded status, and fourthly, the venue serves as a symbol of both families social standing. Most of the couples only agreed on two of the push factors; the availability of suitable facilities and amenities included in the wedding package, and the expectation of good service in higher rated hotels and resorts.

CONCLUSIONS & IMPLICATIONS

The findings shed light on how couples in Malaysia choose their wedding venues and the importance of certain venue attributes. Moreover, Malaysia has all the attributes such as facilities and amenities, 'sun, sea and sand', a dream wedding suited for any budget, as found in successful wedding destinations such as Hawaii, the Caribbean, Mexico, Fiji, Maldives, Mauritius, and Bali (Major et al., 2010; Del Chiappa & Fortezza, 2013; Seebaluck et al., 2015).

However, more research is needed to verify the results obtained. Most of the couples interviewed chose venues based on their budget, and facilities and amenities provided such as quality of the food, venue capacity and guest parking. Hotels and resorts are the preferred venues for these particular attributes as well as serving as a status symbol representing the couple and their families. Future research could interview more Malaysian couples and researchers could include additional push and pull motivation factors for the analysis. This paper's findings may well assist Tourism Malaysia on factors to highlight in promoting Malaysia as a premier wedding destination.

REFERENCES

- Acorn Consulting Partnership Ltd. (February 2008). *Developing a niche tourism market database for the Caribbean*. Retrieved from <http://www.onecaribbean.org/content/files/weddings.pdf>
- Al-Haj Mohanmmad, B. A. M., & Mat Som, A. P. (2010). An analysis of push and pull travel motivations of foreign tourists to Jordan. *International Journal of Business and Management*, 5(12), 41-50.
- Awaritefe, O. D. (2004). Tourists values, activities and motivation for travel to third world destinations: Case study of Nigeria. *Tourism Review*, 59(1), 34-43.
- Bansal, H., & Eiselt, H. A. (2004). Exploratory research of tourist motivations and planning. *Tourism Management*, 25(3), 387-396.
- Boden, S. (2001). "Superbrides": wedding consumer culture and the construction of bridal identity. *Sociological research online*, 6(1), Retrieved from <http://www.socresonline.org.uk/6/1/boden.html>
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of tourism research*, 6(4), 408-424.

Dann, G. M. (1981). Tourist motivation an appraisal. *Annals of tourism research*, 8(2), 187-219.

Del Chiappa, G. & Fortessa, F. (2013). *Wedding-based tourism development: An exploratory analysis in the context of Italy*. Paper presented at 5th advances in Tourism Marketing Conference, Algarve.

Fluker, M. R., & Turner, L. W. (2000). Needs, motivations, and expectations of a commercial white water rafting experience. *Journal of Travel Research*, 38(4), 380-389.

Fodness, D. (1994). Measuring tourist motivation. *Annals of tourism research*, 21(3), 555-581.

Goossens, C. (2000). Tourism information and pleasure motivation. *Annals of Tourism Research*, 27(2), 301-321.

Hsu, C. H. C., & Huang, S. (2008). Travel motivation: A critical review of the concept's development. In A. G. Woodside & D. Martin (Eds.), *Tourism management Analysis, behavior and strategy* (pp. 14-27). Cambridge, MA: CABI Publishing.

Hsu, T. L., Tsai, Y. F., & Wu, H. H. (2009). The preference analysis for tourist choice of destination: A case study of Taiwan. *Tourism Management*, 30(2), 288-297.

Jang, S., & Cai, I., (2002). Travel motivations and destination choice: A study of British outbound market. *Journal of Travel & Tourism Marketing*, 13(3), 111-133.

Kassean, H., & Gassita, R. (2013). Exploring tourists push and pull motivations to visit Mauritius as a tourist destination. *African Journal of Hospitality, Tourism and Leisure*, 2(3), 1-13.

Kaul, A., & Khanna, P. (2011). Role of tourism in making India an emerging superpower. *Journal of management experts*. 1(1), 123-127.

Kim, S., & Prideaux, B. (2005). Marketing implications arising from a comparative study of international pleasure tourist motivations and other travel-related characteristics of visitors to Korea. *Tourism Management*, 26(3), 347-357.

Kim, S. S., Lee, C. K., & Klenosky, D. B. (2003). The influence of push and pull factors at Korean national parks. *Tourism management*, 24(2), 169-180.

Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destinations. *Tourism Management*, 23(3), 221-232.

Lau, C. K. H., & Hui, S. (2010). Selection attributes of wedding banquet venues: an exploratory study of Hong Kong prospective wedding banquet. *International Journal of Hospitality Management*, 29 (2), 268-276.

Ma, S. (2011). *Marketing strategies to attract Japanese tourists to the UNESCO world natural heritage site: Xiannv Mountain in Chongqing, China*. (Unpublished master's thesis).

Major, B., McLeay, F., & Waine, D. (2010). Perfect weddings abroad. *Journal of vacation marketing*, 16(3), 249-262.

Mintel (2010). *Weddings and honeymoons abroad – UK*. Retrieved from <http://oxygen.mintel.com/display/479945>.

Phillips, M. R., & House, C. (2009). An evaluation of priorities for beach tourism: Case studies from South Wales, UK. *Tourism Management*, 30(2), 176-183.

Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, 51(3), 342-356.

Rittichainuwat, N. (2008). Responding to disaster: Thai and Scandinavian tourists' motivation to visit Phuket, Thailand. *Journal of Travel Research*, 46(4), 422-432.

Seebaluck, N. V., Munhurrun, P. R., Naidoo, P., & Rughoonauth, P. (2015). An Analysis of the Push and Pull Motives for Choosing Mauritius as “the” Wedding Destination. *Procedia-Social and Behavioral Sciences*, 175, 201-209.

Sirakaya, E., McLellan, R. W., & Uysal, M. (1996). Modeling vacation destination decisions: A behavioral approach. *Journal of Travel & Tourism Marketing*, 5(1-2), 57-75.

Statistics New Zealand. (2010). *Wedding tourism: 1980-2009*. Wellington: Statistics New Zealand.

Tourism Malaysia (2015). *Niche Products: Wedding & Honeymoon*. Retrieved from <http://www.tourism.gov.my/niche/wedding-honeymoon>.

Yuan, S., & McDonald, C. (1990). Motivational determinates of international pleasure time. *Journal of Travel Research*, 29(1), 42-44.

Zamri, M. H., Darson, M. D., Wahab, M. F., & Lim, L. K (2013). Malaysia as a wedding destination: Perception and destination characteristics. *Hospitality and Tourism: Synergizing Creativity and Innovation in Research*, 381.

“Influence of Socio Demographic Factors in the choice of airline between Air Asia & Malaysia Airlines”

Narmatha Murugan
Taylor's University – Malaysia
Narmatha.Murugan@taylors.edu.my

ABSTRACT

Air transport is a vital part of the total travel and tourism industry, and air services have played a major role in the growth of tourism in many parts of the world. Particularly, with the emergence of new business models, increasing competition and advancing technology created a challenging environment for airline companies. Hence, analyzing the factors influencing passenger choice of airline is critical. The main purpose of this study was to explore the airline choice factors considered by passengers, compare the choices of passengers with different socio demographic factors, and analyze which factors are emphasized by passengers when selecting airlines between Low Cost Carrier (Air Asia) & Full Service Airline (Malaysia Airlines) in Malaysia. For this study, a questionnaire will be used for data collections from passenger who have used both Air Asia and Malaysia Airline services at least once for their travel. Collected data will be analyzed by using parametric methods. The findings of this study will indicate the impact of socio demographic factors and trip characteristics in the decision making process of airline choice. Findings of this study will provide airlines with useful guidance to form appropriate market segmentation and marketing strategies for different socio-demographic and trip characteristics passengers. Furthermore, the result of this study will benefit the airline industry to implement necessary strategies and actions to improve their products and services to survive in the high competition industry.

Key words: Air Asia; Malaysia Airlines; Decision Making; Choice Factors; Demographic Factors

INTRODUCTION

The increase in the new business model in the airline industry has resulted in a more intensive competition among airlines as travelers are called to make a choice among homogenous products (Ukpere et al., 2012). Particularly, the emergence of Low Cost Carrier (LCC) business model has proven to be strong competition for the Full Service Airline (FSA). Although the impact varies globally, evidence shows that the LCCs segment has been growing substantially and has an important effect on the airline industry (Buaphiban, 2015). This already led to dramatic changes in the competitive landscape. However, the emergence of new business model does not demolish the models which were used in the aviation industry but it caused the high competition to survive in the industry by restructuring and developing their products. Hence, to compete with LCC's, FSA's restructure their fleet, network, and workforce, extends

their networks, and offer more discount and promotional fare. In Malaysia, Malaysia Airlines as a national carrier faced high competition due to the emergence of Air Asia and followed by Malindo Air (A Hybrid Model) which was launched in 2013. LCCs have revolutionized the short-haul market, expanding the choice of air transport to consumers at the lowest cost. However, as the industry dynamics have changed, so have the business strategies of LCCs. To compete for cost-conscious, short-haul passengers, many FSAs created new products, restructured and streamlined their processes, slashed costs and aggressively priced many routes. As a result, LCCs were forced to change or enhance their business models as well. In this situation, customers are called to make a choice among homogenous products as many airline companies try to explore and implement focused/customized marketing strategies that will lure travelers with different sociodemographic and trip characteristics (Gilbert and Wong, 2003). The sociodemographic development significantly influences the functioning of society and it is applied in many business areas. Identifying the influence of socio-demographic factors in decision making is important in order to provide the desired airline services to the passenger. Many studies have examined the factors that influence the choice of airline. However, the importance of each factor differs among travelers and depends mainly on their sociodemographic attributes and trip characteristics (Gilbert and Wong, 2003). Thus, the main aim of this study will be identifying the socio-demographic factors (gender, age, income and education level) influencing customer's choice of airline between Low Cost Carrier (Air Asia) & Full Service Airline (Malaysia Airlines) based on price, location of an airport, safety, service, facilities and promotion.

The objective of this study is to identifying the influence of sociodemographic factors in the choice of airline in Malaysia. Other specific objectives are:

1. To identify the relationship between socio demographic factors and the decision making process.
2. To investigate the factors influencing customer decision making in choosing an airline between Malaysia Airlines and Air Asia.

In line with the preceding statement of the problems and objectives, the following questions were proposed:

1. To what extent do the attributes of airlines influence the choice of potential air travellers in choosing which airline to fly?
2. To what extent do the sociodemographic factors of air travellers influence their choice of airline?

LITERATURE REVIEW

LCC's have become a major threat to FSA's (Chowdhury, 2007). Olipra (2012) agreed that low-priced airlines have an impact on the development of competition based on the experiences from America, Europe and other regions of the world, where air transport has been liberalized. However, the experience from Europe has shown that competition among FSA's did not increase immediately after the liberalization of the market, which meant that the benefits of liberalization in the beginning were small. The emergence of budget airlines and their dynamic development significantly affected the degree of competition in the market. Furthermore, the competition also stimulates the introduction of new products and reaching out to segments that were not properly supported before. The emergence of the cheap airlines in the European

market has created new demand in market segments that have not been served well by network carriers (Forsyth et al., 2006, p. 146-147; Franke, 2004, p. 17). For example, middle class people able to travel by using LCC's by removing add on the values with cheaper rates. There was an understanding that when people pay less for use LCC's, thus the services and facilities provided also will be limited. Hence, the main aim of the LCC's passengers was to travel with a cheap fare, which was fulfilled by LCC's but not by FSA's. Hence, airline attributes are moderately influenced by the sociodemographic factors in the choice of airline.

There are various factors may influence customer choice of airline between LCC's and FSA's. Perception of benefits of consuming the product or service, attitudes towards it, and the resulting behavior are often described as being closely linked to one another (Fishbein & Ajzen, 1975). According to Kotler, Armstrong & Wong (2008) Consumer behaviour is a combined science which comprises parts of economics, marketing, psychology and sociology. Hence, it focuses on consumers as individuals and on their psychological and sociological features which affect their purchasing behaviour. The importance of having an appropriate understanding of the consumer is implied in the definition of the marketing as a human activity focused towards satisfying the needs and demands through the process of exchange. Good understanding of the factors influencing customer needs and demands are important for a marketer to be successful (Mowen & Minor, 1993).

Price

Price is the main factors which influence customer purchase a product. It is also the most flexible element of the marketing mix and the most problematic one (Kotler et al, 2008). As customers are very price sensitive (Wensveen, 2007), airlines might find a cost-based strategy more appropriate. That's the reason for the emergence of new LCCs in the industry. Price is an obvious reason for the choice of an airline, especially given the variance of as much as 50% between LCC's and FSA's (Buaphiban, 2015). A consequence of the lower fares is that more people are travelling, example Air Asia is targeting customer who are looking for low fares instead of extraordinary services.

H1: Price influence customer decision making in their choice between Air Asia and Malaysia Airlines.

Location of an Airport

The Airport is a place, where the passenger of the airlines interacts with the services provided by the individual subjects that participate in the process (Suchmova, 2010). Gillen and Morrison (2003) explained the direct relationship between type of airline and type of an airport. LCC passengers are more concerned with saving money than with airport facilities. As a result, greater competition between airports may soon emerge, with low-cost airports offering minimal services and lower gate fees in an effort to attract LCCs. The Main concern of LCC users will be price, thus, the environment of the airport, facilities and services provided will be not a big concern. However, this is not applicable for all types of passengers as location of an airport influence transit or overnight passengers where they will be looking for accessibility and hotel facilities.

H2: Location of an airport influence customers' decision making in their choice between Air Asia and Malaysia Airlines.

Promotions

Influencing potential customers to select the product of the own company and not products from competitors is the main objective of promotional activities (Shaw, 2011). "Sales promotion consists of a diverse collection of incentive tools, mostly short term, designed to

stimulate quicker or greater purchase of particular products or services by consumers or the trade” (Sidney, 1971). Most of the promotion carried out by Air Asia is consumer promotion because Air Asia has the targets the consumer directly through their online booking engine. Malaysia Airlines as a full service airline uses a network of travel agents to market their products. Lovelock et al., (2008) concluded that since the impact of customers as co-produced is vital, promotional activities should also provide education to customers.

H3: Promotion of a flight influence customers’ decision making in their choice between Air Asia and Malaysia Airlines.

Facilities

Sulek, Lind, & Maruchek (1995) specify that a tangible design influences customer satisfaction, firm performance, and customers’ purchase behavior. Tangible dimensions in SERVQUAL contain both facilities and employees’ appearance. Lovelock (1983) proposed two factors which are recipient and service delivery to categorize service. Recipient refers to people and physical goods, for the present study recipient refers to the passenger using AA & MAS while physical goods refer to inflight entertainment, availability of food and drinks for selection, online booking facilities, availability of payment methods, availability of duty free & merchandise, airport facilities, availability of pre-seating, availability of class & seat comfort. Another side, service delivery is divided into tangible (example, airline food) actions and intangible (example, they of delivering the food to passenger) actions. Services provided depending on available facilities. For example, if there are no facilities available, such as duty free shops, then there is no need for service.

H4: Facilities of a flight influence customer decision making in their choice between Air Asia and Malaysia Airlines.

Service Quality

Quality is a driving force for enhanced competitiveness, customer satisfaction and profitability (Edvardsson, 1992). A service is an activity or a set of activities that is to some extent, but not necessarily, of intangible nature and occurs between the customer and the service provider in order to eliminate the customer's particular problems (Gronroos and Christian, 1991). Main features of a service, which have significant effects on service marketing, include intangibility, inseparability, lack of similarity and variability. The quality of an airline service is expressed as customers' general perception of the efficiency of the organization and its services (Park et al., 2004). For example, when a customer is treated well by an organization, he or she generally will conclude that the organization is worthy. In this case, the customer will repeat purchasing products from this particular organization.

H5: Service quality of a flight influence customer decision making in their choice between Air Asia and Malaysia Airlines.

Safety

Airline safety is also one of the major components of airline reputation (Graham & Bansal, 2007). The extraordinary circumstances in which MH 370, MH 17, and U4 9525 were lost have raised questions on aircraft tracking, overflight of conflict zones, and pilot psychological fitness. These are being gradually addressed. It also became clear that immediate communication through social media has exposed our industry to a new level of scrutiny. Looking to the future, the industry continues its efforts to improve safety. Some 400 airlines are now on the registry of the IATA Operational Safety Audit (IOSA). To bring global operational safety standards to the carriers not eligible for IOSA, the IATA Standard Safety Audit (ISSA) was developed and launched. Safety record of the airline is ranked as the most important variable for all respondents (Baisya and Sarkar, 2004). This study will examine air

travellers’ socio-economic attributes (like sex, age, marital status, occupation, income and level of education) and airline attributes (like safety, reliability, comfort, on-board crew behaviour, frequency, power of monopoly, employer’s policy) as determining factors in airline choice-decision making to know the most significant factors in the choice making process.

H6: Flight safety influences customer decision making in their choice between Air Asia and Malaysia Airlines.

Socio-Demographic Factors

Demographic characteristics, such as gender, age, income level, family background and educational level play an important role in consumer’s purchase decision process and can cause deviation from general patterns of consumer decision making (Lee, 2005). All of these characteristics are helpful to businesses as they are valuable predictors of consumer spending trends. Hence, marketers need detailed information about consumers in order to understand their behavior and needs. Researchers discovered the importance of demography in consumer studies in the 1950. Fisher (1952), Lyndall (1955) and Zwick (1957) investigated how demographic data affect consumer behavior and they all agreed that demographic variables need to be incorporated in a model of consumer behavior. Over the next years, factors such as income, gender, age, and ethnicity have emerged as good predictors of consumer behavior and other market related issues (Pol, 1991). According to Brayley & Searle (1995) said that travellers who are better educated and have more disposable income tend to travel farther from home. In this case, passenger with more income may choose FSA instead of LCC. Hence, FSA target markets would be business or leisure traveler with more disposal income. However, in another side, LCC focusing passenger who are price sensitive, for example students. Although, their disposable income is generally below average, their propensity to fly is high, an attribute that is reflected in the targeting of youth markets by LCC across Europe (Department for Transport, U. K. 2003).

Based on the literature review, a conceptual model has been developed to identify the influence of sociodemographic in the choice of airline based on six airline attributes such as price, location of airport, promotion, facilities, service quality and safety.

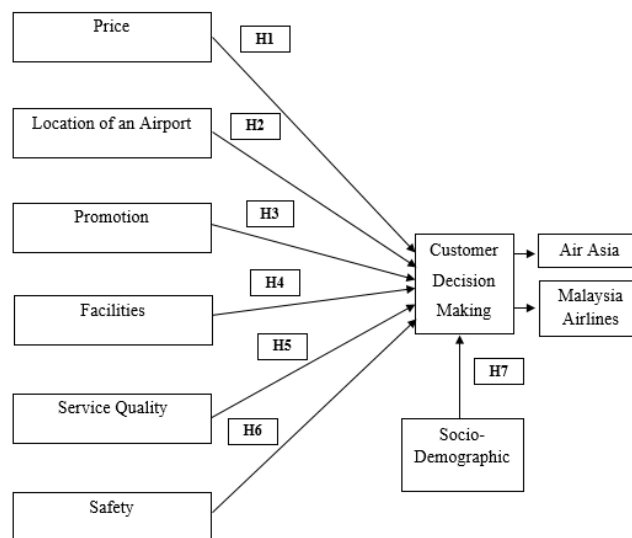


Figure 1. Conceptual framework of study

METHODOLOGY

Based on the literature review, quantitative analysis will be more appropriate for this study. Questionnaire will be design with 5 point Likert scale and will be targeting 400 respondents who have used both Air Asia and Malaysia Airlines. The data will be compute using SPSS 20.0, to check for normality, significance and correlation. Descriptive statistics and Cross Tabulation will be performed to tabulate the demographic and trip characteristics. In addition, factor analysis will be carry out as Churchill (1979) suggested that before testing hypotheses in any quantitative study exploratory factor analysis (EFA) through Cronbach's alpha coefficient and item-to-total correlations should be performed to verify the factorial structure, reliability and consistency of the instrument used. Researchers are encouraged to eliminate any items even dimensions/factors that are not fitting in the theoretical model. Multiple regression analysis will be perform to test the hypothesized relationships. Price, safety, promotions, location of airport, facilities and service quality as independent variables, sociodemographic factors such as age, income, gender, marital status, employability and education as a moderating factor and decision making as the dependent variable.

CONCLUSIONS

The main purpose of this study is to identify the influence of socio-demographic factors in the choice of airline. This study therefore attempts to identify the socio-demographic factors that influencing customer decision making while choosing an airline between low cost carrier and full service airline in Malaysia. This would be interest to full service airlines and low cost carriers in their attempt to reach their target market, if they know what are the factor or factors that influence customer choice. Particularly in Malaysia, the two different airlines can market their segment based on the socio-demographic factors and trip attributes of passengers. The time constraints and financial constraints are some of the limitations for the study in a student perspective. The study is limited to Malaysian Low Cost Carrier and Full Service Airline. In future studies can be conducted comparing three different airline models including Hybrid Model like Malindo Air. In addition, there is a wider opportunity for studying influence of socio-demographic factors in decision making other part of the world which may provide different findings from Asia continent. This will give a new angle and value to the research.

REFERENCES

Journal Articles

- Armstrong, G., Harker, M., Kotler, P., & Brennan, R. (2009). *Marketing: An Introduction*.
- Bitzan, J., & Peoples, J. (n.d). A Comparative Analysis of Cost Change for Low-Cost, Full-Service, and Other Carriers in the US Airline Industry.
- Buaphiban, T. (2015). Determination of Factors That Influence Passengers' Airline Selection: A Study of Low Cost Carriers in Thailand.
- Chowdhury, R. A. (2007). *Algorithms and Data Structures for Cache-efficient Computation: Theory and Experimental Evaluation*.
- Fishbein, M. & Ajzen, I. (1975), *Belief, attitude, intention, and behavior: An introduction to theory and research*, Reading, MA: Addison-Wesley Publishing Company.
- Gilbert, D., & Wong, R. K. C. (2003). Passenger expectation and airline service: A Hong Kong based study, 519-532.
- Kotler, P., Armstrong, G., & Wong, V. (2008). *Principles of Marketing*.
- Kotler, P. (2003), *Marketing Management*. 11th edition, New Jersey: Prentice-Hall Inc.
- Lovelock, C. H., & Wirtz, J. (2010). *Services Marketing, People, technology, Strategy*: Prentice Hall.
- Mowen, J. C., & Minor, M. (1998). *Consumer Behaviour*. New Jersey: Prentice-Hall.
- O'Connell, J. F., and Williams, G. (2005). Passengers' perception of low cost airlines and full service carriers: A case study involving Ryanair, Aer Lingus, and Air Asia. *Journal of Air Transport Management*, 11(4), 259-272.
- Sai, B. T., Ekiz, E. H., & Kamarulzaman, Y. (2011). Factors Influencing the choice of Full Service Airlines and Low Cost Carriers: Case of Malaysia.
- Shaw, M. (2009). Positioning and Price: Merging Theory, Strategy, and Tactics. *Journal of Hospitality and Tourism Research*.
- Ukpere, W.I., Stephens, M.S., Ikeogu, C.C., Ibe, C.C., & Akpan, E.O.P. (2012). Determinants of airline choice-making: The Nigerian perspective. *Journal of Business Management*. 6 (15), 5442-5455.
- Wensveen, J. (2007). *Air Transportation: A Management Perspective*.

Website

CAPA Aviation Outlook 2015. SE Asia - LCCs still dominate the agenda as flag carriers restructure. (2015, 17 February). Retrieved from <http://centreforaviation.com/analysis/capa-aviation-outlook-2015-se-asia---lccs-still-dominate-the-agenda-as-flag-carriers-restructure-209083>

The International Air Transport Association (IATA). (n.d.). Retrieved from <http://www.iata.org/Pages/default.aspx>

World Tourism Organization UNWTO. (n.d.). Retrieved from <http://www2.unwto.org/>

The exponential growth of network hospitality: Perspectives from Asia

Sonia Lim Ern Yi
Taylor's University
Sonia.sley@hotmail.com

Frederic Bouchon
Taylor's University
Frederic.b@taylors.edu.my

ABSTRACT

The concept of sharing accommodation existed more than fifty years ago in the West. The advanced technology today revitalized the sharing concept into a new revolution. This revolution is known as 'Sharing Economy' (SE). SE in terms of tourism can be extended to transportation, foods and beverages, activities and accommodations. The development of 'Network Hospitality' (NH) is specifically for the accommodation sector. NH connects strangers around the world and enables them to exchange accommodation via online social networking. In this age of mobility and digital communications, Airbnb, a NH platform is quick to gain acceptance in many cities. Airbnb is well established in Europe and North America while it has been at the centre of many controversies. On the other hand, the trend of NH is picking up fast in East and Southeast Asia. The abrupt shift of trend in Asia is challenging the traditional tourism and hospitality industry. Numerous researchers have explored the impacts of NH but it is mainly focused in European and North American cities. Despite the obvious growth of NH in Asian cities, the literature remains limited. This paper discusses the rise of NH in East and Southeast Asian cities.

Key words: *Network Hospitality; Sharing Economy in Asia; Tourism Practices in Asia; Network Hospitality Users*

INTRODUCTION

The sharing economy (SE) is a growing phenomenon in the tourism and hospitality industry. The Oxford English Dictionary defines SE as “*an economic system in which assets or services are shared between private individuals, either free or for a fee, typically by means of the Internet*”. According to Botsman and Rogers (2010), users of SE do not necessary need to own any possessions such as skills and space, but they are able to access the possessions. The concept of SE can be dated back as far as after the Second World War (Molz, 2011, 2014). The term “sharing economy” was not coined back then, but the concept of SE can be found in where SERVAS International, a non-profit organization that exchanges

accommodation. During the post-war world, the channels of communication were through letters, postcards and telephone (Molz, 2014).

The concept of SE has since grown rapidly with the help of technology. The channels of communication have been replaced with online social networking, facilitated by the Internet. Strangers around the world are able to communicate with each other through the Internet and that allows them to share their possessions. SE based on tourism and hospitality is not only sharing accommodations, but also sharing foods and beverages, transportation and activities. Uber, a worldwide online transportation network, is an example of SE in terms of transportation. Airbnb and Couchsurfing, worldwide online accommodation exchange networks, are another example of SE in terms of accommodation. Airbnb and Couchsurfing are categorized as Network Hospitality (NH), a term specifically for the accommodation sector. The concept of NH originated from the Western world and this paper discusses the growth of NH in Asia.

LITERATURE REVIEW

Network Hospitality

Technology has definitely impacted the way individuals travel today, as opposed to how people travel in the past. Now, travellers are well-informed and information is easily available. There are many websites that enable travellers to socialize online to get the best, updated information and advice from other travellers. NH platforms have taken this evolution to the next level, where it connects strangers from all around the world, both in online and offline settings. Technology has progressed so much; there are many different types of devices that can perform as a computer does, for instance a smartphone (Bonnington, 2015). With a smartphone, most of the NH platform's applications can be downloaded to be used anytime and anywhere in the world, as long as the Internet is available. Overall, it offers mobility, convenience and based on the concept of always "on the move".

NH is defined as online social networking and the exchange of accommodation (Molz, 2011). By referring to Couchsurfing, Molz (2011) further defines NH as the way people communicate through online networking systems and the type of relationships people perform when they meet each other face to face. NH offers personalisation and individuality that attracts the advanced society today. The host and guest of NH can decide their own preferences and create their own individual NH experience. The concept that every traveller's needs and wants are not the same, is embraced in NH and is heavily marketed in this way to attract individuals that seek for different experiences.

NH platforms are divided into three types: free (Couchsurfing, Hospitality Club and Freeloaders), reciprocal (Staydu, Home Link, My Twin Place and HomeExchange) and rental (Airbnb, 9flats and HomeAway) (Voytenko, Mont, & Zvolska, 2016). Airbnb and Couchsurfing take the lead as the most well-known and established NH platforms (Ikkala & Lampinen, 2015). Today, there are 12 million Couchsurfing members in 200,000 cities and 60 million Airbnb guests in 34,000 cities in 191 countries. In 2014, it was disclosed that Airbnb had 155 million guests (PWC, 2015). Hilton Worldwide had 127 million guests in 2014, which is 22% lower than Airbnb (PWC, 2015). The number of guests received by Airbnb is higher than Hilton, a strong and well established global brand and this highlights that Airbnb has a good potential to further evolve the hospitality industry.

Network Hospitality in Europe and North America

The idea of sharing accommodation started in the Western world. Couchsurfing was founded in 2004 by Casey Fenton, when he sought accommodation from strangers when he travelled to Iceland. He did so because he wanted to save on travelling cost and to travel like a local. On the other hand, the founders of Airbnb are three Americans: Chesky, Gebbia and Blecharczyk. They founded Airbnb officially in August 2008 based in San Francisco, California. The idea of Airbnb started when Chesky and Gebbia were roommates living in San Francisco, where they could not afford to pay the rent (Carson, 2016). Then, the two changed their loft to fit in mattresses, and together, they provided breakfast. The idea then evolved into launching a website to help others to do the same thing. When Airbnb was founded in San Francisco, the city only had 5,000 listings on the site (Coldwell, 2015).

Airbnb has experienced exponential growth in the past few years. It was launched in 2008, but it was only in 2011 that the company received its first million bookings (Airbnb, 2011). By late January 2012, Airbnb reached a five million bookings and by June 2012, the total nights booked doubled up to ten million bookings (Airbnb, 2013). The explosive growth is obvious here, where within the time frame of roughly five months, Airbnb has managed to obtain five million bookings.

At the same time, the number of Airbnb listings have increased tremendously within these few years. There were 50,000 listings in late 2010 (Caulfield, 2010), which then increased to 110,000 listings by mid-2011 (Upbin, 2011). By mid-2012, Airbnb had 200,000 listings (The Economist, 2012) and by early 2013, it had 300,000 listings (Geron, 2013). All these listings are listed in 40,000 cities (Shankland, 2013), in almost every country with a roughly estimated of 50% in Europe and a quarter in United States of America (USA) (Airbnb, 2012; 2013). However, Airbnb is more established in major US cities such as San Francisco and New York City (Dredge, 2013).

According to Richardson (2015), the hype of SE is currently in Europe and North America. This is to be expected because the idea of overall SE was founded in the Western world. In late 2013, 50% of the total Airbnb listings were in USA (Shatford, 2015). In 2016, Airbnb reported that Paris has the most listings, a total of 78,999 listings, followed by London, 47,000 listings and New York came closely behind London at 46,000 listings (McCarthy, 2016). The 2016 Olympics was held in Rio de Janeiro, which made the city come in at fourth place with 33,000 listings (McCarthy, 2016). A shift can be seen that the USA is no longer the main hub for Airbnb listings.

There have been a lot of contradicting opinions about Airbnb. The existence of Airbnb was well received in some cities, but in some, it was recognized as a competitor and a disruptor by the traditional hospitality industry (Guttentag, 2015; Oskam, 2016). From the time frame of September 2014 to August 2015, Airbnb reports that 3.9 million tourists stayed with Airbnb when they visited France, and this created €18 million of revenue for the hosts and €2.4 billion for the French economy (Edwards, 2015). In addition, the Director of Airbnb France stated that 13,300 jobs were supported by Airbnb in France (Edwards, 2015). The expansion of Airbnb in France is definitely prominent, and to the extent that regulation of laws are involved.

There is a total of 44% permanent listings in France (The Local France, 2015). In France, homeowners are not allowed to rent their homes out for more than four months in a

year (The Local France, 2015). In other words, almost half of these listings are illegal. One of the steps taken by the Paris officials to solve this issue was raiding apartments in tourist hotspots (Gee, 2016). Illegal homeowners will face fines up to €25,000, but this figure might be increased to €100,00 in the future (Gee, 2016). Similarly, Barcelona is facing the same problem. It was reported that Airbnb is causing problems in the neighbourhoods (The Local Spain, 2016).

Private homes were turned into profitable listings on Airbnb. This increases the price of rentals in the city and creates a nuisance because tourists were seen partying loudly until late at night. As a result, a law was enforced, where homeowners will need to have a permit from the Tourism Registry in order to rent their private spaces (Croft, 2015). Homeowners without a permit in Barcelona will face fines up to €600,000 (The Local Spain, 2016). NH platforms such as Airbnb are recognized in European and North American cities and has definitely caused an impact on these cities. NH is expanding rapidly worldwide and throughout the East and Southeast Asia cities, targeting metropolitan cities such as Singapore, Kuala Lumpur and Seoul.

The Growth of Network Hospitality in East and Southeast Asia

Airbnb recognized that Asia is one of the fastest growing regions (Yeo, 2016a). For most of the Asian cities, the growth of NH is viewed positively. For instance, recently the South Korean government announced SE as a new factor to increase industrial growth (Yang & Ahn, 2016). Under the hospitality category of SE, Airbnb was named as a strong example. Conversely, before the declaration, sharing accommodation was absolutely banned and illegal in South Korea (Yang & Ahn, 2016). A study conducted by Yang and Ahn (2016) found out that South Koreans view Airbnb positively despite it is still in the beginnings of implementation.

In China, Airbnb is not as well-known as Tujia and Xiaozhu. Tujia and Xiaozhu are services that are often compared to Airbnb (Harsono, 2016). Tujia is frequently named as China's Airbnb because it offers similar services as Airbnb but fully caters to Chinese travellers only (Mahajan, 2015). Currently, Tujia's valuation is estimated to be more than 1 billion United States Dollar (USD) (Mahajan, 2015). Tujia's listings are estimated at 400,000 in 250 destinations in China alone (Mahajan, 2015; Yang & Ju, 2016). On the other hand, Xiaozhu has offices in 20 major cities (Harsono, 2016), has over 100,000 listings with 10 million users (Hook, 2016).

China is the world's largest outbound tourist market, which makes it a major focal point for Airbnb (Hook, 2016). In China, short-term rental platforms are doubling fast, as a result, Xiaozhu and Airbnb might cooperate to boost their position in the Chinese market (Hook, 2016). At the same time, Airbnb is partnering with Alibaba to produce mobile payments more efficiently for the Chinese users (Yang & Ju, 2016). Although the authorities have not named SE as one of the factors of growth, the investors trust that the Chinese government will fully support SE as they support the manufacturing sector (Yang & Ju, 2016).

Similarly, Airbnb in Singapore is acknowledged as one of the driving factors for economic growth as well as to promote and to support the country as a tourism destination (Lee, 2015; Yeo, 2016a). The Airbnb guests in Singapore spend less on accommodation which enables them to increase their length of stay and consequently, their spending also

increases (Lee, 2015; Yeo, 2016a). At the same time, Airbnb's Managing Director for Southeast Asia and India stated that the Airbnb concept can guide Singapore into looking at a new segment of independent travellers (Lee, 2015). These independent travellers are those that would seek adventure in Little India or Arab Street instead of tourists visiting Orchard Road.

The Urban Redevelopment Authority (URA) in Singapore received 377 complaints on short-term stays in 2015 and 161 complaints from January to April 2016 (Yeo, 2016b). Various stakeholders are concerned about the fast development of NH platforms in Singapore such as Airbnb, Pandabed and Roomorama and urge the Singaporean authority to have a clearer policy that benefits all parties (Yeo, 2016b). In Singapore, it is considered illegal for private homes to be leased out for less than six months (Urban Redevelopment Authority, 2016). Despite this, in 2012, Airbnb opened its Asia-Pacific headquarters in Singapore (Yeo, 2016). Now, Singapore is the second biggest source of outbound travellers in Asia, and the first biggest source of inbound bookings is Japan (Lee, 2015). With the upcoming 2020 Olympics in Japan, Airbnb listings and bookings are expected to increase (Lee, 2015).

Malaysia, another Southeast Asian country close to Singapore, is facing the same issue. Due to the fact that Airbnb is growing fast in Malaysia, it has been named as a disruptive innovator of the digital age to the businesses in Malaysia (Faris, 2016). Moreover, it was accounted for threatening the local hotel industry, especially in Penang (Faris, 2016; Tan, 2016). The budget hotels are lowering their prices to remain competitive in the market (Tan, 2016). Malaysia, South Korea, Singapore and China are few of the examples of East and Southeast Asian cities that NH influences. This also reflects that the number of Asian NH users is increasing.

Asian Network Hospitality Users

The Nielsen Global Survey of Share Communities conducted a survey with more than 30,000 respondents in 60 countries to find out the willingness of consumers to participate in share communities around the world (Nielsen, 2014). It was found that 78% of Asia Pacific consumers are more than willing to share or rent out their personal resources. In addition, 81% of them are also willing to participate in SE businesses by renting items or services from others. These figures are higher than Latin America and the Middle East/Africa, at 70% and 68% of them willing to share their resources and 73% and 71% of them are willing to rent from others. Furthermore, it was found that China has the highest response rates for chances to utilize resources from others in a share community at 94%, followed by Indonesia (87%), Slovenia (86%), Philippines (85%) and Thailand (84%). Almost all of the countries in the top five are from Asia Pacific.

Overall, the tourism and the hospitality industries seem to be the most affected by NH, as 21% of 279 million international travellers from Asia Pacific have stayed using NH platforms and 14% had used a ride sharing service (Lau, 2016). Most of these consumers are young, 53% within the age groups of 25 to 34 years old (Lau, 2016). 66% of these Asia Pacific NH users are socially engaged when they use NH services (Lau, 2016). Additionally, 45% of them are found to be high-level directors or managers and 38% of them are found to be more conscious than other travellers from other regions when it comes to destination brand status. They are also twice as sensitive to news when concerned with choosing a destination. Judging from these figures, Asian NH users are increasing rapidly.

CONCLUSION

In the beginning, NH is experiencing exponential growth just in the USA, then it begins to develop in Europe and now in Asia. It is absolutely vital for the various stakeholders of NH to take notice of this change in travelling behaviour. The impact that NH has on East and Southeast Asian cities range from positive to negative, some causing heated regulatory and political clashes. The Deputy Chief Minister of the Ministry of Infrastructure Development and Transportation, Tan Sri Amar Dr James Jemut Anak Masing commented that “*whether we like it or not these services and the sharing economy will start to emerge, and along with it so will a new environment and new set of competitors follow, hence, we better get ready as we cannot stop this kind of competition from coming in, we must prepare ourselves*” (Lau, 2016). By taking examples from the European and North American cities that are dealing with NH issues, Asian cities can learn and incorporate these changes, and even embrace the changes, as NH has proven to be a major contributor to the economic growth in some cities. For future research, it could be interesting to study the acceptance level of NH in different regions of the world.

REFERENCES

- Airbnb. (24 February, 2011). *Airbnb then/now: Statistics celebrating 1,000,000 nights booked (and 3.5 great years, in general)*. Retrieved from Airbnb: http://assets.airbnb.com/press/press-releases/Airbnb_1M_Nights_Booked_Print.pdf
- Airbnb. (2012). *Ten million nights booked*. Retrieved from Airbnb: <https://www.airbnb.com/10-million>
- Airbnb. (2013). *2012 annual report*. Retrieved from Airbnb: <https://www.airbnb.com/annual/>
- Bonnington, C. (02 October, 2015). In less than two years, a smartphone could be your only computer. *Wired*. Retrieved from <http://www.wired.com/2015/02/smartphone-only-computer/>
- Botsman, R., & Rogers, R. (2010). *What's mine is yours: The rise of collaborative consumption*. New York: Harper-Collins.
- Carson, B. (24 February, 2016). How three guys turned renting out an air mattress in their apartment into a \$25 billion company. *Business Insider*. Retrieved from <http://www.businessinsider.my/how-airbnb-was-founded-a-visual-history-2016-2/?r=US&IR=T#2hJwocOCtVdJAQgS.97>
- Caulfield, B. (18 November, 2010). Airbnb: The Ebay of the entire house. *Forbes*. Retrieved from <http://www.forbes.com/forbes/2010/1206/technology-airbnb-sequoia-capital-ebay-startup-next-door.html>
- Coldwell, W. (27 February, 2015). Paris becomes Airbnb's top home-sharing city destination. *The Guardian*. Retrieved from <https://www.theguardian.com/travel/2015/feb/27/paris-becomes-airbnbs-top-home-sharing-city-destination>
- Croft, A. (26 August, 2015). Barcelona mayor's tourism crackdown puts Airbnb in firing line. *Reuters*. Retrieved from <http://www.reuters.com/article/us-spain-tourism-airbnb-idUSKCN0QV1LR20150826>
- Dredge, S. (05 June, 2013). Airbnb co-founder: 'We believe it's time for our invention, and it appears the world agrees'. *The Guardian*. Retrieved from <https://www.theguardian.com/technology/appsblog/2013/jun/05/airbnb-leweb-london-joe-gebbia>

- Edwards, C. (13 November, 2015). France world's second biggest Airbnb market. *The Local France*. Retrieved from <http://www.thelocal.fr/20151113/airbnb-made-24-billion-in-france-this-year>
- Faris, Y. (13 June, 2016). The business of disruption. *The Star Online*. Retrieved from <http://www.thestar.com.my/metro/smebiz/columns/2016/06/13/the-business-of-disruption/>
- Gee, O. (3 January, 2016). Paris in new crackdown on illegal Airbnb flats. *The Local France*. Retrieved from <http://www.thelocal.fr/20160113/paris-cracks-down-on-illegal-airbnb-flats>
- Geron, T. (23 January, 2013). Airbnb and the unstoppable rise of the share economy. *Forbes*. Retrieved from <http://www.forbes.com/sites/tomiogeron/2013/01/23/airbnb-and-the-unstoppable-rise-of-the-share-economy/#73d7083a6790>
- Guttentag, D. (2015). Airbnb: Disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*, 18(12), 1192-1217. doi:<http://dx.doi.org/10.1080/13683500.2013.827159>
- Harsono, H. (10 April, 2016). Embracing the sharing economy for growth in China. *Tech Crunch*. Retrieved from <https://techcrunch.com/2016/04/10/embracing-the-sharing-economy-for-growth-in-china/>
- Hook, L. (24 November, 2016). Airbnb in talks to buy China's Xiaozhu. *Financial Times*. Retrieved from <https://www.ft.com/content/431e93b8-b19a-11e6-a37c-f4a01f1b0fa1>
- Ikkala, T., & Lampinen, A. (2015). Monetizing network hospitality: Hospitality and sociability in the context of Airbnb. *18th ACM Conference on Computer Supported Cooperative Work & Social Computing* (pp. 1033-1044). New York: Association for Computing Machinery.
- Lau, R. (27 November, 2016). *Acclimating with Sarawak's sharing economy*. Retrieved from Borneo Post Online: <http://www.theborneopost.com/2016/11/27/acclimating-with-sarawaks-sharing-economy/>
- Lee, Y. N. (14 October, 2015). Airbnb in talks with URA for clearer rules on short-term leasing. *Channel NewsAsia*. Retrieved from <http://www.channelnewsasia.com/news/singapore/airbnb-in-talks-with-ura/2190752.html>
- Mahajan, N. (12 August, 2015). *How Tujia, 'China's Airbnb', is different from Airbnb*. Retrieved from CKGSB Knowledge: <http://knowledge.ckgsb.edu.cn/2015/08/12/technology/how-tujia-chinas-airbnb-is-different-from-airbnb/>
- McCarthy, N. (7 July, 2016). Which cities have the most Airbnb listings? [Infographic]. *Forbes*. Retrieved from <http://www.forbes.com/sites/niallmccarthy/2016/07/07/which-cities-have-the-most-airbnb-listings-infographic/#26e9b87f69b5>
- Molz, J. G. (2011). Couchsurfing and network hospitality. 'It's not just about the furniture'. *Hospitality and Society*, 1(3), 215-225.
- Molz, J. G. (2014). Toward a network hospitality. *First Monday*, 19(3).
- Nielsen. (28 May, 2014). *Global consumers embrace the share economy*. Retrieved from Nielsen: <http://www.nielsen.com/id/en/press-room/2014/global-consumers-embrace-the-share-economy.html>
- Oskam, J. A. (2016). Airbnb or "Networked Hospitality Businesses": Between innovation and commercialization. *2nd Global Tourism & Hospitality Conference and 15th Asia Pacific Forum for Graduate Students Research in Tourism* (pp. 499-510). Hong Kong: Hong Kong Polytechnic University.

- PWC. (April, 2015). *Consumer intelligence series: The sharing economy*. Retrieved from <http://www.pwc.com/us/en/industry/entertainment-media/publications/consumer-intelligence-series/sharing-economy.html>
- Richardson, L. (2015). Performing the sharing economy. *Geoforum*, 67, 122.
- Shankland, S. (05 June, 2013). Airbnb founder: Banning private rentals as silly as banning cars. *CNET*. Retrieved from <https://www.cnet.com/news/airbnb-founder-banning-private-rentals-as-silly-as-banning-cars/>
- Shatford, S. (18 September, 2015). *Hard data on the biggest Airbnb cities in the world*. Retrieved from Airdna: http://blog.airdna.co/biggest_airbnb_cities_in_the_world/
- Stors, N., & Kagermeier, A. (2015). Share economy in Metropolitan tourism. The role of authenticity-seeking. In I. Tózsá, & A. Zátori, *Metropolitan tourism experience development* (pp. 90-103). Hungary: Department of Economic Geography and Futures Study.
- Tan, D. (5 April, 2016). Testing time for hotel industry. *The Star Online*. Retrieved from <http://www.thestar.com.my/metro/smebiz/news/2016/04/05/testing-time-for-hotel-industry-weakened-economy-and-ever-increasing-competition-from-new-players-is/>
- The Economist. (25 July, 2012). *Mi casa, su cash*. Retrieved from The Economist: <http://www.economist.com/blogs/babbage/2012/07/online-house-sharing>
- The Local France. (11 December, 2015). Posh Paris island locals rake in cash on Airbnb. *The Local France*. Retrieved from <http://www.thelocal.fr/20151211/residents-of-posh-paris-island-rake-in-cash-on-airbnb>
- The Local Spain. (29 June, 2016). Barcelona ups fine for illegal home-rentals to €600,000. *The Local Spain*. Retrieved from <http://www.thelocal.es/20160629/barcelona-to-raise-fine-for-illegal-home-rental-lodgings-to-600000>
- Upbin, B. (29 June, 2011). Airbnb could have more rooms than Hilton by 2012. *Forbes*. Retrieved from <http://www.forbes.com/sites/bruceupbin/2011/06/29/airbnb-could-have-more-rooms-than-hilton-by-2012/#436448f37b42>
- Urban Redevelopment Authority. (28 July, 2016). *Renting out private residential properties*. Retrieved from Urban Redevelopment Authority: <https://www.ura.gov.sg/uol/buy-property/about/leasing/residential.aspx>
- Voytenko, Y., Mont, O., & Zvolaska, L. (2016). Sharing economy and sustainability: Zooming in on accommodation sector. *2nd International workshop on the sharing economy*. Paris: ESCP Europe.
- Yang, S., & Ahn, S. (2016). Impact of motivation in the sharing economy and perceived security in attitude and loyalty towards Airbnb. *Mechanical Engineering 2016*. 129, pp. 180-184. Jeju: Advanced Science and Technology Letters. doi:<http://dx.doi.org/10.14257/astl.2016.129.36>
- Yang, Y., & Ju, S. F. (07 December, 2016). Xiaozhu eyes growth as Beijing welcomes 'sharing economy'. *Financial Times*. Retrieved from <https://www.ft.com/content/045fe216-b6b9-11e6-ba85-95d1533d9a62>
- Yeo, S. J. (22 May, 2016a). Asia a fast-growing region for home-sharing firm Airbnb. *The Straits Times*. Retrieved from <http://www.straitstimes.com/singapore/asia-a-fast-growing-region-for-home-sharing-firm-airbnb>
- Yeo, S. J. (19 May, 2016b). URA needs more time to study short-term stays issue. *The Straits Times*. Retrieved from <http://www.straitstimes.com/singapore/housing/ura-needs-more-time-to-study-short-term-stays-issue>

Understanding the Challenges of Developing a Brand for Rural Tourism Destination

Dr. Samuel Adeyinka-Ojo¹

Department of Marketing, Faculty of Business
Curtin University, Miri, Sarawak, Malaysia
samuel.adey@curtin.edu.my

&

Professor Dr. Vikneswaran Nair²

School of Hospitality, Tourism and Culinary Arts
Taylor's University, Lake Side Campus, Subang Jaya, Malaysia
vicky.nair@taylors.edu.my

ABSTRACT

This study explores the challenges of developing a destination brand and also suggests strategies that could be adopted to manage these challenges of developing a brand from the context of rural tourism destinations. A review of the previous studies on place and destination branding, tourism destination marketing, and phases involved in building a tourism destination branding indicate that empirical studies on the challenges of destination brand development in rural place are lacking in the literature. Notably, in the wider context of destination branding construct, strategies to manage the identifiable challenges have received fewer academic interests. Thus, this study is positioned to reduce the existing gaps in the destination branding research. In this paper, a qualitative research methodology and triangulation of data sources were adopted because of the need to achieve deeper understanding of the phenomenon being studied through multiple realities of results obtained from the research questions. Findings show that there are 11 factors inhibiting the development of rural tourism destination brand. These factors include multiple stakeholders and lack of commitment, lack of financial resource, political and environmental issues, and lack of local leadership to drive the brand vision. Findings also demonstrate eight strategies for managing the challenges of rural tourism destination branding. Among these constructs are effective communication of destination brand benefits, host community and stakeholders' involvement, strong leadership and relationship building with stakeholders and non-stakeholders. Implications for theory, practice and host community are discussed further.

Key words: *Challenges, strategies, destination branding, rural tourism*

INTRODUCTION

The goal of every destination is to position itself in such a way that visitors' experiences of that place will bring about repeat visits and create unsolicited ambassadors for the destination (Morgan, Pritchard & Pride, 2010). Many rural destinations need to look into the potential and strategy of destination branding. However, the capability in terms of location advantage may not be readily available for a rural destination. According to Cai (2002),

destination branding is selecting a consistent mix of brand elements to identify and distinguish a destination through positive image building. Morrison and Anderson (2002) described destination branding as a way of disseminating the uniqueness of a destination identity through differentiable features from other competing locations.

The purpose of rural tourism destination brand building is to create a unique identity for rural place that differentiates it from competing rural destinations. There are similarities in the way rural tourism destinations are promoted and marketed. This view is consistent with Greaves and Skinner's (2010) study that rural destination in the United Kingdom promote themselves on their superb scenery, relaxation, outdoor leisure activities, quality accommodation, locally-sourced food, a range of attractions and a full calendar year of rural events and festivals. Currently, less than 10 percent of total tourist arrivals in Malaysia visit rural tourism destinations due to poor planning resulting in tourist discomfort, low patronage and negatively impacting overall satisfaction (Government of Malaysia, 2010). Likewise some of the few rural destinations in Malaysia that have attracted tourists in the past are no longer attractive to current tourists to visit due to the greed of the tourism economy, a lack of planning and an overuse of these rural destinations (Mohamed & Muhibudin, 2012). It should be noted that there is a lack of brand positioning in rural tourism destinations in Malaysia and this is detrimental to the growth and development of rural tourism.

Therefore, in order to reposition the battered image of rural tourism in Malaysia, the Malaysian government has recognised that there is a need to develop a destination brand for rural tourism (GOM, Tenth Malaysia Plan, 2010 p. 327). More importantly, the aim of this study are from two perspectives. First, is to identify the challenges of developing a brand for rural tourism destination; and second, is to outline the strategies that could be adopted to manage these challenges of developing a brand from the context of rural tourism destination. In order to have a good knowledge of the existing gaps, the next section is focused on the relevant literature work on the challenges of rural destination branding process.

LITERATURE REVIEW

A review of the extant literature indicates there are challenges which could inhibit destination brand building. For example, Baker and Cameron (2008) observed that despite the benefits of destination branding, there are different challenges faced by destination marketers in developing a destination brand. These issues are classified into three namely, financial, political and environmental challenges (Morgan & Pritchard, 2010). In most cases, destination management and marketing organisations (DMMOs) have very limited financial resources coupled with political strife or instability in some destinations, economic downsizing, terrorism, wars, outbreak of diseases, negative media coverage and other environmental disasters affect destination image and brand building efforts (Morgan & Pritchard, 2010).

In addition, another constraint to tourism destination branding is the lack of sole control over product and marketing programmes unlike normal products and services where a single organisation can handle or provides direction for its marketing activities (Morgan & Pritchard, 2010). Furthermore, destination politics is also identified as one of the challenges of destination brand building. According to Baker and Cameron (2008), destination politics is concerned with the complexity of the tourism offerings as well as the issue of multiple stakeholders and the complex relationship among the stakeholders which poses an obstacle for an effective tourism destination branding process. Other includes difficulty of communicating brand benefits, brand promise (Baker & Cameron, 2008).

Moreover, Anholt (2010) summaries eight key challenges in developing a destination brand. These challenges are: (1) understanding visitors and non-visitors; (2) achieving

stakeholder buy-in of the destination brand; (3) destination brand architecture (relationship between national and regions brands); (4) stretching the brand through partnership (seek for suitable brand partners for example airlines, NGOs, government ministries, development agencies); (5) user-generated content and social networking (consider the threat and opportunity); (6) brand coherence: image and cliché (distinguish between stereotypes and icons); (7) branding on a budget (no budget is too small for a destination brand; and (8) brand lifespan and rebrand (otherwise known as destination brand fashion curve to illustrate destination brand life cycle which consists of fashionable, famous, familiar, fatigued and refreshment unlike the phases of product life cycle such as introduction, growth, maturity, saturation and decline).

With regards to Anholt's suggestion on brand life cycle, it is consistent with Weinreich (1999) that instead of considering brand life cycle, destination brand managers should look into destination brand S-curve that is, (fashionable, famous, familiar, fatigued and refreshment) which shows a brand's life and development. Braun, Kavaratis and Zenker (2010) also mentioned that in developing destination brand, one of the constraints include the local residents' characteristics and reputation. This claim is consistent with Foley and Fahy (2004) that one of the major challenges of destination branding is that the large society or the general public of the tourism destination do not yet view or consider destination as brand like products and services.

Besides that, Tapachai and Waryszak's (2000)'s study viewed the challenges of developing destination branding from destination image related problems from the tourist's opinion based on five values. For example epistemic values deals with the experience of a new culture; emotional values deal with the atmosphere of a resort; functional values such as the number of shops available at the destination for shopping purposes; conditional values is the availability of cheap travel; and social values include the suitability for all ages (tourists).

Supphellen and Helgeson (2004) observed that destination marketers need to take into consideration heterogeneity of tourists motives of different target visitors to visit a destination and this has been identified as a challenge for destination branding integrated marketing communication. Besides this, the UNWTO (2007 p.5) mentioned that in developing a destination brand, tourism destinations are faced with different challenges which include 'budget limitations, political interference, an often volatile external environment, delivery challenges, corruption and differentiation issues'. Hence, contributions from extant literature could be summarised into six main challenges. These include financial resources, political and environmental issues, multiple stakeholders, complexity of tourism products, destination politics, and destination image-related issues from the tourist's standpoint.

It should be noted that there are limited or no studies that have developed the strategies for managing the challenges of destination brand building. However, based on the literature that has focused on the challenges of destination brand development, it is possible to point out the potential strategies of managing these challenges. For example these potential strategies include stakeholders' involvement, developing unique and distinguishable destination, destination brand benefits communication, adequate funding/budget, identifying and managing distinctive tourism attractions, develop unique and distinguishable destination (Foley & Fahy, 2004; Baker & Cameron, 2008; Morgan & Pritchard, 2010). Therefore, the empirical inquiry conducted in this study focused on the challenges and strategies of managing the challenges of destination brand building from the rural tourism context.

METHODOLOGY

This study was designed to further understand the rural tourism from the perspective of destination brand building. Bario, a village in the heart of Borneo, Sarawak in Malaysia is the study context. This study adopted qualitative research methodology (Cresswell, 2014; Guba & Lincoln, 1994) because it is the most appropriate in answering the research questions and purposive sampling technique was employed in recruiting the participants. Bario, the study context is chosen and categorised as a rural destination based on the Malaysian government criteria of having a population of less than 10,000 (Malaysian Government, 2011). Bario local inhabitants are estimated at 1,200 based on 2010 population figure.

Triangulation of data sources were used in the collection of data that included in-depth interviews which can provide rich information into people's experiences, opinions, values, attitudes and feelings (May, 2001); participant observation (Tilstone, 1998; Jorgensen, 1989) and documentary evidence (Kalkstein-Silkes, 2007). The most important benefit of triangulation in this study is that findings are more convincing and accurate if it is based on multiple sources of evidence or information (Yin, 2009, p.116). The data were collected from multiple stakeholders. More specifically, the following questions guided this study: (a) What are the challenges of developing a destination brand for rural tourism? and (b) What are the strategies of managing the challenges of rural tourism destination brand development?

To achieve the aims of this study, the researchers' conducted an in-depth interviews with 31 respondents in Bario, Miri, Kuching, Subang Jaya and Putra Jaya over a period of six months between April and September 2014 until the point of data saturation were achieved (Jennings, 2010; Strauss and Corbin, 2008). The in-depth interviews adopted semi-structured format in order to elicit detailed data (Lofland & Lofland, 1995). The in-depth interviews was recorded by using a digital tape recorder with an average of 45 minutes (Rasmussen, Ostergaard & Beckmann, 2006) and transcribed after the interviews were concluded (Gubrium & Holstein, 2001). This study adopted the six stages of thematic analysis to analyse the in-depth interviews (Braun and Clarke, 2006). Thematic analysis was deemed fit because it is a qualitative analytic method that involves identifying themes by systematically reading the data very carefully and then re-reading the data several times (Fereday & Muir-Cochrane, 2006). Findings of the in-depth interviews are presented in the next section.

In addition, we conducted a total of 10 days of participant observation in Bario which generated 12 pages of field notes. These field notes from the participant observation were used as supplementary data and content analysed for the themes developed from the in-depth interviews. Cresswell (2007, pp.134-135) identified seven steps that are necessary in participant observation which were adopted in this study. In addition, the recommendations of Tilstone (1998) were followed that the participant observation should address the context (date, time of the day, length of observation, and events) and content of the phenomenon being studied (stakeholders' participation and involvement in activities that suggest challenges in rural destination brand building and strategies to reduce the bottlenecks).

Moreover, documentary evidence was used as supplementary to data obtained from both in-depth interviews and participant observation. The criteria used for the selection of the documentary evidence are to assess the sources of the printed materials if they are reliable. In this study we adopted the following four criteria namely authenticity, credibility, representativeness and meaning suggested by Scott (1990, pp.7—35) in the selection of the documentary evidence. This is important to guide against threats to validity and reliability (Scott 1990). This is in harmony with the previous study where brochures (or documentary evidence or printed materials) were used in three rural destinations of Indiana in the United States of America (Kalkstein-Silkes, 2007).

RESULTS AND DISCUSSION

Challenges of Developing a Destination Brand

The purpose of this section is to present the findings and highlights the opinions of respondents in the in-depth interview sessions as it affects the challenges of building a destination brand from the context of rural tourism destinations. Based on the analyses of the views expressed by the respondents interviewed, findings on the challenges of developing a destination brand are presented in Table 1.

Table 1 Challenges of Developing a Destination Brand

Challenges of destination brand building in the literature	Challenges of destination brand building uncovered in this study
Multiple stakeholders (Morgan & Pritchard, 2004; Baker & Cameron, 2008).	Multiple stakeholders and lack of commitment
Budget or funding or financial challenge (Anholt, 2010; Morgan & Pritchard, 2010).	Funding or lack of financial resource
Political and environmental issues (Morgan & Pritchard, 2010).	Political and environmental issues
Local residents' characteristics and reputation (Braun et al., 2010).	Host community behaviours
Difficulty of communicating brand benefits, brand promise (Baker & Cameron, 2008).	Difficulty of communicating brand benefits, failure to fulfil brand promise
Destination image and awareness (Tapachai & Waryszak, 2000).	Destination image and awareness
Market analysis, identify core segments and offerings (Baker and Cameron, 2008; Anholt, 2010).	Identifying unique tourism offerings
User-generated content and social networking (Anholt, 2010)	Not Applicable
Not applicable	Lack of destination branding experts and manpower
	Lack of local leadership to drive the brand vision
	Geographic location and accessibility

Source: Developed for this study

Comments from the respondents are presented in the following statements. The key informant from the Ministry of Tourism in Sarawak pointed out:

...One of the challenges would be a lack of good leadership at the lower lever. If there is no leadership who has the interest of the community, things will not work and it may be difficult to liaise with other stakeholders. Another issue here is the lack of funds to carry out branding development and how it can be launched at the destination. There

is a lot of politics which I would not mention... The issue of security and safety is another challenge due to terrorism or kidnapping as a result, especially for foreign tourists, immigration may tighten control on the number of visitors coming especially if there are concerns for citizens from certain countries. (RN31)

Findings from the statements of this key informant from the Ministry of Tourism (MOT) highlighted most of the challenges in developing a destination brand specifically from the context of rural tourism. These findings are consistent with literature sources on the challenges of building a destination brand. For example, the issues of funding, politics and environment have been reported in previous studies (Baker & Cameron, 2008; Morgan & Pritchard, 2010). Comments from a local resident and teacher in one of the community schools in Bario revealed additional challenges of developing a destination brand and she said:

...One of the challenges is how to get the participation of the host community; the second is the quality and availability of branding experts. The issue of finance is also very crucial, the willingness of other stakeholders to show commitment to the branding project. Another issue is the political environment of the destination whether it has a negative image or positive image including the local politics in terms of government commitment to tourism. (RN7)

One of the major challenges in the tourism industry is the lack of skilled manpower. In destination brand development, there are very few destination brand experts in the industry and this has been a challenge to most tourism destinations. The tourism industry is growing globally but there is a lack of skilled manpower to manage this industry. Findings from this section is consistent with what is obtained in practice. However, a lack of destination branding experts is less reported in the existing literature as a challenge of developing a destination brand. This finding is viewed as a contribution to this study. When asked about the challenges of destination brand building, a tourist from Germany stated:

Accessibility and transportation could be one of the challenges of destination brand. Another challenge is that ... the destination is not well known, where the image is known to very few people. For example, many people may not know about Bario until they get to Malaysia. Branding is a big project as it requires good funding and political will, I mean, government support - basically these are the main challenges. (RN 24)

The issue of accessibility is one of the main challenges in tourism destination. There are several studies on destination accessibility (Ritchie & Crouch, 2003; UNWTO, 2007; Cooper, 2012). These studies have not mentioned accessibility as one of the challenges of developing a destination brand. This is a new insight that needs to be considered in the destination brand building process. These findings were analysed to identify the challenges of developing a destination brand, specifically in rural destinations as described in this section. Findings also indicate that most of these challenges are consistent with the existing literature (Tapachai & Waryszak, 2000; Foley & Fahy, 2004; UNWTO, 2007; Baker & Cameron, 2008; Morgan & Pritchard, 2010; Braun, Kavaratis, & Zenker, 2010).

Managing the Challenges of Destination Brand Building

This section suggests strategies that could be adopted to manage the challenges of developing a brand from the context of rural tourism destinations. There are no specific empirical studies from the existing literature as platform or foundation to build upon in terms of panacea from the academic or practitioner standpoint of addressing destination brand building challenges. However, fewer studies briefly suggest the way out. In this study, most of the findings are generated from the different views expressed by the respondents as presented in Table 2.

Table 2. Managing the Challenges of Destination Brand Building

Strategies for managing the challenges of destination brand building in the literature	Strategies for managing the challenges of destination brand building uncovered in this study
Destination Brand benefits communication Foley & Fahy (2004); Baker & Cameron (2008); Morgan & Pritchard (2010)	Effective communication of brand benefits
Stakeholders involvement Foley & Fahy (2004); Baker & Cameron (2008); Morgan & Pritchard (2010)	Host community and stakeholders involvement
Adequate funding/budget Foley & Fahy (2004); Baker & Cameron (2008); Morgan & Pritchard (2010)	Adequate funding/budget
Avoid political interference Foley & Fahy (2004); Baker & Cameron (2008); Morgan & Pritchard (2010)	Less political interference
Develop unique and distinguishable destination Foley & Fahy (2004); Baker & Cameron (2008); Morgan & Pritchard (2010)	Develop as a premium destination
Identifying and managing distinctive tourism attractions Foley & Fahy (2004); Baker & Cameron (2008); Morgan & Pritchard (2010)	Identifying and managing distinctive tourism attractions
Not Applicable	Strong leadership and relationship building with stakeholders and non-stakeholders
	Partnering with marketing and destination branding experts

Source: Developed for this study

The following are the extracts from the respondents, comments. A local resident, farmer and tour guide pointed out:

Well, I think the external stakeholders should be involved because... If the stakeholders can agree to work together the challenge would not be too much to manage. Again, the

local community involvement is very important here. Also there should be effective communication and less of political interference and provision of grants or funds from the tourism ministry. (RN5)

Stakeholders and the local community's involvement have been widely studied in the literature on community based tourism (Jamal & Getz, 1995; Jones, 2005; Ezeuduji & Rid, 2011; Lee, 2012). Findings from these previous studies did not mention specifically the inclusion of the host community in managing the challenges of developing a destination brand. The study context is a rural destination and the main stakeholders are the local residents which makes the involvement of members of the local community indispensable as a key factor in the management of challenges of building a destination brand. This is followed by the comments of a volunteer from the United Kingdom who said:

First is the stakeholders' involvement, and also to communicate the brand benefits to them. There should be enough funding for ... brand planning and development. The engagement of tourism branding and marketing experts who can nurture the destination brand using the tourism assets found in that destination. (RN4)

This is followed by comments from a branding and marketing expert:

A strong local leadership who can build a strong relationship with other stakeholders... because to build a destination brand there should be adequate funding or budget from the government. (RN14)

Findings also show that the status of the destination should be well-defined, either as a mass or premium destination with few but quality number of tourists who are willing to extend their length of stays (LOS) and willingness to pay (WTP) more. Importantly, from the rural destination standpoint, the presence of a strong local leadership to drive the brand vision is essential. This is necessary in order to establish relationship with stakeholders and non-stakeholders for the successful development of the local destination brand. This view is consistent with Ezeuduji and Rid (2011) that motivation to participate in tourism or other factors that allow active involvement of the local community could become critical to successful rural tourism.

In order to complement the findings from the in-depth interviews section which is the main data collection adopted in this study, a summary of findings from the triangulation of data sources are presented in Table 3.

Table 3 Triangulation of Data Sources – Summary of Findings

In-depth interviews	Participant observation	Documentary evidence
Challenges of developing a destination brand for rural tourism		
(a) Lack of brand Communication benefits (b) Inability to outline brand promise	(a) Lack of brand communication benefits to the stakeholders (b) Bario is not yet a destination brand hence there is no brand promise in place	(a) Low level of education, although most of the local people in Bario can communicate in English (b) Lack of awareness of potential brand benefits and promise if any
Strategies of managing the challenges of rural tourism destination brand development		
(a) Food and cultural festival (b) Local MICE	(a) Food and cultural festival (b) Local MICE – WWF/ Kalimantan Indonesia and Kelabit highlands Malaysia Meetings	(a). Promote local food, culture and tourism through Bario food and cultural festival (b). Local MICE events or developmental conferencing

Source: Developed for this study

CONCLUSION AND IMPLICATIONS

This study has uncovered different challenges of destination brand building from the literature and from the analysis of in-depths interviews, participant observation and documentary evidence. As a result, this study has implications to theory, practice and the host community. For example, findings outline the theoretical contributions to the existing knowledge as lack of destination branding experts and manpower, lack of local leadership to drive the brand vision, lack of awareness of potential brand benefits, geographic location and accessibility to the rural destination. From the practical implication point of view, findings highlight that the tourism destination marketers and branding practitioners should develop strong leadership and relationship building with the stakeholders and non-stakeholders. Likewise, local food and cultural festival should be used as strategies in rural destination brand development. On top of that, there is a need to evolve partnering strategy with marketing and destination branding experts. The implication to the host community is that they should be involved in the rural tourism destination brand building process. We suggest future studies should be focused on multiple rural tourism destinations and to adopt mixed research methodology to validate the findings from this study. In conclusion, the key findings on the challenges and strategies to manage these identified issues of developing a destination brand cut across the views expressed by the multiple stakeholders in Bario as a rural tourism destination and supplementary findings from the participant observation and documentary evidence.

Acknowledgement

The funding for this project is made possible through the research grant obtained from the Malaysian Ministry of Education Long Term Research Grant Scheme (LRGS) Programme [Reference No.: JPT.S (BPKI)2000/09/01/015Jld.4(67)].

REFERENCES

- Anholt, S. (2010). *Handbook on tourism destination branding*. Madrid:ETC/UNWTO
- Baker, M. J., & Cameron, E. (2008). Critical success factors in destination marketing. *Tourism and Hospitality Research*, 8(2), 79-97.
- Braun, E., Kavaratzis, M., & Zenker, S. (2010). My city – my brand: the role of residents in place branding. *50th European Regional Science Association Congress*, Jonkoping, Sweden, 19th – 23rd August, 2010.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3, 77-101.
- Cai, L. A. (2002). Cooperative branding for rural destination, *Annals of Tourism Research*, 29(3), 720-742.
- Cooper, C. (2012). *Essentials of Tourism*. England: Pearson Education Limited
- Cresswell, J. W. (2014). *Research Design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Thousand Oaks, CA: Sage Publications Inc.
- Cresswell, J. W. (2007). *Qualitative inquiry and research design: Choosing among five approaches* (2nd ed.). Thousand Oaks, CA; Sage.
- Ezeuduji, I.O., & Rid, W. (2011). Rural tourism offer and local community participation in The Gambia. *Tourismos: An International Multidisciplinary Journal of Tourism*, 6(2), 187-211.
- Fereday, J., & Muir-Cochrane, E. (2006). Demonstrating rigor using thematic analysis: a hybrid approach of inductive and deductive coding and theme development. *International Journal of Qualitative Methods* 5(1), 1-11.
- Foley, A., & Fahey, J. (2004). Incongruity between expression and experience: the role of imagery in supporting the positioning of a tourism destination brand. *Journal of Brand Management* 11(3), 209-217.
- Greaves, N., & Skinner, H. (2010). The importance of destination image analysis to UK rural tourism. *Marketing Intelligence and Planning*, 28(4), 486-507.
- Government of Malaysia (2010). *Tenth Malaysia Plan*. The Economic Planning Unit, Prime Minister's Department, Putrajaya, Malaysia (p.327).
- Gubrium, J. A. & Holsten, J. A. (2001). *Handbook of interview research: Context and method*. Thousand Oaks, California: Sage.
- Guba, E.G. & Lincoln, Y.S. (1994). Competing paradigms in qualitative research, In N. K. Denzin and Y.S. Lincoln (Eds), *Handbook of Qualitative Research*. Thousand Oaks, California: Sage Publications Inc.
- Jamal, T., & Getz, D. (1995). Collaboration theory and community tourism planning. *Annals of Tourism Research*, 22(1), 186-204.
- Jennings, G. (2010). *Tourism research* (2nd ed.). Milton, Australia: Wiley & Sons Australia Limited.
- Jones, S. (2005). Community-based ecotourism: The significance of social capital. *Annals of Tourism Research*, 32(2), 303–324
- Jorgensen, D.L. (1989). *Participant observation: A methodology for human studies*. Newbury Park: Sage Publications.
- Kalkstein-Silkes, C.A. (2007). Food and food related festivals in rural destination branding. (Doctoral Thesis). Purdue University, Indiana, USA.
- Lee, T.H. (2012). Influence analysis of community resident support for sustainable tourism development. *Tourism Management*, 30: 1-10. doi:10.1016/j.tourman.2012.03.007.
- Lofland, J., & Lofland, L. H. (1995). *Analysing social settings: A guide to qualitative observation and analysis* (3rd ed.). Belmont, CA: Wadsworth.

- Malaysian Government (2011). *Population and housing census of Malaysia: preliminary count Report 2010*. Malaysia. Retrieved from: <https://www.statistics.gov.my>
- May, C. (2001). From direct response to image with qualitative and quantitative research. *Presentation at the 32nd Annual Conference of the Travel and Tourism Research Association*. Fort Myers.
- Mohammed, B., & Muhibudin, M. (2012). From idyllic fishing village to beach resorts: the case of Pangkor Island. *Proceedings of the Regional Symposium on Rural Tourism: Scaling up Community-Based Ecotourism*, 18 May 2012, Phnom Penh, Cambodia.
- Mohammed, B. (2002). Strategic positioning of Malaysia as a tourism destinations: A review. *Sustainable Tourism Research Cluster*, Universiti Sains Malaysia, Penang.
- Morgan, N., & Pritchard, A. (2010). Meeting the destination branding challenge. In N. Morgan, A. Pritchard and R. Pride (Eds.). *Destination Branding: Creating the unique destination proposition* (rev.2nded.). Oxford: Elsevier Butterworth-Heinemann. pp.59-78.
- Morgan, N. Pritchard, A. & Pride, R. (Eds.). (2010). *Destination Branding: Creating the unique destination proposition* (rev.2nded.). Oxford: Elsevier Butterworth-Heinemann.
- Morrison, A., & Anderson, D. (2002). Destination branding. <http://www.macvb.org/intranet/presentation/DestinationBranding>.
- Ritchie, J.R.B., & Crouch, G. I. (2003). *The Competitive Destination: A Sustainable Tourism Perspective*. Wallingford, UK: CABI Publishing.
- Rasmussen, S. E., Ostergaard, P., & Beckmann, C.S. (2006). *Essentials of social Science Research Methodology*. Southern Denmark: University Press.
- Scott, J. (1990). *A matter of record: Documentary sources in social research*. Cambridge: Polity Press.
- Strauss, A.L., & Corbin, J.M. (2008). *Basics of qualitative research: Techniques and procedures for developing grounded theory*. London: Sage publications Limited.
- Supphellen, M. & Helgeson, J. G (2004). A conceptual and measurement comparison of self-congruity and brand personality. *International Journal of Market Research*, 46 (2), 205-233.
- Tapachai, N., & Waryszak, R. (2000). An examination of the role of beneficial image in tourist destination selection. *Journal of Travel Research*, 39 (1), 37-44).
- Tilstone, C. (Ed.) (1998). The technique of observation. *In observing teaching and learning: principle and practice* (pp.32-53) London: David Fulton Publishers.
- United Nations World Tourism Organisation. (2007). *A practical guide to tourism destination Management UNWTO*, Madrid.
- Weinreich, N. (1999). *Hands-On Social Marketing: A Step-by-Step Guide*, Thousand Oaks: SAGE Publications
- Yin, R. K. (2009). *Case study research: Design and methods* (4thed.). Thousand Oaks California: Sage Publications, Inc.

Measuring The Failure Factors of Festival: A Case of FMFA

Khairiah Ismail
Taylor's University – Malaysia
Khairiah.Ismail@taylors.edu.my

Ng Kok Meng
Kuala Lumpur Metropolitan University College- Malaysia
Ng.kokmeng@klmuc.edu.my

ABSTRACT

Purpose –The purpose of this paper is to examine the failure factors of music festival by using the case of Future Music Festival Asia (FMFA) that took place at Bukit Jalil National Stadium on 13 to 15 March 2014. It is expected to add contribution to the theoretical foundations of event content related to festival.

Design /methodology /approach – The paper will use interviews with individuals, stakeholders and practitioners that related with FMFA to examine the extent to which elements that contribute to the failure factors of FMFA.

Expected results and findings – The paper will reveal the failure factors of FMFA happened in 2014.

Research limitations /implications – This paper will look at only one case.

Practical implications – This paper illustrates the significant impacts of music festival such as job opportunities and growth of incomes to the local economic through multiplier effects at the host destination.

Originality /value – The failed events may tarnish a destination's image if organizer fails to implement it properly. Yet, there is lack of research literature on this topic. There is therefore, it is crucial for event organizer to understand the failure and success factors in organizing events particularly the music festivals in international scale.

Keywords – Music festival, failure factors, events.

Paper type – Research paper

INTRODUCTION

The massive growth of music festivals is surge around the world. It brings the unite of music fans to aggressively enjoy diversity of music genre from their huge line up of performers. Music festival is adapted from the variety of music theme as a range up of music genre, locality or nationality of musicians itself. It can be held at the international and national level such as *Bestival, Field Day, Green Man* at UK; *Balepop, Exit Festival, Fusion Festival* at Europe and *Fuji Rock, Magnetic Fields, Pentaport Rock Festival* at Asia. Each of these festival stand with their theme uniqueness that can hold the audiences until the upcoming edition. Generally, the

festivals are organized in order to fulfil the definite demand of community and at the same time offer entertainment and enjoyment vibes. Future Music Festival Asia (FMFA) is one of the biggest music festival that organized annually in Kuala Lumpur, Malaysia. It is beginning in 2012 at Sepang International Circuit attended by over 20,000 attendees from Malaysia and across the region. The festival venue remains attractive for the 2nd edition on 2013 with more than 55,000 fans over the two days' festival. With the decisive feedback received from first and second edition, the organizer come out with the biggest estimated number of fans approximately more than 75,000 pax for three days' festival. However, the excitement of this music festival is faded by the drug incidents that cause death cases. The bad news of such incidents spread like conflagration from tweets, Facebook posts, status updates and phone calls. Rumours and blames are heard followed the incident. The organizer endures such question of 'how this people are eligible to bring drug to that festival' until now. Eventually, the FMFA was cancelled for the following year due to the fact that the authorities are worried such incident may occur again and it may tarnish the nation's image in international level, not to mention the negative impacts to the local community.

There is therefore, the objectives of this study is twofold: i) To identify the failure factors of implementing such festival using the case of FMFA 2014, and ii) To examine the perception of stakeholders towards the implementation of this festival in local setting. Thus, this furnish the development of the following research questions for the case study in Bukit Jalil: i) What are the factors that will determine the failure of musical festival in the case of FMFA Bukit Jalil? ii) How do the festival stakeholders perceive the failure factors in implementing a successful musical festival?

LITERATURE REVIEW

Music Festival

Malaysia hosted several number of successful high profile music festival such as Future Music Festival Asia, Rainforest World Music Festival and Heineken's Thirst. Thus, Malaysia known as the famous places in South East Asia in 2014 by organizing this type of events. For the past 5 years, music festival has been very popular events attended by young generation. There are a lots of perception among people towards music festival including positive and negative. Usually, it relates with the enthusiasm and excitement feeling of people who attend this event. Some researches stated that organizing a music festival can allow community to stay united, work and bloom together. Not only Malaysia, most of the countries around the world have their own strengths of organizing music festivals which is it generate their own image and offers advantages to the host city. Apparently, music festival contributes to the tourism industry. This is because, tourism indicates that tourists differs on the superficial destination image and attitudes, travel patterns, enthusiasm, satisfaction level and communication styles. Besides that, many of music festival revenue comes from indirect sources.

The chain of events that occurs is that the music festival will create an influx of potential attendees who will be exposed to the rest of the countries tourism attractions and business. These festivals organized around live music performances are unique special event that can attract visitors from an expansive breadth of demographics. It is also proving that foreign music fans visiting UK; as example to attend the gigs and festival have boosted the economy. Recent studies have also shown that when utilized properly, music festival can become a major contributor to the countries tourism industry. The difference between live music and recorded music is basically based on the profitability of live music festival itself. There is no

contradicting fact that live music adds a whole new dimension to the music listening experience by adding ambience and atmosphere. In other words, it is a good travel initiative to a destination for the purpose of attending live music. Back to 2012, Malaysia Convention and Exhibition Bureau (MyCEB) has played their role in encouraging the event attendees towards contributing to a greener nation. This is because FMFA 2012 has given an opportunity to introduce MyCEB to the environmental commitment, networking as well as involved in their organizational agendas. Therefore, with the strong contribution statement between Malaysia and music festival, this study uses to identify the gap of future music festival in Malaysia. While the music fans especially Malaysian give the hopefulness of attending this kind of event in the future, the authority destroys that request by looking to only 1 perspective which is banned all kind of this event.

Failure Factors

Due to the cancellation of FMFA on 2014, Malaysia faces with the incision issues. In addition, the government of Malaysia has officially launched the Visit Malaysia Year with the initiative to bring in huge number of tourists. The issue happened during FMFA has given a big pressure to government which consequently led to the loss in tourist revenue. The overdose issue is played around and brings unfeeling reaction due to the tragic deaths. However, no statement reveals on how these victims pass the security checkers and how organizers implement the safety and security during this event.

In this sense, LiveScape Asia who is the organizer of FMFA received a protest and complained from music fans who attended that event. It is not only regarding the cancellation; it is also dragged on how they lamenting the loss of their ticket value by don't have the opportunity to watch the performances on the last day as well as lose their chance at a refund. There are several factors that might contribute to the failures such as:

- i. Crowd disasters
To deal with the crowds involves significant risk. It is depending on how the crowd controllers managing crowds, prepared themselves and how efficiently risks have been controlled. Typically, crowd controllers will differentiate themselves with special t-shirt design or dressed in bright yellow jackets. Obviously, they are there to assist crowds in the proper way. However, in some cases the sense of panic is one of the cause of major incidents. The misleading and misinforming the crowds regarding safe places of public assembly when incidents happened can contribute to failure factors of festival. This factor can relate with Pangyo Techno Valley Festival happened on October 17, 2014 in Korea whereby the 20 meters of ventilation hole collapsed because crowds were standing up on there to see performers well. There is no warning signage as well as crowd controllers to warn this people. As the consequence, 16 persons are death and 11 persons having serious injured.
- ii. Poor safety
According to EDM.com, 18 years old is the age requirements for music festival. However, how effective the checker system that organizer would practice at festival entrance? Some people will attend a festival with a group while other people prefer attend it alone. Thus, who is eligible to responsible if something happened to this people. Not to mention, there is a lot of report regarding kidnapped, pickpocketing, sexual assaults and rape at music festival. It is happened at T in the Park festival on July 11, 2016 whereby 18 years old teenage girl was raped after spending the night in a dance tent.
- iii. Poor security

Security is addressed early in the event planning process. It is a top priority for events and extra staff members are needed to oversee this important responsibility. These people should have a proper training on how to deal with event attendees. The failure factors of FMFA 2014 relate with the security itself. However, there is no investigation on how the victims smuggle the drugs and pass the event entrance. Typically, the security guard will quickly check the attendees as there are too many people to handle. There is the reason of why attendees are able to bring it in. Mashable Asia has revealed few ways on how people smuggle drugs into music festival such as:

- The crotch – tape the drugs between penis and testicles (for men)
- Taped to the leg – taping small baggies to the inside of their leg suffices
- Hair – hiding the drugs in his /her hair
- Wallet – tightly wrapping the baggies in saran wrap and slipping it in their wallet
- Lip balm tube – replace the balm with the drugs
- Deodorant – hiding drugs in a deodorant roller
- The battery compartment of flashlights

iv. Low quality of festival programme

Assessing the quality of festival programme can measure the successful of music festival such as the planning process including location, date, time, performers, music genre, number of attendees, facilities and materials used during festival. It must represent the creative and attractive context that enhance attendees' experiences. Instead of giving an excitement moment to attendees, the organizer must well prepared for any unforeseen risks. Color Play Asia on June 17, 2015 is the right example with this factor. Due to improper planning and misused of color powder, dust explosion was happened with 508 injured and 15 person died. Based on the investigation, the main reason of why that incident is getting worse because there is no proper emergency exit, lack of fire extinguisher, used color powder flammable under high temperatures and no verification form fire department as the powder can catch fire if it is in high temperature and in dense quantities.

v. Ticket forgery

Scammers are everywhere. It is usually through a social media link as 55% online ticket fraud leapt in 2015 for music festival. Some of the attendees are aware of their existence however, they are still deal with them because of the ticket price is cheaper than original. There are five consequences of ticket forgery which is contribute to the failure factors of music festival such as loss of income, security issues rise from lack of control over who is entering the event venue, legal implications such as non-compliance with the Trade Practices Act, no control over number of attendees with resulting capacity problems affecting such factors as electricity food, toilets and parking and loss of reputation for the event and the event company.

Events

The definitions of event can be found in the literature on events and basically it seems to revolve around two fundamental characteristics namely the uniqueness and limited durations of events. Basically event management is a fast growing professional field in which tourists constitute a potential market for planned events and the tourism industry has become a vital stakeholder in their success and attractiveness. It is can also indicate that a different constrains have been identified across social-demographics such as age, gender and income¹ has contributed to the factors of why people attend an event. Furthermore, the venue of event plays an important role in order to attract people. At this stage, event venues are growing in the

marketplace. It is due to the demand perspective and the increasingly of diversity from mega to special events.

The choose of event venue develop from diverse factors such as tourist destination, leisure, accommodation, hospitality as well as recreation context. In line with this statement, there are strong reason of why FMFA is organized at Malaysia. It can't be denied that Malaysia has the resources, capacity and experience to deliver all of the required services needed in implementation of FMFA. Basically, tourist is not only come to Malaysia to attend the music festival but they are also looking for tourism attraction that Malaysia have. Therefore, the event venue chosen contribute to their intention to attend this event in line with the mixed cultured locals, gleaming skyscrapers, colonial architecture and countless amount of outstanding natural attractions. Not to mention, security and safety plays an important role especially when involving the tourists while they are travelling. Consequently, the standardized definition of special event is always a matter of perspective if the event is exceptional or special.

METHODOLOGY

The nature of this study is qualitative whereby its aim to identify the failure factors of music festival by using a case study of Future Music Festival Asia, 2014. The FMFA stakeholders will being as respondents through unstructured interviews in order to perceive the failure factors in implementing such a successful music festival. At this stage, the news of drugs incidents is contributing to the cancellation of FMFA instead of knowing what is happened behind the scenes. To get mass information from respondents, qualitative approach is suitable in this case. Unstructured interview will be used as data collection strategies as the researcher does not have enough information into it. It will be conducted as a tool to generate the research process.

Snowball sampling will be applied in this study as the target sample is focus on the organizer of FMFA and the authority of local government. Data collection will be carried out by researcher and various research tools such as voice recorder and notes will be used to obtain data. A total of 7 individuals or related stakeholders will be interviewed through face-to-face with pre-arrangement of time and venue. Researcher will also connect the interviewees at later stage if further clarification is needed. The data will then be analyse using coding method with NVIVO.

EXPECTED RESULTS

This study will reveal the failure factors of FMFA that happened on 2014. As the event organizer, they should know standard operation procedure to do in case of emergency, role of safe practices while partying, and responsibility procedure. In this sense, the victim of consequences from FMFA incidents rippled across to the Kuantan Music Festival (KMF) whereby it has been forced to shut down the concert because the authority felt that it will linked with FMFA organizer. Obviously, the cancellation or banned from attending this kind of event is not resolve the issue at all. It must be a support from government and authority because this event will help Malaysia to improve their economy and tourism industry as what International Events Unit (IEU) have done in order to help developing the international events industry for entertainment, sports, art and lifestyle events. It is proved with the successfulness of FMFA on 2012 at Sepang International Circuit and it's listed as the one of supporting international event

to Malaysia on 2012. Thus, it is expected that the result of this paper can reveal the failure factors of FMFA.

REFERENCES

- 1 Bowen H., & Daniels M.J (2005). Does the Music Matter? Motivations for Attending a Music Festivals.
- 2 Getz D. (1997). Event Management and Event Tourism.
- 3 Getz D. (2008). Event Tourism: Definition, Evolution and Research.
- 4 Kathleen Wong (2015) 14 Ways People Smuggle Drugs into Music Festivals. Retrieved from: <http://mashable.com/2015/04/07/music-festival-drug-smuggling/#P6YFfxuTGsq>
- 5 Lewis S.R., & Moital M. (2013). Constraints to Attend Events Across Specialization Levels.
- 6 Lopez N.T, & Molina M.R. (2012). Event-brand Transfer in an Entertainment Service: Experiential Marketing.
- 7 R. Irina, & R. Andrei (2012) The Role of Festivals and Cultural Events in the Strategic Development of Cities. Recommendations for Urban Areas in Romania.
- 8 S. Peter, & V. Anandkumar (2014). Dubai Shopping Festival: Tourist Nationality and Travel Motives.

“Juxtaposing Experiences of Local and Foreign Travel Bloggers: Insights from Abduction”

Nimrod L. Delante, MA
James Cook University, Singapore
nimrod.delante@jcu.edu.au

Jenny H. Panchal, PhD, MTM
James Cook University, Singapore
jenny.panchal@jcu.edu.au

ABSTRACT

On-site experiences form a key phase in one’s travel behaviour. These experiences, although often shared on social media by tourists, are less frequently, if not rarely, accessed by researchers. Travel blogs, however, are cost effective and readily available sources of rich accounts of tourists’ experiences, thoughts and feelings. This abductive study analysed 40 travel blogs by local bloggers and foreign bloggers about Palawan (Philippines) and Ko Samui (Thailand). Anchored on van Dijk’s (2001) critical discourse theory (CDA), the blogs were content analysed through thematic coding with the aid of Leximancer. Results revealed that local bloggers, in general, have a deeper sense of connection with and regard of local history and culture of the tourist destination rendering an ethnocentric attitude, while foreign bloggers were more attuned to the entertainment and aesthetic aspects of the destination. Analysis confirmed the significance of emic and etic ways of perceiving things which have posed essential benefits to the perceived dual role of researchers - as self (travellers and writers; subjective) and as researchers (data investigators and analysts; objective).

Key words: *Abductive study, content analysis, local blogs, local expat blogs, foreign blogs, emic-etic perspectives*

INTRODUCTION

Experience is at the heart of tourist behaviour studies. Pine and Gilmore’s (1998) seminal work on experience economy demarcates experiences from services, goods and commodities according to economic offerings. They suggest that experiences are personal and memorable, and that sensations serve as factors for demand. Experiences are reflected upon at various stages of travel. They are often shared with family and friends through traditional channels such as face-to-face sharing and telephonic exchange, printed photos, postcards and handwritten letters. In the last two decades, however, electronic channels such as social networking sites, websites, travel blogs, video blogs, microblogs and other forms of user-generated content (such as guest reviews) have been widely used to communicate travel experiences.

This study used a mix of 40 travel blogs as the information platform to gather and analyse experiences of both local bloggers and foreign bloggers about two popular islands in

Southeast Asia: Palawan, Philippines and Ko Samui, Thailand. The goal was to examine key commonalities and differences in their experiences with the destination's physical and social attributes. The next section discusses travel blogs as rich sources of tourists' experiential accounts, followed by an explanation of the abduction technique that was employed in data collection. The findings section presents key themes and insights generated from the blogs. The paper concludes with analysis, limitations and implications.

BLOGS IN TOURISM STUDIES

Travel blogs are indicative of one's opinions, thoughts, feelings and experiences that are documented in text and photographs (Panchal, 2014) by tourists experiencing a destination. Travel blogs are also an inexpensive way of gathering rich, meaningful, authentic and unsolicited data from both local and international tourists visiting a destination. From a marketing perspective, travel blogs are a rock-bottom approach for companies to assess the tourism destination's service quality, push and pull factors, and customers' overall experience (Pan, MacLaurin & Crotts, 2007). From the consumers' standpoint, travel blogs are considered a personal statement that aims to add to the ever growing need of travellers for relevant information about a tourism destination that can significantly influence their motivation and decision to visit the destination (Wu & Pearce, 2014). Within the evolving tourism sector, "consumers often lend greater credibility to blogs than to traditional marketing communications" with the view that blogs are increasingly evangelising tourism destinations (Marinho & Soares, 2016, "The Importance of Blogs..."). Travel blogs often provide readily available user-generated content (UGC) which capture bloggers' perceptions about a destination making these instrumental to creating brand value if integrated into a destination's marketing strategy (Da Silva, Eduardo & Panyik, 2015). In a deeper cultural sense, blogs can help relive memoirs of wars and struggles in a post-conflict era and appreciate the war-torn past by sharing experiences, adding information, digitising images and reincarnating historical narratives that eventually form new creations of thinking. One example of such is the case of Sarajevo in Yugoslavia (James, 2013).

However, credit to blogs as source of relevant information that impact travellers' decisions notwithstanding, some idiosyncrasies exist between blogs written by local bloggers about a local tourism destination and blogs written by foreign tourists (Bergmeister, 2015). Wenger (2008), for instance, postulated that tourists' blogs about Austria as part of a larger European tour provided less meaningful insights and was perceived to have less impact in assisting the greater tourist population in understanding Austria's image as a destination. At times, some tourists' blogs create a phenomenon of 'othering' as a textual and psychological manifestation (Bosangit, Dulnuan & Mena, 2012), denoting that one (the tourist blogger) is different from the 'other'. Although blogs by tourists appear to have some potential to influence the decision-making process of prospective tourists and reveal relevant aspects of tourist experience, blogs by tourists do not always convey the 'experience essence' (Volo, 2010) which is deemed important by travellers.

On the other hand, blogs written by locals about their own tourist destinations may render some unique yet powerful bearings. For example, in creating a stronger image of the Gold Coast in Australia to the Arabs, data from the local blogosphere and websites reveal a disconcerting reality about positioning Gold Coast in the mental and visual realms of the Arab tourists and business partners. If Australians were concerned about what it takes to be an Australian and the distinctiveness of Australian culture through the textual and visual representations of the Gold Coast, Arabs were more interested in the beaches and entertainment (Abodeeb, Wilson & Moyle, 2015), the latter being superficial than the former.

Local travel bloggers seem to convey a deeper connection and appreciation of local history and culture that is antithetical to the seemingly lack of willingness of foreign tourists to get involved in local affairs perhaps due to fragmented identity, mobility, escapism, and sense of temporariness (van Noorloos, 2013). Although inconclusive, local bloggers share a galvanising element i.e., a deeper sense of consciousness towards their own culture, traditions and history encompassing fun and entertainment.

METHODOLOGY

This study looked into key commonalities and differences about two tourism destinations in Southeast Asia based on experiences of local and foreign bloggers. These key commonalities and differences had been categorised into key themes created through content analysis (Lindlof & Taylor, 2011). Leximancer software was also used to create and rank keywords according to textual relevance. The tourism destinations that were chosen are Palawan (Philippines) and Ko Samui (Thailand). Ten blogs for each category, i.e., blogs written by locals and those written by foreign tourists were sorted, read and analysed. This binary differentiation was based on bloggers' nationality and/or geographical location depicted in their blogs.

The approach used in this study is abductive. Cooren, Taylor and Van Every (2006) described the abductive approach as the “speculative, creative side of research” that is “continually returning to explain, but also striving to enunciate original theoretical intuitions that will encourage us to look at the world in new ways” (p. 8). The adoption of abductive method rests on two rationale: (1) the interplay of data and theory, which is based on the notion that data generate a theory and the generated theory may lead to further data, and (2) the nature of knowledge that can be created. In abduction, the nature of knowledge is theoretical grounded in the practical in which the premise may not guarantee a conclusion. Undergirded within the realm of abduction, the goal of this study is not to generalise results considering that only 40 blogs, which is miniscule, had been read and analysed. This study simply attempted to find key similarities and differences about the experiences that local bloggers and foreign bloggers have about a tourist destination.

This study was anchored on van Dijk's critical discourse analysis or CDA (as cited in Schiffrin, Tannen & Hamilton, 2001) which studies the way socio-economic status or social position, cultural background or perceived cultural dominance and hegemony are enacted, reproduced and resisted by text (print) and talk (verbal) in social discourse. CDA's goal is to understand, expose and resist biased, unfair and illogical beliefs and attitudes which can be manifested through text and talk. CDA thus focuses on the ways textual or social discourse “enact, confirm, legitimise, reproduce, or challenge relations of power, position, culture and political and social dominance in society” (van Dijk, 2000, as cited in Schiffrin, Tannen & Hamilton, 2001, p. 353). CDA looks into both the macro-level and micro-level aspects of analysis. For example, language use, tone, verbal interaction, and semantic or communication styles are micro-level structures embedded within power, dominance, cultural orientation, social background and socio-cultural positioning between individuals or groups. These involve examining people's actions, perceptions, representations, context, as well as personal cognition, behaviour or experiential narratives. CDA, as a theoretical backdrop, helped the researchers of this study to uncover the commonalities and differences that bloggers have about a tourism destination.

RESULTS & DISCUSSION

Forty blogs were analysed in this study: 10 for each category (local blogs and foreign blogs) per tourist destination, i.e., Ko Samui and Palawan. Table 1 presents the profile of these bloggers according to gender, nationality and geographic base. Since a few bloggers were couples, ‘couple’ has been added as a third gender with their blogs showing a conjugal purview about the destination. Also, ‘local expats’ as well as ‘mixed’ nationality have been given concrete definitions (see Note section in Table 1).

Table 1. Profile of Local Bloggers and Foreign Bloggers about Ko Samui and Palawan

	Gender			Nationality			Bloggers' Geographic Base		
	M	F	Couple	Local or *Local Expatriate	Foreign	**Mixed	East (Asia)	West (US, CAN, UK, ANZ, EUR)	No Permanent Base
<i>Koh Samui (Local Bloggers)</i>	5	5	0	*8 (1 local)	1 (SG & MAL)	0	8	2	0
<i>Palawan (Local Bloggers)</i>	2	4	4	8	0	2	9 (PHL)	0	1
<i>Koh Samui (Foreign Bloggers)</i>	3	6	1	0	10	0	3 (SG & MAL)	6	1
<i>Palawan (Foreign Bloggers)</i>	5 (^1)	1	4	0	9	1	1 (THA)	2	7

* Foreigners who have lived in the country or tourism destination for about two or more years.

**A couple of an Asian and Western mix, e.g., a North American husband and a Filipina wife.

^ One American travel blogger with severe hearing and speech impairments.

Palawan According to Local Travel Bloggers

Figure 1 shows the key themes shared by local travel bloggers about Palawan. It can be observed that the islands (limestones, cliffs) and its water forms (lakes, lagoons, beaches) acted as major pull factors for these local bloggers to visit Palawan. They also displayed great appreciation of Palawan as an eco-tourism site. Interestingly, budget was one of the local bloggers' top considerations in visiting the destination. Their knowledge about local people and local products seemed to manifest pride about the place, forming a significant part of their identity as Filipinos. Since budget was a huge concern, attention to alternative travel routes was considered relevant along with a focus on local history, culture and the environment. However, comparing and contrasting El Nido and Coron did not emerge as a dominant writing style amongst local travel bloggers. Instead, they were more holistic in viewing Palawan as a destination as reflected in their narratives. Interestingly, however, El Nido seemed to have positioned itself strongly as a destination with 81% popularity amongst local travel bloggers and 83% amongst foreign travel bloggers. Coron, on the other hand, placed second (70% amongst local travel bloggers and 53% amongst foreign travel bloggers; see Table 2 and Table 3). The reason for this could be that El Nido seems to offer more than just islands, beaches, lakes and lagoons. There were also ‘majestic’ spots for stargazing and firefly watching, zoo, wildlife as well as the underground river in Puerto Princesa, the port of entry to El Nido.

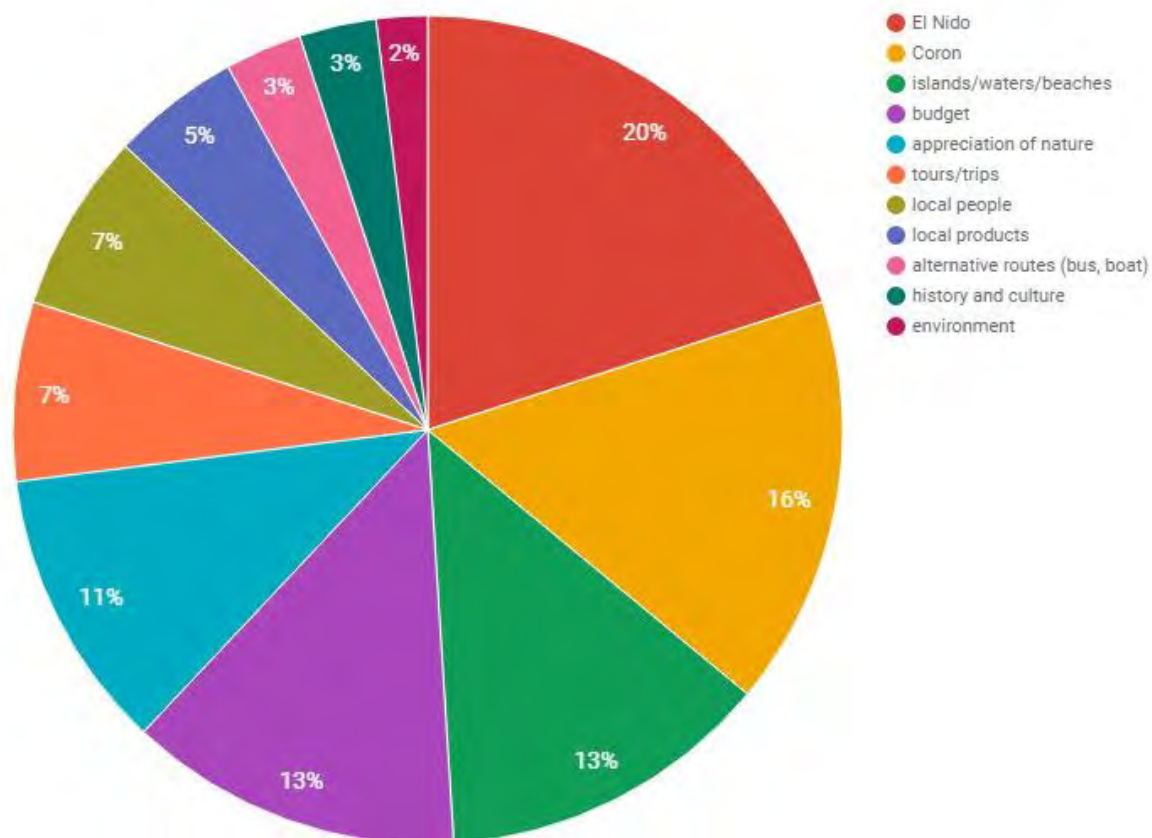


Figure 1. Key Themes Shared by Local Travel Bloggers About Palawan (modified from Leximancer data in Table 2)

Table 2 shows an expanded list of keywords generated by Leximancer with their corresponding relevance according to percentage.

Table 2. Key Concepts and Related Keywords About Palawan (by local travel bloggers)

Key Concepts	Related Keywords	Relevance
<i>Islands (Products)</i>	islands	48%
	waters	30%
	beaches	19%
	appreciate	19%
	sand	17%
	best	17%
	time	17%
	hopping	15%
	limestone	11%
	view	9%
	lagoon	8%
<i>Place</i>	El Nido	81%
	Coron	70%
	Puerto Princesa	23%
	town	14%
	terminal	9%
	history	6%
	environment	6%
<i>People</i>	awareness	6%
	people	26%
	local	24%

<i>Travel</i>	products	21%
	guide	9%
	tourists	8%
	culture	7%
	budget	36%
	tours	33%
	trips	31%
	pesos	30%
	bus	20%
	boat	18%
	motorbike	5%

It can be safely assumed that local travel bloggers, in general, recognise the pivotal role of the local people and local products in boosting Palawan’s tourism. Key words such as ‘products’ (21%), ‘history’ (6%), ‘culture’ (7%) and ‘environment’ (6%) had surfaced, four aspects that were absent in foreign travel blogs. These evoke an idea that local travel bloggers resonate a sense of pride about its local people, culture and the local products unique in the country. Environmental awareness was also part of their narratives. Interestingly, however, if local travel bloggers showed high concern about budget (36%), cost-efficient mobility transport such as motorbike rental received low attention (5%) which is antithetical to their high concern for budget.

Palawan According to Foreign Travel Bloggers

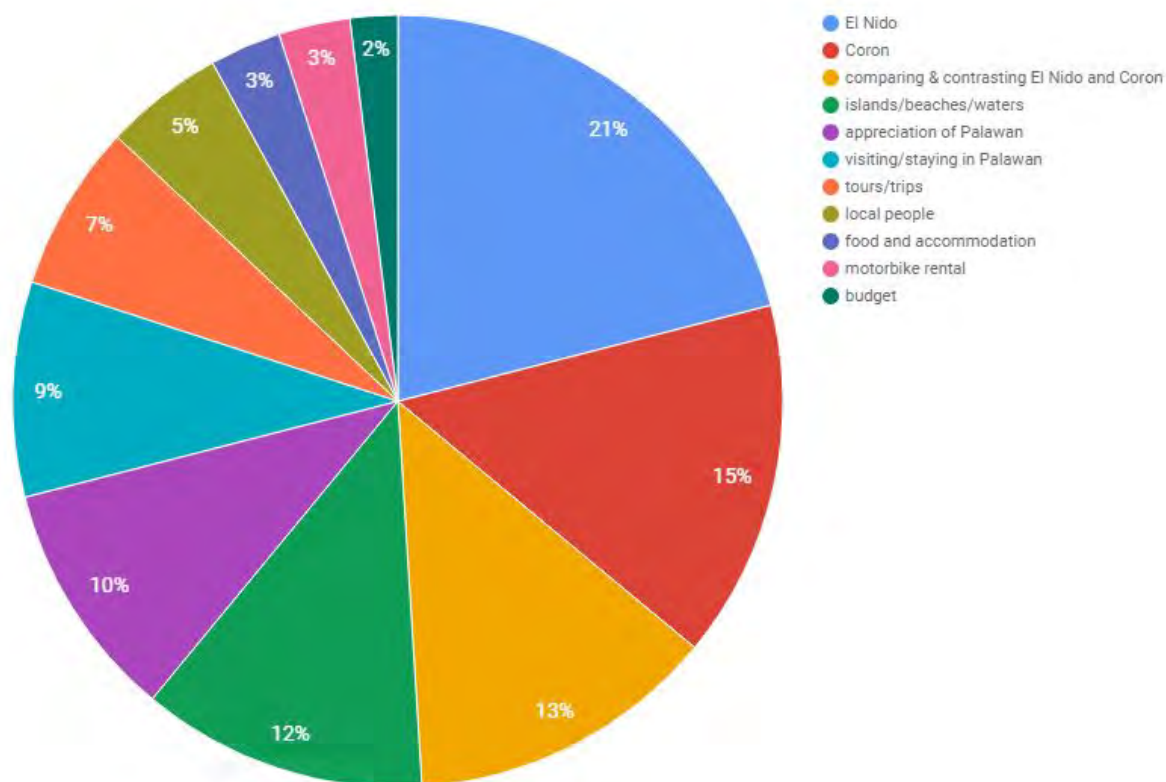


Figure 2. Key Themes Shared by Foreign Travel Bloggers About Palawan (modified from Leximancer data in Table 3)

Figure 2 shows a summarised version of the data in Table 3. Although islands, beaches and water forms were on top of the list, similar to local travel bloggers, what

predominated was the foreign travel bloggers' critical writing slant: comparing and contrasting EL Nido and Coron, two of Palawan's most popular destinations. Appreciation of Palawan as a nature spot was also manifested, correlating to the bloggers' high level of motivation to visit Palawan and the way they positioned El Nido as a top destination. Adjectives such as 'best', 'beautiful', 'amazing' and 'perfect' had been used to describe Palawan as an island destination. The warmth of the local people also caught the foreign travel bloggers' attention along with their interest in tours and trips within the destination. Food and accommodation received a fairly low importance index, while motorbike rental seemed to have been found relevant for the bloggers' ease of mobility within the destination. Budget received the lowest attention, an exact opposite to that of local travel bloggers. Leximancer generated this expanded list of keywords in Table 3 with their corresponding relevance according to percentage.

Table 3. **Key Concepts and Related Keywords About Palawan** (by foreign travel bloggers)

<i>Key Concepts</i>	<i>Related Keywords</i>	<i>Relevance</i>
<i>Islands (Products)</i>	beaches	33%
	hopping	21%
	waters	21%
	best	20%
	boat	19%
	beautiful	13%
	amazing	9%
	sea	8%
	perfect	6%
	sun	6%
<i>Place</i>	El Nido	83%
	Coron	53%
	visit	24%
	stay	24%
	time	21%
	hotel	12%
	food	12%
	restaurants	10%
<i>People</i>	local	12%
	people	11%
	warmth	10%
	Filipinos	8%
<i>Travel</i>	tours	23%
	trips	18%
	motorbike	18%
	budget	8%

Based on the data above (Figures 1 & 2; Tables 2 & 3), it can be concluded that both local and foreign travel bloggers highly agree on one key aspect: appreciation and awe of Palawan as an island destination. Their marked difference lies in two things: budget, and local culture and history. More of the key differences are discussed in the next section.

Key Differences Between Local Travel Bloggers and Foreign Travel Bloggers About Palawan

Further textual analysis revealed more distinct differences between local and foreign travel bloggers about Palawan as shown in Table 4. First, some local bloggers showed some knowledge about Palawan's history by referring to the American and Japanese presence in World War II. This added a deeper dimension to their holistic experience with Palawan as a

destination. In fact, two local bloggers employed romanticism in their writing characterised by their heightened and seemingly symbiotic relationship with nature (with emphasis on their seductive verbal interplay with nature). In contrast, nothing was mentioned by foreign bloggers about Philippine history; rather, some of them were critical about Palawan comparing and contrasting El Nido and Coron. In terms of attitude, local bloggers were much more appreciative of the destination and conveyed a sense of pride at being a part of the Filipino community. Although most of the foreign bloggers were also appreciative of Palawan, some of them sounded complaining about the level of comfort or convenience to and from the destination. Moreover, most foreign bloggers showed interest in some challenging water activities while local bloggers were more attuned to saving money by travelling on budget. In terms of mobility within the destination, foreign bloggers showed eagerness to rent motorbikes as a convenient and cost-saving mode of transport in the destination, something that received very low attention amongst local bloggers. In addition, most foreign bloggers showed interest in nightlife (bars and clubs) including massage services in the destination, while local bloggers were keen on exploring some untouched places as well as trying local products such as the Filipino liquor, *lambanog*.

Table 4. **Key Differences between Local Bloggers and Foreign Bloggers about Palawan**

Aspect	Local Bloggers	Foreign Bloggers
<i>History</i>	talked about American and Japanese occupation in WWII	did not talk about any historical account about the Philippines
<i>Local products</i>	discussed a few locally-made products	did not talk about locally-made products
<i>Challenging outdoor and water activities</i>	did not discuss outdoor activities	expressed enthusiasm towards a few outdoor and water activities (e.g., cliff jumping, scuba diving)
<i>Attitude</i>	used highly positive descriptors about Palawan, expressing a sense of pride about what the Philippines can offer	were also appreciative of Palawan's beauty but sounded a bit complaining about comfort and convenience in the destination
<i>Bars, clubs or nightlife</i>	very little discussion on these	showed interest about what Palawan can offer (e.g., night clubs, massage parlors, bars)
<i>Local transport/mobility</i>	less attention to transport needs within the destination	cost-efficient by renting motorbikes in the destination as a cheap mode of transport
<i>Cheap/budget travelling</i>	very keen on cheap but reasonable budget travel to and from the destination (e.g., land and sea trips rather than air travel)	opted for fast and efficient travel to and from the destination, i.e., air travel
<i>Writing style and mood</i>	focused on the collective, holistic experience; utilised romanticism as an approach in writing about Palawan	compared and contrasted El Nido & Coron, two of the most popular destinations in Palawan

Source: The Authors.

These apparent differences suggest that local travel bloggers seemed to have expressed an ethnocentric attitude about their own culture which may have emanated naturally in their writing thereby influencing the way they constructed and narrated their experiences in the destination. Their sense of pride, nationalism, identity and close emotional attachment to the destination may have contributed to this ethnocentric purview. While the local bloggers showed a stronger sense of identity, authority and knowledge about the cultural and historical discourses entrenched in their own destination, the foreign bloggers were more mindful of the fun, beauty and relaxation that the destination offers, thereby

suggesting that they were more absorbing of the destination's tangible products than delving deeper into its history and socio-cultural heritage. The foreign blogs suggested that foreign travel bloggers were more escapist. This sense of escapism, temporariness and distance from their own geographical base suggests breaking barriers of boredom by having fun more than immersion and education, which were manifested in their appreciation of nature, enthusiasm for water sports and other outdoor activities.

Ko Samui According to 'Local Expat' Travel Bloggers

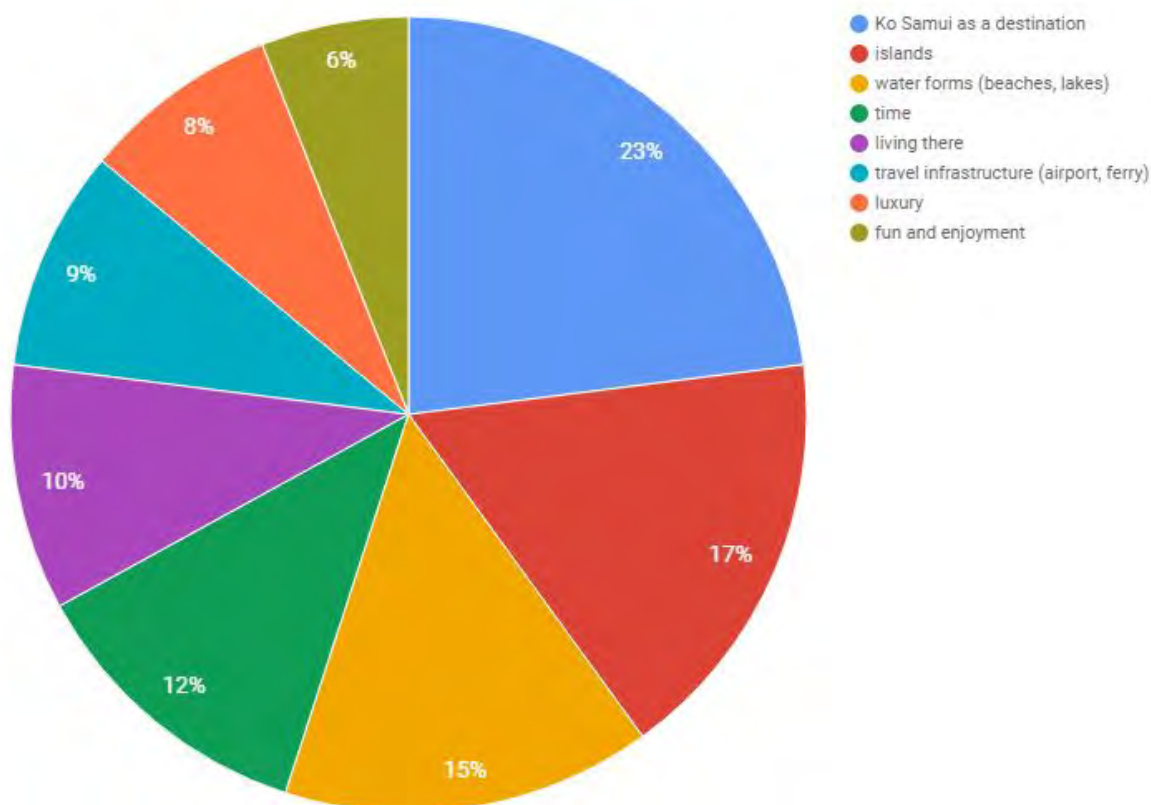


Figure 3. Key Themes Shared by Local Expat Travel Bloggers About Ko Samui (modified from Leximancer data in Table 5)

The local expat bloggers shared these key themes about Ko Samui presented in Figure 3. As defined in this study, local expats are foreigners who have lived in the country or tourism destination for about two or more years. The dearth of local Thai bloggers about Ko Samui had been the major reason for this study to consider local expat bloggers' experience. It can be seen that Ko Samui is in itself a brand which emerged on top of the list in the textual analysis. Its islands and water forms play a key role in creating its image as a destination with 'beautiful' and 'best' as descriptors. Surprisingly, time was of high importance to local expat bloggers. This refers to the time they devoted not only to moving to and living in Ko Samui but also to those moments they had spent prior to making a decision to settle down in Ko Samui and how they are spending their time living in the destination. Travel infrastructure and tours were also given emphasis along with living in the fairly luxurious conditions and focusing on the aesthetics (fun, relaxation and comfort) that Ko Samui can offer. Budget or money did not seem to be an issue. The data showed that local bloggers' were more attuned to the holistic and comfortable experience living in the destination. Table 5 shows an

expanded list of keywords generated by Leximancer with their corresponding relevance according to percentage.

Table 5. Key Concepts and Related Keywords About Ko Samui (by local expat travel bloggers)

Key Concepts	Related Keywords	Relevance
<i>Islands (Products)</i>	islands	28%
	beaches	28%
	beautiful	28%
	waters	16%
	resorts	14%
	best	10%
<i>Place</i>	Koh Samui	65%
	Thailand	23%
	life/living	19%
	hotel	10%
	Chaweng	10%
	stay	10%
<i>Travel</i>	trip	18%
	airport	16%
	tours	16%
	visit	13%
	ferry	10%
	<i>Experience</i>	time
luxury		14%
experience		12%
enjoy		11%

Ko Samui According to Foreign Travel Bloggers

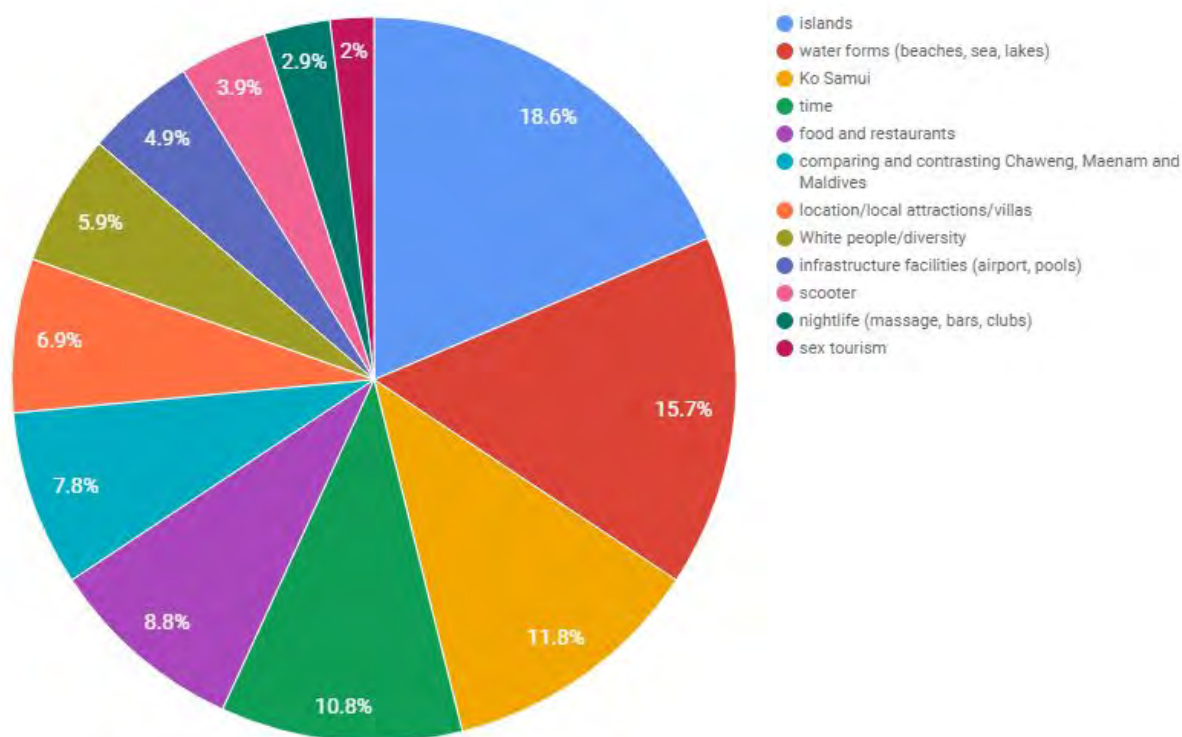


Figure 4. Key Themes Shared by Foreign Travel Bloggers About Ko Samui (modified from Leximancer data in Table 6)

Figure 4 shows some key themes shared by foreign travel bloggers about Ko Samui. Although third on the list, foreign travel bloggers also positioned Ko Samui as a destination brand in itself. Similar to local expat bloggers' views, the islands as well as water forms are instrumental in constructing Ko Samui's image as a destination. Time, to foreign travel bloggers, is a key element in visiting Ko Samui along with food, location or local attractions (e.g., the grandmother and grandfather rocks, and fisherman's village). Different from local expat travel bloggers' view, time here refers to the desire and decision to visit Ko Samui as an attractive destination.

Similar to the foreign bloggers' view about Palawan, the foreign bloggers who shared their experiences about Ko Samui conveyed a comparing and contrasting writing discourse, e.g., comparing Chaweng beach with Maenam beach and even Maldives, a place that is geographically separate from Thailand. Furthermore, foreign travel bloggers exhibited appreciation of Ko Samui's airport and hotel facilities such as swimming pools and villas. They also noticed an increasing diversity of people in Ko Samui with the influx of Caucasians. Scooter rental is considered useful as well in Ko Samui, with an obvious mindfulness of its booming nightlife (bars, massage parlours) along with the presence of sex tourism (e.g., *kathoeyes* or transsexuals). Although low in percentage, the foreign travel bloggers also viewed Ko Samui as a place to self-reflect as it brought them to some level of nostalgia. Similar to local expat bloggers, budget was not an issue amongst foreign bloggers.

Table 6. Key Concepts and Related Keywords About Ko Samui (by foreign travel bloggers)

Key Concepts	Related Keywords	Relevance
<i>Islands (Products)</i>	islands	66%
	beaches	57%
	beautiful	37%
	sea	24%
	best	15%
	amazing	10%
<i>Place</i>	Ko Samui	48%
	Thailand	31%
	restaurants	24%
	food	22%
	location	21%
	attractions	20%
	pools	19%
	airport	18%
	villas	16%
	Chaweng	15%
	hotels	12%
	Maldives	12%
	Maenam	12%
	road	11%
<i>People</i>	white	19%
	local	16%
	diverse	12%
<i>Experience</i>	time	33%
	massage	16%
	scooter	13%
	flight	13%
	itinerary	11%
	nostalgia	10%
	reflect	9%
	bars	9%
	sex tourism	6%

It can be safely assumed that local expat travel bloggers and foreign travel bloggers concurred on four key aspects: (1) Ko Samui is a destination brand, (2) islands, beaches and other water forms help create Ko Samui's destination image, (3) importance of time, and (4) efficient infrastructure. What is different, however, is that while local expat bloggers were more assimilated into luxury living, fun and enjoyment in Ko Samui, foreign travel bloggers were more attentive to local attractions, diversity, mobility in the destination, the booming night life and sex tourism as well as reflection, things that local expat travel bloggers may already consider common.

Key Differences Between 'Local Expat' Travel Bloggers and Foreign Travel Bloggers About Ko Samui

Key differences surfaced in the analysis of the blogs presented in Table 7. The local expat bloggers considered local expat knowledge important in choosing places to stay, exciting locations for adventure as well as restaurants and bars. However, some local expat bloggers exuded a complaining attitude about some aspects of Ko Samui such as narrow roads and the slow pace of life. It has to be noted that complaints came from three local expat Singaporean bloggers who seemed to have exhibited a *kiasu* attitude in their writing, e.g., priority check-in, boarding and disembarkation. Whether this is a valid reflection of Singaporean attitude, this is not the intention of this research.

On the other hand, the aspect of writing blogs to get travel sponsorships seems to add to the homogenisation of travel experiences due to the influence of social media and tourism organisations' seemingly top-down marketing standards. In this case, travel bloggers may be forced to tailor their blogs to tourism companies' marketing parameters (e.g., flood likes, flood shares) for wide readership and popularity, rather than travel bloggers being more honest in their narratives.

Table 7. **Some Key Differences between Local Expat Bloggers and Foreign Bloggers About Ko Samui**

Aspect	Local Expat Bloggers	Foreign Bloggers
<i>Local expat knowledge</i>	knowledge of the local expats about the destination is important	doing self-guided tours is both an adventure and cost-saving
<i>Individualism/kiasu-ism/sponsorships</i>	showed a grasping, "I-don't-want-to-miss-an-opportunity" attitude (e.g., priority service on the plane); mentioned that writing about a destination can be a profit-making enterprise	did not show this in writing
<i>Attitude</i>	showed a complaining attitude about the roads and/or pavements in Ko Samui	more appreciative of local attractions and local culture
<i>Political awareness</i>	mentioned that lifting of curfew hours (brought by the coup d'etat in Thailand in 2014) in Ko Samui is a good tourism strategy	did not show this in writing
<i>Worldview</i>	Ko Samui is a paradise but can be dragging or boring in the long run	Ko Samui is perfect for fun, adventure and getting lost in the wilderness
<i>Writing style</i>	focused on the comfort and convenience in Ko Samui	compared and contrasted Chaweng beach and Maenam beach
<i>Bloggers' profile</i>	balanced number between local expats from the West and Asia (Singapore and Malaysia); only one local Thai blogger	mostly from the West

Source: The Authors

Nonetheless, the local expat bloggers manifested political awareness such as lifting the curfew hours in major tourist spots in Thailand as a strategic government move for Thailand not to lose out in the global tourism industry. Similar to the foreign blogs about Palawan, the foreign bloggers on Ko Samui were also appreciative of local attractions and local culture, something absent amongst local expat bloggers. While foreign bloggers used a comparison and contrast approach as to which specific location offers more and which gives less, e.g., comparing and contrasting Chaweng beach and Maenam beach, the local expat bloggers were focused on comfort and a fairly luxurious lifestyle.

In terms of worldview, some local bloggers viewed Ko Samui as a haven but staying longer in this destination can be dragging or boring. Thus, local expat bloggers suggested that foreigners must undergo some thorough thinking of Ko Samui's push and pull factors before making a decision to settle there. Foreign bloggers thought of it differently: Ko Samui is perfect for adventure and being lost in the wilderness. Similar to foreign bloggers' view about Palawan, foreign bloggers on Ko Samui conveyed an escapist attitude by focusing on the aesthetics (fun and relaxation) that Ko Samui offers, not the deeper immersion with culture. Worth mentioning as well is the fact that it was difficult to search for blogs on Ko Samui written by local Thais, not local expats. One reason for this could be Thai people's declining English proficiency in the past decades (Frederickson, 2015; The Nation, 2015).

It is thus safe to conclude that cultural backgrounds influence the way travel bloggers experience a destination. Although both local expat bloggers and foreign bloggers about Ko Samui expressed appreciation of its beauty, the discourse of complaint and boredom by local expat bloggers seem to suggest that they may not have yet exhibited a deeper inclination towards and understanding of Ko Samui's culture and heritage, something that is highly evident in the local blogs about Palawan by local Filipinos. This suggests that their perspectives, beliefs and values could still be highly predominated by their previous culture (e.g., being Singaporeans, Malaysians and Westerners), the reason for a seemingly resistant and ethnocentric attitude towards their current culture.

CONCLUSION & IMPLICATIONS

The content analysis of data abductured from readily available blogs in the internet has allowed the researchers to affirm (1) the significance of emic and etic perspectives in understanding phenomenon such as experiencing a tourist destination (Woodside & Martin, 2008; Martin & Aluri, 2015), (2) Pine and Gilmore's (1999) four realms of experience.

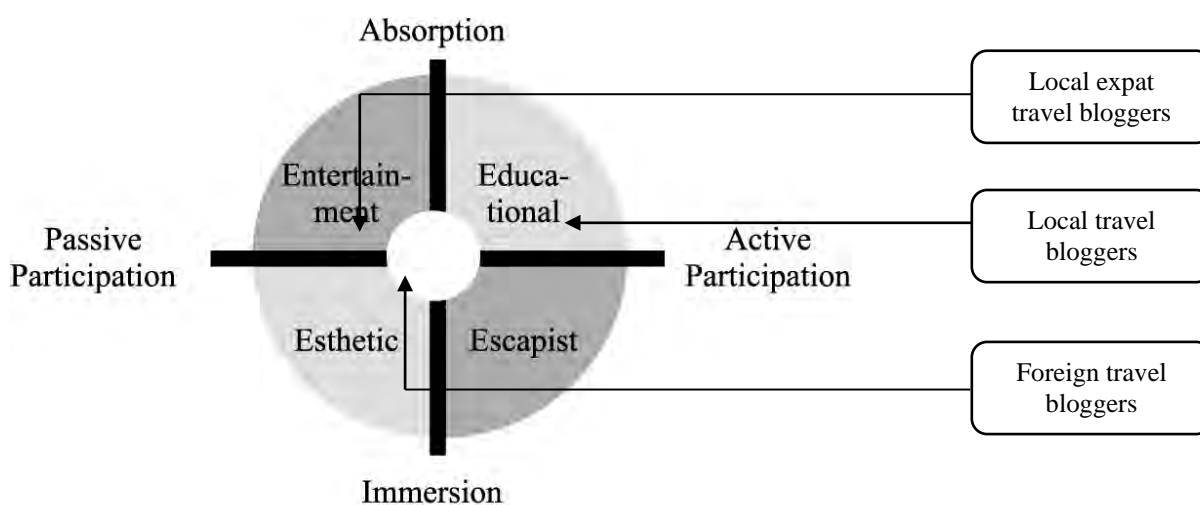


Figure 5. Positioning the Bloggers in Pine and Gilmore's (1999) Four Realms of Experience

Figure 5 shows the specific positions or spots that bloggers seem to occupy. It can be concluded that local travel bloggers exuded a more ethnocentric behaviour about their destination. This could be due to their sense of identity, local knowledge and degree of attachment to the destination. They manifested deeper consciousness about their own destination with a seemingly immersive and emic behaviour to know the destination better, and feel proud being a significant part of it. In contrast, foreign travel bloggers, although they conveyed appreciation of the destination and its culture, seemed distant (etic) in terms of connecting to the local socio-cultural heritage. Rather, they were more attuned to the absorption of aesthetic elements such as relaxation, convenience and adventure, something escapist in nature, not immersive. Interestingly, however, local expat travel bloggers seemed to have projected a different attitude: their complaining and individualistic slant suggests that they may not be ‘localised’ yet, that their beliefs and attitudes distinct in their previous culture might still be predominant in their current culture or context. Thus, they seemed to be ‘in between’ the matrix (see Figure 6). This seems to affirm that the four realms of experience that travellers may undergo exist amongst travel bloggers (see Figure 5). Pine and Gilmore (1999) postulated that “The kinds of experience most people think of as entertainment... tend to be those in which customers participate more passively than actively; their connection with the event or place more likely one of absorption than of immersion” (p. 102). Foreign travel bloggers, in general, projected an escapist and carefree attitude by having a good time away from home.

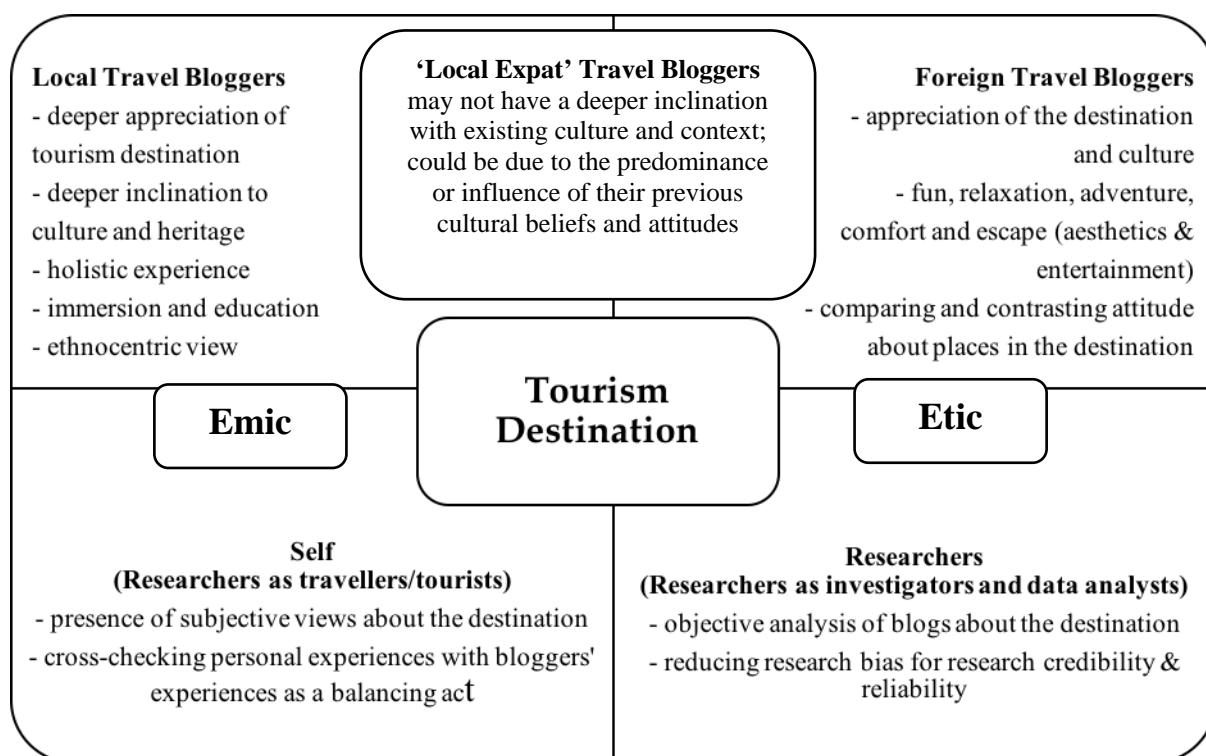


Figure 6. Emic and Etic Perspectives about Tourism Destinations

What is notable as well is the seemingly balancing act that the researchers as self (emic) and as researchers (etic) have to maintain so as not to taint the trustworthiness of the study. The strength of this study is the fact that the bloggers’ self-imposed biases and prejudices about the tourism destinations and the elements that comprise it could be assessed through rigid review, coding and analysis. With researchers being mindful of their dual

position (as a tourist/traveller and as a researcher), subjective opinions or biases had been reduced through objective analysis, thereby enhancing research reliability and credibility.

An obvious limitation of this study is the small number of blogs being analysed. Thus, to further the understanding of experiences about a tourist destination, personal anecdotal narratives, diaries and even video logs of local and foreign tourists (which can be data-mined from the internet) could be part of the abductive process of analysing data (if this study were to expand). It is highly recommended that this be undertaken in future research so that new insights can be gained.

This study, therefore, does not present conclusive or generalisable statements about the experiences of both local and foreign bloggers about the destinations. Rather, it aims to contribute to the understanding of experiences by both local bloggers and foreign bloggers by virtue of juxtaposition grounded in abductive research and anchored in critical discourse analysis.

REFERENCES

- Abodeeb, J., Wilson, E., & Moyle, B. (2015). Shaping destination image and identity: Insights for Arab tourism at the Gold Coast, Australia. *International Journal of Culture, Tourism and Hospitality Research*, 9(1), 6-21. doi:10.1108/IJCTHR-06-2014-0051
- Bergmeister, F. M. (2015). Shaping Southeast Asia: Tracing tourism imaginaries in guidebooks and travel blogs. *Austrian Journal of Southeast Asian Studies*, 8(2), 203. doi:10.14764/10.ASEAS-2015.2-6
- Bosangit, C., Dulnuan, J., & Mena, M. (2012). Using travel blogs to examine the post-consumption behaviour of tourists. *Journal of Vacation Marketing*, 18(3), 207-219. doi:10.1177/1356766712449367
- Cooren, F., Taylor, J. R., & Van Every, E. J. (2006). Introduction. In Francois C. (Ed.). *The organising property of communication*. Boulder: NetLibrary Inc. pp. 1-16.
- Craig, R. T. (1999). Communication theory as a field. *Communication Theory*, 9(2), 119-161. doi:10.1111/j.1468-2885.1999.tb00166.x
- Da Silva, O., Eduardo, H., & Panyik, E. (2015). Content, context and co-creation: Digital challenges in destination branding with references to Portugal as a tourist destination. *Journal of Vacation Marketing*, 21(1), 53-74. doi:10.1177/1356766714544235
- Frederickson, T. (2015, November 6). Thailand's English skills lagging says training economy. *The Bangkok Post*. Retrieved from <http://www.bangkokpost.com/learning/learning-news/756536/thai-english-proficiency-drops-now-3rd-worst-in-asia-ef>
- James, D. (2013). Social networking Sarajevo roses: Digital representations of post-conflict civil life in (the former) Yugoslavia. *Journal of Communication*, 63(5), 975-992. doi:10.1111/jcom.12057
- Kozinets, R. V. (1999). E-tribalized marketing? The strategic implications of virtual communities of consumption. *European Management Journal* 17(3), 252-264.
- Lindlof, T. R., & Taylor, B. C. (2011). *Qualitative communication research methods*. California, CA: SAGE Publications.
- Marinho, J., & Soares, S. (2016, March 15). The importance of blogs for evangelising tourism destinations. *Marketing Research Association*. Retrieved from

<http://www.marketingresearch.org/article/importance-blogs-evangelizing-tourism-destinations>

- Martin, D., & Aluri, A. (2015). Etic interpreting of emic reports of tourism behaviour: Cross-cultural introspections of Hawaii. *International Journal of Tourism Anthropology*, 4(1), 46-66.
- Pacific Transcription. (2016). Using Leximancer for qualitative analysis of transcripts. Retrieved from <http://www.pacifictranscription.com.au/blog-leximancer.php>
- Pan, B., MacLaurin, T., & Crotts, J. C. (2007). Travel blogs and their implication to destination marketing. *Journal of Travel Research*, 46(1), 1-36. doi:10.1177/0047287507302378. Retrieved from https://www.researchgate.net/publication/228838372_Travel_Blogs_and_Their_Implications_for_Destination_Marketing
- Panchal, J. H. (2014). Perceived benefits of spa experiences: Tourist insights from the blogosphere. *International Journal of Tourism Sciences*, 14(3), 47-69
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97-105.
- The Nation. (2015, March 17). Thai's poor English could dim job prospects in ASEAN common market. Retrieved from <http://www.nationmultimedia.com/news/national/aec/30256167>
- Van Dijk, T. A. (2001). Critical discourse analysis. In D. Schiffrin, D. Tannen & H. E. Hamilton (Eds.). *The handbook of discourse analysis*. Malden, MS: Blackwell Publishers. pp. 352-561.
- Van Noorloos, F. (2013). Residential tourism and multiple mobilities: Local citizenship and community fragmentation in Costa Rica. *Sustainability*, 5(2), 570. doi:10.3390/su5020570
- Volo, S. (2010). Bloggers' reported tourist experiences: Their utility as a tourism data source and their effect on prospective tourists. *Journal of Vacation Marketing*, 16(4), 297-311. doi:10.1177/1356766710380884
- Wenger, A. (2008). Analysis of travel bloggers' characteristics and their communication about Austria as a tourism destination. *Journal of Vacation Marketing*, 14(2), 169-176. doi:10.1177/1356766707087525
- Woodside, A., & Martin, D. (2008). *Tourism management: Analysis, behaviour and strategy*. Oxford, UK: CAB International.
- Wu, M. Y., & Pearce, P. L. (2016). Tourism blogging motivations: Why do Chinese tourists create little "Lonely Planets"? *Journal of Travel Research*. 1-13. doi:10.1177/0047287514553057

“Philippine Accreditation Practices for Tourism Professional under ASEAN”

Sharlene Z. Batin, MPA
Lyceum of the Philippines University Cavite
sharlene.batin@lpu.edu.ph

Arthur B. Digman II, MIHM
Lyceum of the Philippines University Cavite
arthur.digman@lpu.edu.ph

ABSTRACT

The paper seeks to assess the current practices accreditation for tourism professionals in the Republic of the Philippines through the three organizations that provide such services. The three organizations are the Department of Tourism, Tourism Industry Board Foundation Inc. and the Technical Education and Skills Development Authority. This paper will define the different tourism professionals each organization accredit and/or assess and examine the documentary requirements, fees and processes. This paper would also like to propose recommendation for the three organization to streamline and standardize these services for tourism professionals.

Key words: *Tourism Professionals, ASEAN Standards, ASEAN Integration, Philippines*

INTRODUCTION

The ASEAN Economic Community (AEC) is positioning itself as a major player in the global economy by 2025. This move of the ten-member states of the Association of South East Asian Nations: Brunei Darusalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam, is anchored on the pact that Asia and the Pacific is poised to take the lead in global tourism. Forging this partnership will reach its golden anniversary in 2017. No less than the President of the Republic of the Philippines, Rodrigo Roa Duterte, chairs ASEAN into the next half century.

The strengths of ASEAN are the rich culture, colorful history, amazing beaches and its tropical climate which is enriched by the warm and welcoming nature of residents of ASEAN. Raising the percentage of international tourist arrivals for Asia Pacific and for ASEAN is a logical course of action. The strengths and opportunities provided by global tourism to develop the ASEAN economy are the driving force behind the ASEAN Tourism Strategic Masterplan (ATSP) 2016-2015. With “One Vision, One Identity, One Community” the ASTP draws on each member states’ unique tourism offerings to promote ASEAN as one destination.

Tourism is inherently a service industry. Service are provided by people with the necessary skills, talents and tourism mindset. An important factor of tourism are our tourism professionals. They are the faces that we showcase in our marketing tools. Tourism professionals are the blood that enables tourism to endure.

Acknowledging the importance of tourism professionals, ASTP identified raising the capacity and capability of tourism human capital as an action program to achieve Strategic Direction 1: To Enhance The Competitiveness of ASEAN As A Single Tourism Destination. Achieving this strategic action program will require member nations to implement the ASEAN Mutual Recognition Arrangement (MRA) on Tourism Professionals or MRA - TP.

As a member state, the Republic of the Philippines has been implementing the capacity and capability building of our tourism human capital through three organizations that provide accreditation services, the Department of Tourism, Tourism Industry Board Foundation Inc. and the Technical Education and Skills Development Authority.

This study would like to highlight the current practices in the Philippines and how institutions have reacted, interacted and responded to MRA-TP and how the Philippine Tourism Professionals are reacting to these processes.

LITERATURE REVIEW

The following related studies were helpful during the course of this research.

Assessment of the readiness ASEAN Member States for implementation of the commitment to the free flow of skilled labor within the ASEAN Economic Community from 2015. Published by the International Labor Organization in 2014, it provides great insight into each member state another readiness for AEC with regards to labor.

Analysis of the Adoption of ASEAN MRA on Tourism Professional at Jakarta Five Star Hotel Towards the Human Resources Global Competitiveness. This paper is limited to the experience of hotel professionals in Indonesia. This paper recommends a “common language” for dialogue and recognition of existing accredited hospitality and tourism standard competency for professional qualifications.

The following national policies, laws, and memorandum circulars were helpful during the course of this research.

Republic Act 9593 (RA 9593) or the Tourism Act of 2009.

This law has reorganized the Department of Tourism and all its attached agencies. It also defined the qualification standards required for the head of agencies for the government owned and controlled corporations that become under the aegis of the department. RA 9593 also defined the role and responsibility of the regional offices, provincial tourism officers, and the municipal and city tourism officers.

This law is pertinent in this study as it highlights the degree of clout the department has over all organizations, agencies or companies involved or engaged in the tourism industry.

Republic Act 7160 (RA 7160) or the Local Government Code of 1991.

R.A. 7160 effectively decentralized the powers, roles and responsibilities of the national government to the local government unit i.e. provinces, municipalities, cities, and barangays. RA 7160 general objective is to fast track the delivery of basic services and the accelerate the development of the local government. It also details the different functions and services that has been devolved to the local government: infrastructure development, environmental management, health services, social services, agriculture, and tourism.

This law is pertinent to this student to showcase the level of decentralization and powers the local government unit has over the tourism industry in general and tourism professionals in particular.

The following DOT rules and regulations are pertinent to this study with regards to their provision for accreditation requirements for tourism professionals are Rules and Regulations to Govern Accreditation of Tourism Related Establishments (1999), Rules and Regulations to Govern Accreditation of Travel and Tour Services (1999), Rules and Regulations to Govern Accreditation of Cave Guides (1999), and Rules and Regulations to Govern the Accreditation of Ecoguides, Eco tours, Ecolodges, and Ecotour Facilities (2008)

The following DOT Memorandum Circulars (MC) are pertinent to this study with regards to their provision for accreditation requirements for tourism professionals: DOT M. C. No. 99-15 Amended Rules and Regulations to govern the accreditation of mountain guides (1999), DOT MC No 2000-05 Increase in Accreditation Fees and Other Charges, DOT M.C. No. 2015-06 Revised Rules and Regulations to Govern the accreditation of Travel and Tour Agencies (2015), and DOT M.C. No 2015-05 Streamlined Documentary Requirements for Accreditation of Tourism Enterprises and Frontliners.

The following reports have been helpful with the study. UNWTO in their Tourism Highlights, 2016 Edition and UNWTO 2015 World Tourism Barometer.

The 2015 Tourism Highlights cited three reasons why tourism matters. First, tourism accounts for 10 percent of direct and indirect of the world's gross domestic product. Second, tourism provides 1 out of every 10 direct and indirect jobs in the world. Third, tourism the prime mover of exports: it accounts for \$1.3 trillion exports, 6% f the world's exports and 30% of services exports in the global economy.

And according to UNWTO 2015 World Tourism Barometer Asia Pacific Asia and the Pacific is second to Europe in international tourist arrivals. The region received 277 million international tourist arrivals or 23% of the total 1,184 million international travelers.

And finally, the ASEAN Mutual Recognition Arrangement (MRA) on Tourism Professionals or MRA - TP, which provides the basic framework upon which all member states will implement their accreditation and assessment programs.

Synthesis

The related study on tourism professionals provide common issues among member states on the MRA TP implementation, the laws, rules and regulations, and memorandum circulars provide the current accreditation practices in the Philippines. The reports gives an overview of the global tourism industry.

METHODOLOGY

The study used qualitative case study in analyzing the existing practices and activities in the Philippines for accreditation for tourism professionals transformed into descriptive information.

Data gathered were from primary sources such as interview with pertinent offices: Accreditation Unit for the Department of Tourism (DOT), the Certification Office of the Technical Education and Skills Development Authority (TESDA), and the Secretariat for Tourism Industry Board Foundation Inc TIBFI, and, documentary analysis from the different organizations. Secondary data was gathered from books, reports, journalism thesis and the word wide web.

RESULTS & DISCUSSION

Currently there are three organizations in the Philippines that offer accreditation services for tourism professionals: the DOT, TESDA, and TIBFI.

Based on ASEAN MRA-TP the Philippines's schematic outline to support MRA has been adapted from the ASEAN MRA-TP but the actual practice is shown on Figure 1.

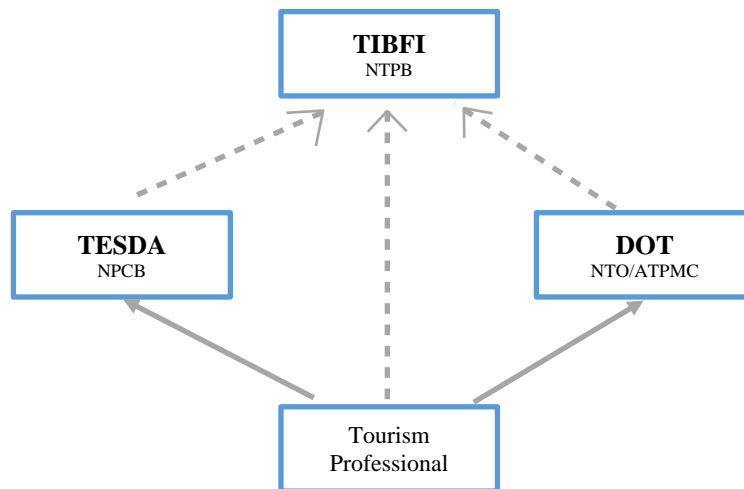


Figure 1. Philippine Accreditation Practice for Tourism Professionals.

From an article published in the Visit my Philippines website, they defined the roles of the three agencies with regard to the ASEAN MRA-TP, “*The DOT is the National Tourism Organization (NTO) which represents the country in ASEAN while TESDA and TIBIF are the Philippines’ Tourism Professional Certification Board (TPCB) and National Tourism Professional Board (NTPB), respectively.*”

Both, TESDA and TIBFI, are recognized by the Philippine tourism industry as the tourism skills assessment and certification bodies and both assisted in the development of ACCSTP and CATC, programs that supported the MRA-TP.

Let us look at the role of these three organizations in the ASEAN MRA - TP closely.

Department of Tourism

The Department of Tourism provides accreditation services for the following tourism professionals: tour guides including eco-guide, cave guides, mountain guide, river guide; tourism trainer, tourism drivers.

Currently, the list of accredited DOT tour guides is at 891, tourism trainer is at 1 and tourism drivers we have no data. For these guides, their requirement is to pass a Tour Guiding Seminar conducted by the DOT.

The accreditation process is an online service where the certificate issued by the department recognizing the holder as having complied with its minimum standards in the operation of the establishment concerned which shall ensure the safety, comfort, and convenience of the tourist. The certificate is valid for one year.

Under “Tourism Frontliners” the DOT have identified the tour guide and tourism trainer. Under accreditation, DOT identified tour guides as:

“Tour Guide - shall mean an individual who guides tourists, both foreign and domestic, for a fee, commission, or any other form of lawful remuneration.”

Trainor - any individual who conducts training programs for tourism manpower development and which is equipped with training facilities, equipment and instructional staff.

For tour guides, DOT provides two kinds of trainings and seminars: specialized guiding and generic training.

The tourism trainer is another accreditation that the DOT provides. Currently, they only have 1 tourism trainer in the list but have 18 training centers that have passed the accreditation process as shown in Table Number 1.

Table 1. List of Individuals or Establishment Accredited by the Department of Tourism as of 2015

Accreditation	Type	Number
Tour Guide	Individual	895
Tourism Trainor	Individual	1
	<i>Subtotal</i>	<i>896</i>
Transport Operators	Establishment	296
Tourism Training Center	Establishment	18
	<i>Subtotal</i>	<i>314</i>

The DOT also have rules and regulations for calesa drivers (drivers of local horse drawn vehicles), and tourism drivers (listed in Table 2 for land transport operators). Currently there are none listed in DOT as an accredited calls driver, nor are tourism drivers' name provided for in the list.

Based on DOT MC No 2000-05, tour guide accreditation fee is Php 150,00 and an ID is Php 30.00. The 27-day mandatory training (200 hours) for new guides as provided for in Table 1 has a registration fee of Php 10,000.00.

Technical Education and Skills Development Authority

Using the framework of ASEAN MPA-TP, TESDA provides National Certificate (NC) / Certificate of Competency (COC) for the following: Front Office would include Front Office Services NC II; for Housekeeping: Housekeeping NC II and III; for Food Production: Commercial Cooking / Cookery NC II, Bread and Pastry Making NC II, Bartending NC II, Bread and Pastry Production NC II, Food Processing NC II; for Food and Beverage Services: Food and Beverage Services NC II and III; for Travel Services: Events Management Services NC III, Tourism Promotions Services NC II; and, Tour Operations: Tour Guiding NC II,

The Philippine TVET Qualification and Certification System (PTQCS) is a quality-assured structure used for giving recognition to the attainment of competencies (knowledge, skills, attitudes and values) along the middle-level skilled occupations. It is the process of determining the qualification level of a person and giving recognition to the attainment of competencies in that particular level.

TESDA implements assessment and certification for all qualifications with promulgated Training Regulations. The Training Regulation defines the knowledge, skills and attitudes/values required for competent performance in the workplace.

The competency requirements, as defined in the relevant Training Regulations shall be the take-off point of all corresponding qualifications, assessment and certification in all industry sectors.

For example, for tour guiding services certification, the following skills are acquired from the course: reading and interpreting symbols, directions and layouts of airports, seaports, buses and train terminals; explaining workflow at airports, seaports, buses and train terminals;

confirming schedules with airlines, shipping companies, buses and train companies, Performing pre-arrival activities, resolving complains and other emergencies, performing post departure activities and accompanying tourists to the itinerary. This course normally takes 196 hours to complete.

TESDA imposes fees for assessment broken down to “Supplies and Materials” and “Assessors Fees”. The amount for Supply and Material vary as each assessment may require different materials. The assessor’s fee is constant at Php 100.00.

Tourism Industry Board Foundation Inc.

TIBFI’s role for ASEAN MRA-TP is to provide the registry tourism professionals for the Philippines. TIBFI is a tripartite body composed of representatives from the government, private and labor sectors which aims to provide manpower development within the hotel and restaurant industry. TIBFI’s vision is “developing service excellence in tourism enterprises” by unifying government, industry, education and training sectors in facilitating tourism human resource development.

As an organization TIBFI imposes the following membership fees: Individual Members: Php1,000.00 per annum and Institutional Members: Php2,000.00 per annum.

In 2014 TIBFI released a report on the ASEAN MRA Awareness Seminar. The Department of Tourism initiated 31,402 seminars. There have been 11 alike seminars initiated by various institution nationwide. TESDA has pre-qualified 35 certified trainers and assessors.

To summarize, Table 2 presents the number of accredited or assessed individuals within the Philippines in different levels of certification.

Table 2. Comparison of accredited individuals per each organization

Work Type	DOT*	TESDA**	TIBFI***
Front Office	N/A	76,840	N/A
Housekeeping	N/A	419,240	N/A
Food Production	N/A	482,060	N/A

Food and Beverage Services	N/A	428,120	N/A
Tourism Training Center	N/A	N/A	N/A
Travel Services	947	369,120	N/A
Tour Operations	895	16,860	N/A
Master Trainor	1	N/A	11
Master Assessor	N/A	N/A	12
TOTAL	1,842	1,869,080	23

*Data gathered from the Accreditation On Line Website of DOT

** Data sourced from the Registry of Certified Workers of TESDA Website

*** Data sourced from the TIBFI website

CONCLUSIONS & IMPLICATIONS

According Section 5.3 of the ASEAN MRA -TP each ASEAN member state must “facilitate the exchange of information concerning assessment procedures, criteria, systems, manuals and publications relating to this MRA – TP;” through their own Tourism Professional Certification Board (TPCB).

Section 5.4 of ASEAN MRA-TP states that each member state will establish an TPCB. There is currently no formal structure for TPCB for the Philippines, the status quo exist that the three organization have seemingly separate mandates, DOT is the national tourism organization, TESDA assumes the TPCB role while TIBFI is in charge of the registry of Tourism Professionals.

Under Section 5.4.1 or the *Composition of TPCB*, NTPB and the TPCB are not just separate arms of the same agency but from entirely separate agencies of the national government.

Tourism professionals in the Philippines seeking accreditation face two quandaries: one, the fees to be borne for accreditation and registration, and two, the disconnect or misalignment in between the three organizations in the Philippines.

According to the Accreditation Unit of the DOT, a TESDA certification is not equal to a DOT certification and vice versa. A Tourism professional who has either a TESDA certification or a DOT accreditation is not obligated to be registered in TIBFI’s ASEAN TP Registry. However the TIBFI honors both for their master list of tourism professionals as long as they are registered members of TIBFI.

The implications for the tourism professional is that they will have to undergo two separate accreditation and one registration to be able to be counted as an ASEAN tourism professional.

The following can be proposed to align these three organizations:

1. Form the National Tourism Professional Board (NTPB) and clearly define the functions, roles and responsibilities of each organization.

2. Adapting the terminology. DOT uses the terms "Tourism Frontliners" for tour guides and tourism "trainors" (as used by the DOT). Adapting the terminology in the ASEAN will go a long way in standardization within the nation for regional integration.

3. Standardize the process:

1. If the DOT accreditation process is more stringent, then both DOT and TESDA should merge their training/seminars and documentary requirement into one standard list.

2. If the requirements have been merged, DOT can focus their accreditation process for institutions and private companies and allow the TESDA to focus on individual accreditation based on a set of requirements that have been mutually agreed upon by all parties.

3. Membership to TIBFI is required for both accrediting agencies to provide a comprehensive registry of tourism professionals.

4. Determine equitable fees.

4. Provide easy access.

1. Using the facilities of the DOT, the regional offices can serve as one-stop shop service for tourism professional either by region or by province to access the three distinct services of the three organizations. They can even tap the local government units to localize information dissemination and promotion.

2. Go on line. Integrate their individual service into one portal for seamless process on-line.

From these implications and conclusion, we can surmise that coordination and compromise between the three agencies are imperative. The number of disenfranchised skilled workers in the Philippines is unknown because of these institutional loopholes and mis alignment.

Although the Philippines have the skilled workers, our institutions are not ready to integrate their services within themselves. The issues, challenges and recommendations identified by the International Labor Organization for the Philippine's readiness for AEC remain: achieving common standard for quality assurance.

As a member-state, the impact of this misalignment will manifest on the number and quality of the tourism professionals that the Philippines can offer. This may lead to insufficiency of tourism professionals in the coming years for the ASEAN.

Other member state with institutions preceded the ASEAN Integration may be facing the same issues for standardization this study may be their benchmark for improvement of the their current position on ASEAN integration. It can also serve as an opener and comparison to other ASEAN member state on the affect of the ASEAN integration from the original setup of the country before the integration.

As we pursue our objective of "one ASEAN" the accreditation process must be aligned although out member state. As some member-state aggressively facilitate the processing and accreditation of their tourism professionals the Philippines, although teeming with highly

skilled tourism professionals, can still implement changes to achieve alignment among its institutions.

Time is of the essence, so to speak for these organizations to move forward together for the Philippines and for the Filipinos to receive the benefits of inclusive growth using the AEC framework.

REFERENCES

Accreditation terms and requirements. Retrieved from <http://accreditationonline.tourism.gov.ph/default.aspx>

ASEAN Economic Community. Retrieved from <http://asean.org/asean-economic-community/>

ASEAN Final Units by Labor Division (2008) Retrieved from <http://www.tourismindustry-board.org/resources/compiled-reports/89-asean-final-units-by-labor-divisions-2008>

Assessment of the readiness ASEAN Member States for implementation of the commitment to the free flow of skilled labor within the ASEAN Economic Community from 2015. International Labor Organization. 2014. Retrieved from: http://www.ilo.org/wcmsp5/groups/public/--asia/---ro-bangkok/---sro-bangkok/documents/publication/wcms_310231.pdf

Interview. Mr. Arnold Campos. TESDA Assessor November 26, 2016

Interview. Accreditation Unit, Department of Tourism, December 12, 2016

Hidayat, N. Analysis of the Adoption of ASEAN MRA on Tourism Professional at Jakarta Five Star Hotel Towards the Human Resources Global Competitiveness. December 2011. Retrieved from: SSRN Electronic Journal. DOI: 10.2139/ssrn.1971463

Santos, D. and Bacungan, V.J.. (2016, September 8). Duterte new ASEAN chair. CNN. Retrieved from <http://cnnphilippines.com/news/2016/09/08/Duterte-new-ASEAN-chair.html>

UNWTO Tourism Highlights, 2016 Edition. Tourism Market Trends UNWTO. Retrieved from <http://www.e-unwto.org/doi/pdf/10.18111/9789284418145>

ASEAN MRA for Professionals. Retrieved from: <http://www.visitmyphilippines.com/index.php?title=ASEANMRAFORPROFESSIONALS&func=single&pid=118&tbl=2>

“Factors influencing event organizers to adopt green practices for business events in Malaysia: A proposed framework”

Ng Wai Yee
Taylor’s University
Waiyee.ng@taylors.edu.my

ABSTRACT

The tourism industry has been a fast growing industry and business tourism is regard as one of the fastest growing industries. It generates millions in revenue for cities and countries. The Asia market has grown by 133% over the last 6 years and this is in comparison to the global market rate of 19.9%. Asia is now the hub for hosting all types of small to large scale. With that being said, the increases in business events will potentially increase environmental impact to the destination. Due to this, many stakeholders are more conscious of environmental matters as the destination begun to grow more to a greater expansion. Therefore, companies have started to implement green practices into their businesses and are committed to it whilst looking for other green options. Hence, this research will be carried out to the research area of business event with emphasis on green practices. Prior studies on business events done are skewed towards the site selection choices and convention destinations and limited studies have been done on organization’s point of view particularly event organizers. This conceptual paper aims to explore factors that influence event organizers in adopting green practices when planning and executing business events in Malaysia.

Key words: *green practices, event organizers, business event*

INTRODUCTION

The business event industry is making its mark as one of the fastest growing industry in Asia. According to the International Congress and Convention Association (ICCA), there is an approximate growth of 11.1% over the past decade. In the context of Malaysia, the industry has been one of the contributor to the country’s gross domestic products (GDP) since 2004. In line to continue grow the industry further, the government has listed “Establishing Malaysia as a Leading Business Tourism Destination” as one of the mission in the Economic Transformation Programme (ETP). There is an emphasis on exploring the growth in the area of business tourism which can lead to generate higher revenues for the country. With the growth of this industry there will have several problems arise for example environmental issues. The usage of papers, name tags, plastic disposable cutleries and banners in business events may lead to negative impact to the environment if it is not properly managed by the event organizers. With the rise of environmental concern, some companies have started to implement green practices into their green meetings (Gecker, 2009). Green meeting is term as environmental consideration is incorporated to minimize negative impact on the environment and maximize the positive effect on the host communities (Convention Industry Council, 2015). Besides reducing the negative impact, adopting green practices can also lead to cost

saving in a long run. However, there are some hesitate to invest in green practices because it is hard to measure if the investment is financially beneficial (Kang et al, 2012). Hence, is important to involve more companies and individual to start adopting green practices in their business events. In order to encourage event organizers to adopt green practices, is vital to find out what are the factors that influence them to adopt. This paper will also discuss the hypotheses developed based on the model. The significance of this paper will provide a framework that can be tested in the business event tourism

LITERATURE REVIEW

Tzschentke, Kirk and Lych (2008) indicated green practices as 'going green' refers to minimizing the detriment impact on the environment in both resource depletion and pollution by adopting environmental management practices. Park and Boo (2010) mentioned that green practices can be an event feature and attendees can gain a new experience. Denver (2008) believed all stakeholders include suppliers, clients, employees and attendees will gained benefits from event green practices.

Since the early 1990s, green meeting and events have been gaining interest (Convention Industry Council, 2012). According to Zamzuri, Awang, Aziz and Samdin (2015) there is a need to practice green practices especially when there is a demand for organizing an event and waste produced during the event. Hence, is important that the event organizers are equip with sufficient knowledge in green practices. The knowledge here is refer as information on green practices obtained from the event organizers' experiences. As indicated in previous studies, event organizers are likely to behave in an eco-friendly manner once they have the knowledge.

Another factor that needs to mention is corporate social responsibility also known as CSR. These variables are identified from previous studies done by Williamson, Lynch-Wood and Ramsay (2006). There are two type of CSR and they are divided into internal and external. Internal CSR policy refer to the policy that are practice by the event company and customer CSR policies refer as an external nature. More companies with CSR policies have higher demand in seeking business event suppliers and organizers to meet the CSR policies requirement. According to Mair and Jago (2010), in their findings a number of interviewees mentioned that CSR is a driving force that motivate company to look for greener options and there are people view the climate change and sustainability as CSR.

With the growing trend of sustainability, some countries like Taiwan and Singapore have start to adopt green practices. To further enhance the adoption, the countries have also create guidelines which can be seen as a competitive advantage (Mondor, Hockley, Deal, Mondor & Williams, 2011). Competitive advantage is seen as a motivating factors for the company to sustained advantage and improve their long term profitability (Bansal & Roth, 2000). Besides that, competitive advantage can be established through the presence of environmental responsibility. Marshall et al., (2005) stated that companies will gain competitive advantage when environmentalism becomes more certain.

Consumer demand also known as hygiene factor is refer to factors that provide the basic conditions for satisfaction. This is stated in Mair and Jago (2010) as "green used to be a marketing edge, but now it is a hygiene factor" whereas another respondent commented that if the organization becomes a green offender it might lead to a negative effect to the business. This transcript highlights if there is no hygiene factor or low a standard of hygiene factor, there is likely to cause dissatisfaction. In this study, hygiene factor is term as consumer demand.

PROPOSED FRAMEWORK AND HYPOTHESES DEVELOPMENT

The proposed framework as illustrated in Figure 1 was developed based on the literature reviewed. This framework has been developed based on the model by Mair and Jago (2010) known as the model of greening. The model of greening was developed based on three models (Bansal & Roth, 2000; Marshall et al., 2005; Lynes & Andrachuk, 2008).

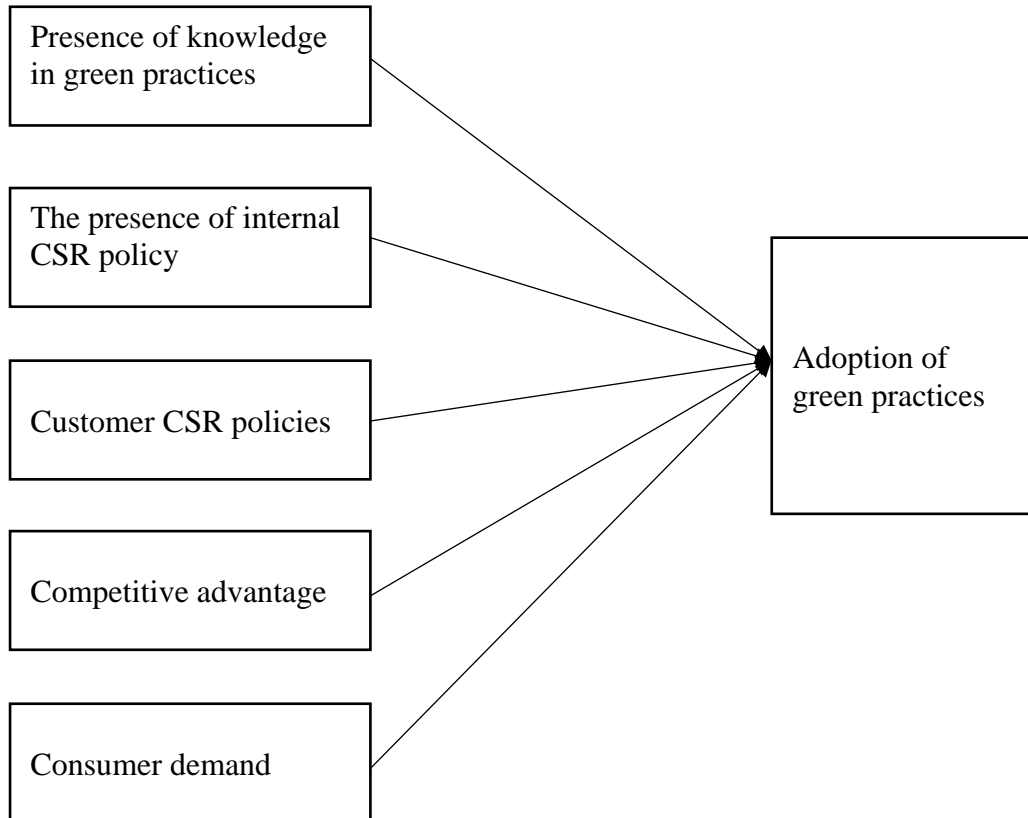


Figure 1. Proposed framework of study

Based on the framework that is being developed for this study, five hypotheses are developed

H1: There is a positive relationship between presence of knowledge in green practices and adoption of green practices.

H2: There is a positive relationship between the presence of internal CSR policy and adoption of green practices.

H3: There is a positive relationship between customer CSR policies and adoption of green practices.

H4: There is a positive relationship between competitive advantage and adoption of green practices.

H5: There is a positive relationship between consumer demand and adoption of green practices.

METHODOLOGY

In order to examine if there is a relationship between all the factors and adoption of green practices, the proposed framework need to be tested. For this study, a quantitative approach is used. According to Creswell (2014), quantitative approach is meant to investigate the relationship between variables and collected data can be analyzed using statistical techniques. The respondent for this study are the event organizers who are based in Malaysia and have been organizing business events. The survey instrument will focus on all the factors that motivates and demotivate event organizers in adopting green practices.

CONCLUSIONS

The main aim for proposing this model is to examine all the factors in the model and identify factors that suits the setting of business events. Limited studies have been done on the acceptance level of green practices by event organizers. As there is a rapid growth in the business sector, is crucial to comply with any possible sustainability issues for a better growth. This study enable relevant government bodies, NGO and company to understand the restriction event organizers faced to adopt the practices. With better understanding, the government is able to create and incorporate new initiatives to encourage the adoption among event organizers. Therefore, is important to understand the factors that influence event organizers to adopt green practices in Malaysia and create green events.

REFERENCES

- Bansal, P., & Roth, K. (2000). Why companies go green: A model of ecological responsiveness. *Academy of Management Journal*, 43 (4) , 717-737.
- Boykoff, M. T., & Boykoff, J. M. (2007). Climate change and journalistic norms: A case-study of US mass-media coverage. *Geoforum* 38 (6), 1190 - 1204.
- Creswell, J. W. (2014). *Research Design Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed., p. 304). Thousand Oaks, CA: SAGE Publications.
- Denver's sustainable event planning guide . (2008). Greening Initiative. Denver.
- Gecker, R. (2009). *How companies that are cutting back to keep their meetings green*. Retrieved from http://meetingsnet.com/checklistshowto/green_meetings/0701-companies-managing-budgetcuts/.
- International Congress and Convention Association (ICCA). (2011). *International Association Meetings Market*. Amsterdam, The Netherlands: International Congress and Convention Association (ICCA).
- Jennings, G. (2010). *Tourism Research (2nd ed.)*. Australia: Wiley.
- Kang , K. H., Stein , L., Heo, C. Y., & Lee, S. (2012). Consumer's willingness to pay for green initiatives ofthe hotel industry. *International Journal of Hospitality Management* , 564 - 572.
- Laing, J., & Frost, W. (2010). How green was my festival: Exploring challenges and opportunities associated with staging green events . *International Journal of Hospitality Management* , 261 - 267.
- Lowe, T., Brown, K., Dessai, S., de Franca Doria, M., Haynes, K., & Vincent , K. (2006). Does tomorrow ever come? Disaster narrative and public perceptions of climate change. *Public Understanding of Science*, 15 (4), 435 - 457.
- Lynes, J. K., & Andrachuk, M. (2008). Motivations for corporate social and environmental responsibility: A case study of Scandinavian Airlines. *Journal of International*

Management, 14, 377 - 390 .

- Mair, J., & Jago, L. (2010). The development of a conceptual model of greening in the business events tourism sector. *Journal of Sustainable Tourism* , 77-94.
- Marshall, P. S., Cordano, M., & Silverman, M. (2005). Exploring individual and institutional drivers of proactive environmentalism in the US wine industry. *Business Strategy and Environment*, 14 (2), 92 -109 .
- Mondor, C., Hockley, S., Deal, D., Mondor, M., & Williams, C. (2011). *Case study for David L. Lawrence Convention Center*. Retrieved from Green Building Alliance: <http://www.greenfirst.us/greenfirst/images%5Cevolve51724.pdf>.
- Park, E., & Boo, S. (2010). An assessment of convention tourism's potential contribution to environmentally sustainable tourism . *Policy Sciences* , 18 (1), 95-113.
- Performance Management And Delivery Unit (PEMANDU). (2012). *Economic Transformation Programme Annual Report 2012*. Putrajaya, Malaysia: Performance Management And Delivery Unit (PEMANDU).
- Tzschentke, N., Kirk, D., & Lynch, P. A. (2008). *Going green: decisional factors in small hospitality operations*. *International Journal of Hospitality Management*, 27(1), 126-133. DOI: 10.1016/j.ijhm.2007.07.010
- Williamson, D., Lynch-Wood, G., & Ramsay, J. (2006). Drivers of environmental behaviour in manufacturing SMEs and the implications for CSR. *Journal of Business Ethics*, 67(3) 317-330.
- Zamsuri, N. H., Awang, K. W., Aziz, Y. A., & Samdin, Z. (2013). Event sustainability practices among professional company organizers: An exploratory study . *Jurnal Teknologi*, 165-168.

COMPLIANCE OF PHILIPPINE MANNING COMPANIES WITH MARITIME LABOR CONVENTION: PROPOSED INTERVENTION IN ASEAN SETTING

Lilibeth Aragon
Lyceum of the Philippines University
lilibeth.aragon@lpu.edu.ph

Diosdado Garalde Jr.
Lyceum of the Philippines University
diosdado.garaldeJr.@lpu.edu.ph

ABSTRACT

In view that ASEAN seafarers are considered front runners in the cruise tourism industry, and that the Philippines is No. 1 supplier of seafarers worldwide, it is highly significant to determine the social protection in the tourism sea-based sector. The main purpose of the study is focused on determining the compliance of Philippine Manning Agencies with Maritime Labor Convention in view of making policy intervention in the manning systems for the deployment of seafarers that can also be applicable among ASEAN member states. The problems encountered based on provisions of the Maritime Labor Convention have been tackled in the study as well as the significant difference on the level of compliance as assessed by the group of participants. The study utilized the descriptive method and used cluster sampling with a set of inclusion criteria that covered 397 registered manning companies. A total of 102 manning company officials and 1,410 seafarers participated in the study.

Findings revealed that in terms of welfare services provision of international shipping companies for Filipino seafarers, it is “Complied. However, it highlighted several challenges on varying interpretation on compatibility with existing Philippine Labor Laws. It also revealed that there is lack of commitment on the part of ship owners to comply with specific regulations and that the Filipino seafarers lack awareness on the rights and privileges accorded to them. This posed several implications relating to performance of duties in the tourism sector.

At the end, recommendations intended for various stakeholders in the maritime and shipping industry were given to strengthen and address the gaps identified to propose intervention that may be applicable in ASEAN member states deploying seafarers.

Keywords: maritime, shipping, seafarers, Maritime Labor Convention, ASEAN

INTRODUCTION

Cruising has become part of the tourism industry accounting for millions of tourists transported each year worldwide. Aside from the industry’s rapid growth, it also contributes to the economies of ports of call visited worldwide and countries where there is a steady deployment of seafarers. Focus on ASEAN is relevant since the region is the largest supplier of seafarers where 30% comes from the Philippines. It would be significant to look at the how their social protection could be enhanced so that steady provision of quality services on-board ships for tourism purposes could be strengthened. According to the data provided by the Bangko Sentral ng Pilipinas, sea based remittances for 2015 reached \$5.8 billion which was 4.6% higher than what was remitted in 2014.

With all the contributions of our Filipino seafarers, the challenge remains to keep their working conditions and benefits at its optimum recognizance.

The Maritime Labor Convention (MLC) of 2006 is a product of the International Labor Organization (ILO), which aims to provide a consolidated legal framework governing the rights of seafarers, providing comprehensive rights and protection at work for the world's more than 1.2 million seafarers.

The purpose of the Convention is clearly spelled out by the ILO, “the Convention aims to achieve both decent works for seafarers and secure economic interests in fair competition for quality ship owners”.

This paper discuss the compliance of Philippine manning companies with the Maritime Labor Convention to recommend policy intervention applicable with the view of improving the welfare of Filipino seafarers and all other crew members in the ASEAN region. The implication in ASEAN tourism affecting service and labor deployment was highlighted as well.

Objectives of the Study

1. To identify the level of compliance of selected Philippine manning companies with the Maritime Labor Convention Regulations as assessed by seafarers and manning company officials as to:
 - 1.1 Conditions of Employment
 - 1.1.1 Wages
 - 1.1.2 Hours of Work and Rest
 - 1.1.3 Entitlement to Leave
 1. 1.4 Repatriation
 - 1.1.5 Manning Levels
 - 1.1.6 Career and Skills Development Opportunities for Seafarers Employment
2. To determine if there is a significant difference on the level of compliance with the Maritime Labor Convention Regulations as assessed by the research participants
3. To identify problems and challenges encountered on the level of compliance with the Maritime Labor Convention Regulations as assessed by the participants
4. To propose intervention methods that may be applied by ASEAN Member states deploying seafarers worldwide

Hypothesis

Ho: There is no significant difference on the level of compliance with the Maritime Labor Convention Regulations as assessed by the participants.

LITERATURE REVIEW

In a study conducted by Kahveci (2003) entitled Welfare Services for Seafarers, he mentioned that as far as welfare issues are concerned the MLC convention intends to have a holistic approach to seafarers' welfare beyond just addressing limited entertainment facilities aboard vessels.

Jimenez (2012) in his study entitled Diaspora of Filipino Seafarers: A Look at the Flag of Convenience System , he mentioned that despite being global people, Filipino seafarers are compelled by the nature of their contracted jobs, to adapt to their new environment inside the ship based on their individual occupations with “routine, standard responses often resulting in short term solutions.

In another study entitled Ensuring Occupational Health and Safety for Overseas Filipino Seafarers written by Binghay, he stated that there is a need to revise existing laws greatly affecting sea-based workers, primarily the Migrant Workers Act, since the said Act mainly

addresses land-based jobs and any support for our overseas seafarers is stipulated only in the affirmation of very general principles as Filipinos deserving protection from the State.

In a published article by Amante entitled *Strengthening Philippine Maritime Labor: Towards a Research Agenda*, he enumerated the most common issues confronting seafarers such as age limit as a form of employment of discrimination, blacklisting of seafarers, increased costs of identity documents of seafarers, contract substitution and noncompliance to contracts by employers among others.

In the same breath, *The Filipino Seafarers Lived Experiences Aboard International Shipping Vessels: A Basis for Health Promotion Intervention*, Gregorio (2012), articulated that the economic contributions and documented work related concerns of the Filipino seafarer's workforce make it imperative to give attention to their health, safety and well-being. Certain aspects of their work situation such as long periods of isolation, long working hours, occupational hazards and stress can increase their vulnerability to work and lifestyle-related diseases.

In another study by Anchusteguie (2011) entitled *Working At Sea: A Survey on the Working Condition of Filipino Seafarers in the Domestic Shipping Industry*, she mentioned that the Philippine government ensures that international Filipino seafarers' rights and welfare are protected through compliance with labor standards.

According to Grzelakowski (2009) in his study entitled *Maritime Transport Development in the Global Scale* –he stressed that the Maritime Labor Convention is designed to encourage compliance by operators and owners of ships and strengthen enforcement of standards at all levels.

Looking at the economic contribution of shipping Khalid, Ang and Zuliadini (2009) in their study entitled, *The Importance of the Maritime Sector in Socioeconomic Development: A Southeast Asian Perspective*, it was emphasized that the SEA region's relies on maritime transportation which enabled them to pursue international trade and socioeconomic development, and is a backbone to regional economic prosperity.

The cited literature and studies were found relevant and significant to this study as it provided background material for both the theoretical and empirical understanding of the Maritime Labor Convention Regulations, benefits, standards, framework and practices in different areas of interest, and its contribution to the economic well-being of a country within the shipping industry business and how it can relate to ASEAN tourism.

METHODOLOGY

This research study focused on selected manning companies deploying Filipino seafarers on-board international cruise vessels carrying foreign passengers for tourism purposes.

Only Title 2 of the Maritime Labor Convention has been part of this study with condition of employment as its main focus.

The study used mainly the descriptive-survey method of research using the following indicators: wages, hours of work and rest, entitlement to leave, repatriation, manning levels and career and skills development opportunities for employment.

Population, Sample Size and Sampling Technique

The population of interest in this study pertained to the 397 licensed manning shipping companies deploying approximately 370,000 seafarers' on-board international cruise vessels.

Due to the large population cluster sampling technique was utilized in this study. A total of 102 manning company officials and 1,410 seafarers were used as respondents of the study

Research Instrument

First-hand data were obtained from the participants through interview and a survey questionnaire that was structured to cover questions on compliance on Title 2 of the Maritime Labor Convention. The survey questionnaire have been tested for its validity and reliability.

For rating criteria, scales for each category were utilized with corresponding Likert's Scale, with numerical value and verbal interpretations as applied.

RESULTS AND DISCUSSIONS

Table 1. Level of Compliance of the Participants on Wages

Wages	Groups	Weighted Mean	Verbal Interpretation
Seafarers are paid for their work regularly in accordance with their employment agreement	Seafarers	4.57	Fully Complied
	Manning company officials	4.78	Fully Complied
There is a means to transmit earnings to families or dependents back home.	Seafarers	4.48	Complied
	Manning company officials	4.72	Fully Complied
The normal hours of work does not exceed 8 hours per day.	Seafarers	3.48	Fully Complied
	Manning company officials	4.55	Somewhat Complied
Wages is carried out on-board without any delay.	Seafarers	4.60	Fully Complied
	Manning company officials	4.65	Fully Complied
Salary deductions do not exceed the limit established by national laws.	Seafarers	4.57	Fully Complied
	Shipping Company	4.68	Fully Complied
Grand Weighted Mean	Seafarers	4.51	Fully Complied
	Manning company officials	4.68	Fully Complied
	Overall	4.60	Fully Complied

Table 1 implies that as assessed by both respondents, seafarer's are being paid according to what is stipulated in their employment contract. There is also a means to pay wages on time and a system to transmit remittances to designated banks. Unnecessary deductions to wages is not an issue and deductions which exceeds the limit are avoided. The one with lowest WM concerns the normal working hours which according to seafarers exceed 8 hours per day.

Table 2. Level of Compliance on the Hours of Work and Rest

Hours of Works and Rest	Groups	Weighted Mean	Verbal Interpretation
Maximum number of hours of work does not exceed 14 hours in any 24 hour period.	Seafarers	4.49	Complied
	Manning company officials	4.48	Complied

Sufficient time is allowed for all meals and breaks of at least one hour.	Seafarers	4.40	Complied
	Manning company officials	4.24	Complied
Grand Weighted Mean	Seafarers	4.41	Complied
	Manning company officials	4.30	Complied
	Overall	4.35	Complied

Table 2 shows that the international shipping companies are compliant with the hours of work and rest as agreed by the respondents. Meal breaks and intervals are sufficient for the crewmembers not to negatively affect dealings with passengers enjoying their vacation on-board.

Table 3. Level of Compliance on the Entitlement to Leave

Entitlement to Leave	Groups	Weighted Mean	Verbal Interpretation
Annual paid leave are given to seafarers	Seafarers	4.51	Fully Complied
	Manning company officials	4.25	Complied
Shore leave is granted to seafarers to benefit their health and well being	Seafarers	3.49	Somewhat Complied
	Manning company officials	4.23	Complied
Grand Weighted Mean	Seafarers	4.48	Complied
	Manning company officials	4.24	Complied
	Overall	4.35	Complied

Table 3 illustrates the distribution of responses in terms of entitlement to leave and it shows though annual paid leave are given, shore leave is only somewhat being complied on-board.

Table 4. Level of Compliance on Repatriation

Repatriation	Groups	Weighted Mean	Verbal Interpretation
Repatriation at no cost is given when the contract expires while on-board	Seafarers	4.51	Fully Complied
	Manning company officials	3.83	Complied
Repatriation at no cost is given	Seafarers	4.45	Complied

when the seafarer is suffering from medical conditions and that it is shouldered by the company	Manning company officials	3.98	Complied
During repatriation, the company shoulders the pay and allowances of seafarers	Seafarers	4.64	Fully Complied
	Manning company officials	4.37	Complied
Grand Weighted Mean	Seafarers	4.48	Complied
	Manning company officials	4.17	Complied
	Overall	4.32	Complied

Table 4 displays the distribution of responses in terms of repatriation and that it being complied by manning companies since this is strongly governed by law.

Table 5. Level of Compliance on Manning Levels

Manning Levels	Groups	Weighted Mean	Verbal Interpretation
There is a means for efficient investigation of complaints	Seafarers	4.41	Complied
	Manning company officials	4.36	Complied
There is a means for settlement of complaints and disputes	Seafarers	4.31	Complied
	Manning company officials	4.37	Complied
Grand Weighted Mean	Seafarers	4.39	Complied
	Manning company officials	4.39	Complied

Table 5 Clear procedures as to how complaints can be investigated and resolved are also known to seafarers. Procedures are being followed to make sure that any disputes are settled according to prescribed laws and justice system.

Table 6. Level of Compliance on Career and Skills Development Opportunities for Seafarer's Employment

Career and Skills Development Opportunities for Seafarers Employment	Groups	Weighted Mean	Verbal Interpretation
Career development is adequately provided to seafarers	Seafarers	4.37	Complied
	Manning company officials	4.48	Complied
Trainings are adequately provided to seafarers	Seafarers	4.36	Complied
	Manning company officials	4.57	Fully Complied

Grand Weighted Mean	Seafarers	4.34	Complied
	Manning company officials	4.51	Fully Complied
	Overall	4.43	Complied

Table 6 shows that training and development programs are adequately provided as evidenced by the responses of both respondents. Also, a listing of job categories is being maintained by shipping companies to ensure priority of engagement.

Table 7. Significant Difference on various indicators

		Weighted Mean	t-test	P value	Decision	Remarks
Wages	Seafarers	4.51	-2.333	.021	Reject Ho	Significant
	Manning company officials	4.68				
Hours of Work and Rest	Seafarers	4.41	1.260	.209	Accept Ho	Not Significant
	Manning company officials	4.30				
Entitlement to Leave	Seafarers	4.48	2.291	.023	Reject Ho	Significant
	Manning company officials	4.24				
Repatriation	Seafarers	4.48	3.546	.000	Reject Ho	Significant
	Manning company officials	4.17				
Manning Levels	Seafarers	4.39	-.082	.935	Accept Ho	Not Significant
	Manning company officials	4.39				
Career and Skills Development for Seafarers Employment	Seafarers	4.34	-2.023	.045	Reject Ho	Significant
	Manning company officials	4.51				

Table 8. Weighted Average and Verbal Interpretation on the Problems Encountered in the Implementation of the Maritime Labor Convention Regulations

Problems Encountered	Weighted Mean	Verbal Interpretation
Different level of interpretation on the provisions of the Maritime Labor Convention	3.67	Serious
Compatibility with existing Philippine Labor Laws concerning seafarers	3.55	Serious
Clarity of provisions of the Convention	3.36	Somewhat Serious
Upgrading of ship facilities to address requirements of the Convention	3.27	Somewhat serious
Issues with Flag of Convenience	3.24	Somewhat serious
Unawareness of Filipino seafarers regarding their rights as stated in the Convention	3.20	Somewhat serious

Difficulty in modifying existing hiring practices	3.28	Somewhat Serious
Training and awareness of manning representatives	3.27	Somewhat Serious
Lack of commitment of ship owners to comply	3.34	Somewhat Serious
Lack of commitment of manning agency to comply	3.43	Somewhat serious
Grand Weighted Mean	3.35	Somewhat Serious

Table 8 shows the perceived severity of the problems encountered in the implementation of the Maritime Labor Convention. The different level of interpretation on the provisions of the Maritime Labor Convention and compatibility with existing Philippine Labor Laws concerning seafarers were rated serious while the rest are rated somewhat serious.

INTERVIEW FINDINGS

From the interviews conducted among 27 top manning agency in the Philippines, it revealed that they are trying to diligently comply with all provision of MLC. Compliance benefits according to them involves undisrupted supply of manpower for deployment on-board, trust and confidence of fleet owners, dispute and lawsuit avoidance, company reputation being upheld. Common difficulty encountered on their end is convincing fleet owners to invest on facilities of the ship and ensuring a consistent policy on shore leave grants. For this group the seafarers are also serves a good role in tourism because through them, Filipinos are being typified as high quality workforce who can also promote the Philippines.

CONCLUSIONS AND IMPLICATIONS

Based on the results of analysis made on identified specific problems, the following findings conclusions were derived:

When grouped according to participants based on conditions of employment as to wages, salaries as stipulated in the contract together with other benefits are “Fully Complied”. As for hours of work and rest, and entitlement to leave, it is “Complied”. However, improvements has to be done in terms of number of hours rendered by seafarers so as not to exceed that will adversely affect their well-being and efficiency. When crew members are tired and burned-out, the quality of services given for tourism purposes suffers. Repatriation and manning levels are “complied” as agreed by both participants. As to career and skills development opportunities for seafarers’ employment, the seafarers replied that it is “Complied” while the Manning Companies Officials stressed that it is “Fully Complied” In terms of accommodation and facilities, both Seafarers and Manning Company Officials agreed that provisions are being “Complied”.

There is a significant difference in the responses of participants in terms of entitlement to leave, repatriation, accommodation and recreational facilities and career and skills development opportunities for seafarers’. There is no significant difference with hours of work, food and catering and manning levels as agreed by both participants.

For the problems encountered on compliance with the maritime labor convention regulations, among the highest from responses is “different level of interpretation on the provisions of the Maritime Labor Convention” interpreted as “somewhat serious”. Next is “compatibility with existing Philippine Labor Laws concerning seafarers” interpreted as “serious”. Third is “lack of commitment of ship owners to comply” which is interpreted as “somewhat serious”.

Compliance to international laws is very important to sustain tourism growth in the cruise sector. The implication of non-compliant manning systems will undermine adequacy of competent workforce on-board ships. Shipboard jobs are highly sought since for seafarers, it is an opportunity to combine work and travel. A highly satisfied seafarer will deliver quality services that would satisfy passengers. With the increasing growth of deployed seafarers in the Philippines and the rest of ASEAN member states, compliance to international laws would ensure tourism and labor competitiveness of the region worldwide.

Recommendations

Addressed to the various stakeholders in the manning and shipping industry in the Philippines for possible policy intervention in other ASEAN member states deploying seafarers, the following are recommended:

- Clarify each provision of the Maritime Labor Convention and consistently inform seafarers of their rights and privileges as imbedded in the Maritime Labor Convention Regulations through orientation and re-orientation programs.
- An internal monitoring committee for ASEAN should be established to ensure compliance and alignment of regional laws and policies with MLC
- Benchmarking with other countries involved in shipping should be done by all ASEAN governments for full adoption of Maritime Labor Convention Regulations that would also cover tourism domestic shipping.
- Review and modify hiring practices of Philippine and ASEAN manning agencies to conform to recognized international standards.
- Close coordination, monitoring and inspection of the Tripartite Council made up of government agencies, organization of ship owners and organization of seafarers in ASEAN as to implementation of the Maritime Labor Convention Regulations.
- Require and document evaluation of seafarers on their working conditions on-board to determine job satisfaction level to ensure labor and tourism competitiveness of seafarers.
- A future study should be conducted to include Titles 1, 3, 4 and 5 of the Maritime Labor Convention for ASEAN member states. This will help the region determine whether they are complying with international regulations in the hope of elevating the ASEAN cruise tourism to world standards.
- Recognize the economic contributions of Filipino seafarers by ensuring that working conditions are improved. This can be done through instituting social protection agreements with the players in the cruise tourism industry.

References

Anchustegui, Iza (2011) *Working at Sea: A Survey on the Working Condition of Filipino Seafarers in the Domestic Shipping Industry*, Institute for Labor Studies, Intramuros Manila

Binghay, Virgel. (2003) *Ensuring Occupational Health and Safety for Filipino Seafarers*. School of Labor and Industrial Relations.

Gregorio, E.R. (2012). The Filipino Seafarer's Lived Experiences Aboard International Shipping Vessels: A Basis for Health Promotion Intervention. *Acta Medica Philippina*, 46(3)

Grzelakowski (2009), *Maritime Transport Development in the Global Scale – the Main Chances, Threats and Challenges*

Khalid, Ang and Zuliatini (2009), *The Importance of the Maritime Sector in Socioeconomic Development: A Southeast Asian Perspective*

Handbook: Guidance on implementing the Maritime Labor Convention, and Social Security for Seafarers (2006)

Jimenez, Evita (2011) *Diaspora of Filipino Seafarers: A Look at the Flag of Convenience System*,

Kahveci (2003) , *Welfare Services for Seafarers*

Primer on Maritime Labor Convention of 2006 Standard Employment Terms and Conditions Governing Employment of Filipino Seafarers On-Board Ocean-Going Vessels (SETC).

“Dark Tourism and National Identity: A narrative approach”

Geraldine Anne Tan Wern-Yi
Taylor’s University, Malaysia
geraldine_anne3@hotmail.com

ABSTRACT

The dark tourism phenomenon is expanding both in the tourism industry and in the academic field. This is highly due to the interest and attention given to it with the influence of media and expansive social network platforms. Hence, it is vital to explore further into this phenomenon that has influenced tourism development across the globe whereby dark tourism is not only limited to the Western context but other parts of the world. Dark tourism is more than a source of revenue to countries as it is suggested to play a role in the shaping a nation’s identity from its history and heritage. Therefore, this conceptual paper attempts to examine the role of dark tourism in shaping the national identity of Cambodia, from the perspective of locals. The proposed methodology to be employed is by using the narrative analysis method particularly as it is underused in the tourism research field. In line with the aim and objectives of the paper, I approach this study with the belief that the experiences and interpretations by the locals are forms of socially constructed narratives. Findings from this study will contribute to the existing knowledge on national identity and dark tourism scholarship as well as the unraveling the dark tourism phenomenon in an Asian context.

Key words: *Dark tourism, genocide, national identity, heritage, narrative analysis*

INTRODUCTION

Dark tourism is described as “*the act of travel and visitation to sites, attractions and exhibitions which have real or recreated death, suffering or the seemingly macabre as a main theme*” (Stone, 2005). The consumption and packaging of sites that are related to disaster and death has been expanding internationally over the last two decades (Foley and Lennon; 1996; Sharpley and Stone, 2009; Lemelin et al., 2010; Yankholmes and Akyeampong, 2010; Biran et al., 2011; Knudsen, 2011; Ria et al., 2011). This phenomenon has gained interest from both the tourism and academic field that it results to many sisterly terms such as “thanatourism” (Seaton, 1999), “morbid tourism” (Blom, 2000), “black-spot tourism” (Rojek, 1993), “atrocities heritage” (Ashworth, 2004) and many others. Over the years, dark tourism has been claimed to be many things, from being a new phenomenon in the tourism and academic industry, an expanding source of tourism revenues (Legault, 2011) to being a social interest due the fascination in death. However, it is also considered as a hype because of media’s responds towards this growing interest by the public (Sharpley & Stone, 2009) which is reflected in the

increasing number of demand and supply of dark tourism products. Ruane (2004) mentioned that disaster and death appears to be profitable commodities that are marketable within the expanding tourism industry. For example, the growth in numbers and varieties in the tourism industry. However, Philip (2006) pointed out that it is only at the stage in which these dark attractions are being categorized typologically as each attraction projects different levels of intensity. Importantly, it is worth noting that dark tourism is significantly related to heritage, particularly, “dissonant heritage” (Ashworth, 1996) or “undesirable heritage” which is described as “*places with a difficult past*”. It refers to a context in which the nation wishes to distance themselves from the physical remains of the past that reflects their identity, while some fully embrace it as part of their history (Macdonald, 2006). This aspect of heritage tourism has emerged in the tourism field particularly to sites that involves controversial history in which exposes the darker site of humanity (Hartmann, 2014).

With the increase of dark tourism interest, it vital to explore the depth of this phenomenon by examining the various issues that are related to it such as; (i) ethical issues, (ii) marketing/ promotional issues, (iii) interpretation issues and (iv) site management issues as highlighted by Sharpley and Stone (2006) in their book on *The Darker Side of Travel: The Theory and Practice of Dark Tourism*. Furthermore, Yankholmes & Akyeampong (2010) claims that dark tourism is still under development because of its negative connotations such as the unwillingness of locals or affected societies to share (Legault, 2011) have stirred many from public discussions. This could possibly explain to why researchers are overly cautious in approaching societies or communities regarding their dark attractions, sites or averse to address the subject at all. In addition, Stone (2006) mentioned that the driving factors of visitors’ desire in seeking dark sites varies from a plain morbid curiosity to a collective sense of identity (Rojek 1997: 110). Therefore, this conceptual paper attempts to address the gap by examining the role dark tourism plays in shaping the national identity of Cambodia in which was the victim of a one of the worst genocides in history but from the lenses of the locals. This focal point is in relation to interpretation issues as dark tourism can write or rewrite the lives of individuals, specifically their history or to provide specific (political) interpretations of the past (Sharpley, 2009). For example, findings from a study conducted by Lauren Rivera on the how the Croatian government deal with their “difficult past” by overlooking the war from representing their national history which reflects their national identity by positioning the country as identical to its Western European counterparts in culture and history.

LITERATURE REVIEW

As the dark tourism industry grows, so does the typology of dark sites and attractions as pointed out by Stone (2006) in his dark tourism spectrum. This spectrum represents six shades starting from lightest to darkest in which each shade projects the representation of different sites. For example, the darkest level represents “sites of death and suffering” like “the Killing Fields in Cambodia” while the lightest refers to “sites associated with death and suffering” such as “Celebrity Graveyards”. These variations project the different levels of intensities which influences the interpretations and experiences to visitors. This is depicted in Figure 1 below.

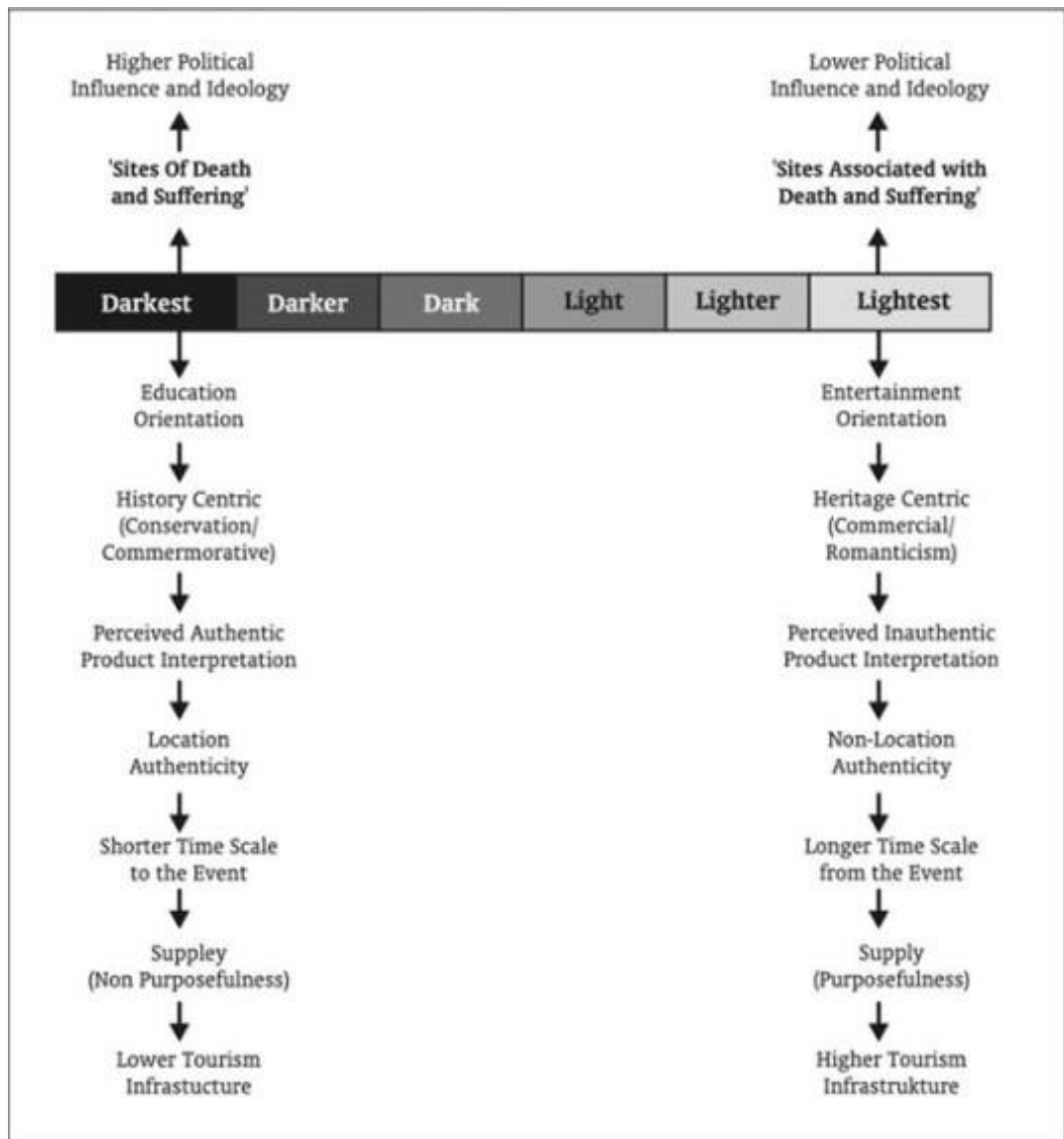


Figure 1: A Dark Tourism Spectrum: Perceived Product Features of Dark Tourism Within A 'Darkest-Lightest' Framework of Supply by Dr Philip Stone (2006)

In other words, this explains the existence of numerous forms of dark tourism supplies (Sharpley, 2009). This leads to the nature of subjectivity in experiences and interpretations which are strongly dependant on other factors as well. Furthermore, experiences of dark tourism consumption give meaning to tourists own existence. Therefore, the different levels of atrocities would lead to a diverse experience that will affect the way individuals shape their identity. As Sharpley (2009) mentioned that the fascination is not placed on the manner but with the meaning or implication attached to the variety of atrocities that is significant to the experience. In a similar vein, Korstanje and Ivanov (2012) explains that individuals would hold different meanings and ways of experiencing a site, hence the interpretation of another's suffering is based on perception and experience. Chronis (2005) and Kang et al., (2012) argued that these interpretations could be influenced by what is displayed, how other visitors experience the dark attractions, and also the way a guide shares information to elicit emotions of empathy or convey a message to fellow visitors Therefore, this brings about how an individual's experience and interpretation that influences their identification of national identity from the visitation to the dark sites. McLean (1998) pointed out that heritage provides

representations of a nation's past in which individuals in that country may identify and make connections with, while Lowenthal (1998) claim that heritage is the emphasis on nationalism. This suggests that the creation of a nation's identity is socially constructed (Anderson, 1983; Gellner, 2006; Said, 1995; Smith, 1991) as it is based on an individual's identification to it.

This reflects the link between dark tourism and the formation of national identity because it enable groups to embrace a sense of belonging and meaningful experiences enrooted in the heritage. Macdonald (2006) indicates that it is important to acknowledge the existing dilemma on considering if some physical heritage should be altered or destroyed in order to forget an ugly past or try to shape changing identities. In a similar vein, Bell (1997) states that "the rise of the heritage industry is that we are coming to miss our old ghosts, to resist the loss of sentimental and social connection to place and hence, to ourselves – and our selves". Although there were studies conducted on national identity and the role that tourism plays in the process (Chronis, Arnould, & Hampton, 2012; Edensor, 1998, 2000), those studies did not focus on how dark tourism plays a role in shaping a country's national identity. Also, it was proposed that dark tourism sites are designed to communicate messages to the nation politically, historically, and emotionally connected to them (White & Frew, 2013). This leads to the situation whereby victims of the carnages extend to a variation of interpretations of messages bore that includes the suffering that they experienced. These interpretations are forms of narratives constructed by individuals which are reflections of the secular society. Moris et al., (1999) added that these narratives that are build upon collective and personal identity through dark tourism experiences aids in explaining motivations to dark tourist sites as well as the shaping of national identity. Furthermore, how and in what ways these interpretations of dark sites entwine into the narratives of tourists are still under-explored (Tinson, Saren, & Roth, 2015).

Genocide in Cambodia

In light with tourism development, Cambodia is seen to be progressing steadily in becoming a tourist destination due to its multiple attractions particularly the temple – Angkor Wat. It is recognized as the most popular attraction of the country and a representation of Cambodia's national identity for it symbolizes the positive period in Cambodian history (Lennon & Chair, 2009). Aside from Angkor Wat being the highlight of the country, there are other attractions which requires the necessary attention as well. For example, the two main dark sites for tourism visitation are the Choeung Ek Genocidal Centre or "killing fields" and the Tuol Sleng museum of Genocide. Although these sites are built in memorial for the lost lives of Cambodians, it serves as an international tourist attraction as well. However, unlike the emphasis placed on Angkor Wat, these dark sites are located at the end of the continuum as neither both places were recognized as heritage sites at international and national level (Lennon & Chair, 2009), although it is advertised as national key attractions of the country. In other words, the nation's identity is at stake due to the turmoil's that the nation has experienced due the genocide which occurred in 1975 till 1979 under the leadership of Pol Pot and his Khmer Rouge regime.

METHODOLOGY

As this study seeks to explore the experiences and interpretations of locals in visiting dark tourist sites, it is only fitting to employ a narrative analysis as the empirical tool in addressing the gap in this study. However, narrative analysis is also employed in other various disciplines such as anthropology and folklore (Behar 1993; Mattingly and Garro 2000; Rosaldo 1989; Young 1987) and sociology (Bell 1988, 1999, 2000; Chase 1995; Boje 1991; DeValut 1991; Frank, 1995; Holstein and Gubrium 2000; Williams 1984). A narrative analysis is defined as a research method under the qualitative umbrella that displays the means of storytelling which involves characters with social and personal stories alike (Webster & Mertova, 2007). It is a research tool that enables inquirers to analyse the lives of individuals and learn of their “story” or experiences (Clandinin & Connelly, 2000). This is fitting for a study that seeks to understand how the national identity of a country is shaped by dark tourism since narrative analysis is human-centered and keeps account of the analyses of life stories that are considered as reflections. This indicates that experience is a matter of growth and understanding is a continuous development which is often reshaped or retold (Webster & Mertova, 2007). In a similar vein, these stories are regarded as individual constructs that mirror collective ways of experiencing the world (Mura & Sharif, 2016). Furthermore, these narratives are extended to the society as Gubrium and Holstein (2009; p. xv) mentioned that “if stories are about our lives, the world, and its events, they are also part of the society”. Hence, this reflects upon the relationship between the formation of self and national identity as narrative analysis enables a deeper insight towards understanding of how realities are constructed and shared by both individuals and societies alike (Mura & Sharif, 2016). Marshall and Rossman (2011) highlighted that narrative analysis is a new and an evolving method in the research field that has its roots in humanities due to its ability to elicit voice.

In conducting narrative analysis, it is crucial to remember that the researcher plays a reflexive role in the whole conduct of the research whereby the inquirer’s personal biography will be reflected in the findings as a joint narrative (Clandinin & Connelly, 2000). It is not likely for the researcher to present the findings using a distant and unbiased voice as narratives are socially constructed by individuals and it will be “re-told” to the audience through the research inquirer (Creswell, 2007). In relevance to the research context, the focal point is placed upon the notion of identity in which the shared experiences of locals, who are the participants, becomes “stories” that will be “re-told” to the readers (Dyson and Genishi, 1994). As was indicated by Webster & Mertova (2007), stories play a role in the way individuals shape their interaction with society, people, and information which includes the way individuals identify themselves. Nevertheless, there are some key considerations that needs to be examined while undertaking this method, specifically in terms of validity and reliability of data due to the complexity of its approach. In addressing these issues, the researcher adopts concepts and ideas suggested by various researchers, namely Clandinin and Connelly, Huberman, Polkinghorne and some others. These suggestions are mainly frameworks that can be employed in a narrative analysis to maintain the quality of the research. Concisely, there are some limitations, especially in terms of validity of data as this study involves the process of reflexivity, hence making it more complex in ensuring that the findings are dependable. Therefore, it is suggested that more discussions and guidelines in relation to narrative analysis studies to be used as it differs from other qualitative studies in terms of judging its validity. In addition, there may be a language barrier between the researcher and narrator. Consequently, it is recommended to employ an efficient translator to aid in the interviews to ensure that the stories told by the participants are not “simplified” by the language difference.

CONCLUSIONS & IMPLICATIONS

To conclude, this paper considers and emphasizes the role of dark tourism in shaping a Cambodia's national identity. According to Tinson, Saren, & Roth (2015), motivations to visit dark sites are captured in the visitors' narratives with specific references to co-creating a national identity. These stories project the way in which participants use their dark tourism experiences and narratives to co-create a national identity both at the social and individual levels. There are some limitations to this study which is reflected in the data collection phase where the researcher may face obstacles in conversing with the locals due to language barriers. Additionally, the lack of exposure to media in their country may be an issue for locals in being comfortable with sharing their "stories" to an outsider which may affect the findings as narrative analysis relies profoundly on the account of the participants. Above all, the researcher needs to consider safety and security precautions for both the researcher and participant alike due to the nature of Cambodia's political issues. Hence, the researcher is required to ensure these issues are addressed while undertaking this study to make certain that quality of the study is well maintained.

REFERENCES

- Anderson, B. (1983). *Imagined communities: Reflections on the origin and spread of nationalism*. London: Verso.
- Ashworth, G. (1996) '*Holocaust tourism and Jewish culture: the lessons of Krakow-Kazimierz*', in Robinson, M., Evans, N. and Callaghan, P. (eds) *Tourism and Culture: Towards the 21st Century*, London: Athenaem Press.
- Ashworth, G. J. (2004). *Tourism and the heritage of atrocity: managing the heritage of South African*.
- Behar, R. (1993) *Translated Woman: Crossing the Border with Esperanza's Story*, Boston: Beacon
- Bell, D. (2000). *The end of ideology*. Cambridge, MA: Harvard University.
- Bell, M. M., (1997) *The Ghost of Place, Theory and Society*, 26 (6)
- Bell, S. E. (1988) *Becoming a political woman: The reconstruction and interpretation of experience through stories*. In A. D. Todd and S. Fisher (eds), *Gender and Discourse: The Power of Talk*. Norwood, NJ: Ablex.
- Bell, S. E. (1999) "Narratives and lives: Women's health politics and the diagnosis of cancer for DES daughters", *Narrative Inquiry*, 9(2): 1-43.
- Biran, A., Poria, Y., & Oren, G. (2011). Sought experiences at (dark) heritage sites. *Annals of tourism research*, 38(3), 820-841.
- Blom, T. (2000). Morbid tourism-a postmodern market niche with an example from Althorp. *Norwegian Journal of Geography*, 54(1), 29-36.

- Boje, D. M. (1991) 'The storytelling organization: a study of story performance in an office-supply firm', *Administrative Science Quarterly*, 36: 106-126.
- Chase, S. E. (1995). *Ambiguous empowerment: The work narratives of women school superintendents*. Amherst: University of Massachusetts.
- Chronis, A. (2005). Coconstructing heritage at the Gettysburg storyscape. *Annals of tourism research*, 32(2), 386-406.
- Chronis, A., Arnould, E. J., & Hampton, R. D. (2012). Gettysburg re-imagined: The role of narrative imagination in consumption experience, *Consumption Markets & Culture*, 15(3), 261-286.
- Clandinin, D. J., & Connelly, F. M. (2000). *Narrative inquiry: Experience and story in qualitative research*.
- Creswell, J. W. (2007). Five Qualitative Approaches to Inquiry. In J. W. Creswell, *Qualitative Inquiry & Research Design : Choosing Among Five Approaches* (pp. 53-84). Sage Publications, Inc.
- DeVault, M. (1991). "Talking and Listening from Women's Standpoint: Feminist Strategies for Interviewing and Analysis. *Social Problems*, 37, 96-116.
- Dunkley, R., Morgan, N., & Westwood, S. (2011). Visiting the trenches: Exploring meanings and motivations in battlefield tourism. *Tourism management*, 32(4), 860-868.
- Dyson, A. H., & Genishi, C. (1994). *The Need for Story: Cultural Diversity in Classroom and Community*. National Council of Teachers of English, 1111 W. Kenyon Rd., Urbana, IL 61801-1096
- Foley, M. and Lennon, J. (1996) 'JFK and dark tourism - a fascination with assassination', *International Journal of Heritage Studies*, Vol. 2, No. 4, pp. 198-211.
- Frank, A. W. (1995). *The wounded storyteller: Body, illness, and ethics*. Chicago: University of Chicago Press.
- Gellner, E. (2006). *Nations and nationalism* (2nd ed.). Ithaca, New York: Cornell University Press.
- Gentry, G. W., & Alderman, D. H. "A City Built Upon Its Dead": *The Intersection Of Past And Present Through Ghost Walk Tourism In Savannah, Georgia*.
- Gubrium, J. F., & Holstein, J. A. (2009). *Analyzing narrative reality*. Sage.
- Hartmann, R. (2014). Dark tourism, thanatourism, and dissonance in heritage tourism management: new directions in contemporary tourism research. *Journal of Heritage Tourism*, 92(2), 1660182.
- Holstein, J. A., & Gubrium, J. F. (2000). *Constructing the life course* (2nd ed.) Dix Hills, NY: General Hall.
- Kang, E. J., Scott, N., Lee, T. J., & Ballantyne, R. (2012). Benefits of visiting a 'dark tourism' site: The case of the Jeju April 3rd Peace Park, Korea. *Tourism Management*, 33(2), 257-265.
- Knudsen, D. C., Rickly-Boyd, J. M., & Greer, C. E. (2014). Myth, national identity, and the contemporary tourism site: The case of Amalienborg and Frederiksstad. *National Identities*, 16(1), 53-70.

- Korstanje, M. E., & Ivanov, S. (2012). Tourism As A Form Of New Psychological Resilience: The Inception of Dark Tourism. *Cultur: Revista de Cultura e Turismo*, 56-71.
- Legault, M. (2011). *Future Research Directions for Dark and Heritage Tourism: A Systems Perspective*
- Lemelin, H., Dawson, J., Stewart, E. J., Maher, P., & Lueck, M. (2010). Last-chance tourism: The boom, doom, and gloom of visiting vanishing destinations. *Current Issues in Tourism*, 13(5), 477-493.
- Lowenthal, D. (1998). *The Heritage Crusade and the Spoils of History*. Cambridge: Cambridge University Press.
- Macdonald, S. (2006). Undesirable Heritage: Fascist Material Culture and Historical Consciousness in Nuremberg. *International Journal of Heritage Studies*, 12(1), 9-28.
- Mattingly, C., & Garro, L. C. (2000). *Narrative and the cultural construction of illness and healing*. Univ of California Press.
- McLean, F. (1998). "Museums and the construction of national identity: a review". *International Journal of Heritage Studies*, 3, 244-252.
- Morris, M. W., Leung, K., Ames, D., & Lickel, B. (1999). Views from inside and outside: Integrating emic and etic insights about culture and justice judgment. *Academy of Management Review*, 24(4), 781-796.
- Mura, P., & Sharif, S. P. (2016). Narrative analysis in tourism: a critical review. *Scandinavian Journal of Hospitality and Tourism*, 1-14.
- Rojek, C. (1993). *Ways of escape: Modern transformations in leisure and travel*. Macmillan Press Ltd..
- Rojek, C. (1997). Indexing. Dragging and the Social Construction of Tourist Sights. In C. Rojek, & J. Urry, *Touring Cultures: Transformations of Travel and Theory* (pp. 52-74). London: Routledge.
- Rosaldo, R. (1989). *Culture and truth: The remaking of social analysis*. Boston, MA: Beacon Press.
- Ruane, L., (2004) Ghost tours mix history, lore. News-press.com
- Said, E. (1995). *Orientalism: Western conceptions of the orient*. Harmondsworth: Penguin.
- Seaton, A. V. (1999). War and Thanatourism: Waterloo 1815-1914. *Annals of Tourism Research*, 26(1), 130-158.
- Sharpley, R. (2009). Shedding Light on Dark Tourism: An Introduction. In R. Sharpley, & P. R. Stone, *The Darker Side Of Travel: The Theory and Practice of Dark Tourism* (p. 275). Channel View Publications.
- Sharpley, R., & Stone, P. R. (2009). *The darker side of travel: The theory and practice of dark tourism*. Bristol: Channel View Publications.
- Smith, A. D. (1991). *National identity*. Reno: University of Nevada Press.
- Stone, P. (2005). Dark tourism consumption: a call for research. *Ertr, E-Review of Tourism Research*, 3(5), 109-117.

- Stone, P. (2006). A Dark Tourism Spectrum: Towards a typology of death and macabre related tourist sites, attractions and exhibitions. *Tourism: An Interdisciplinary International Journal*, 54(2), 145-160.
- Tinson, J. S., Saren, M. A., & Roth, B. E. (2015). Exploring the role of dark tourism in the creation of national identity of young Americans. *Journal of Marketing Management*, 31(7-8), 856-880.
- Webster, L., & Mertova, P. (2007). *Using Narrative Inquiry as a Research Method*. Routledge.
- White, L., & Frew, E. (2013). *Dark Tourism: place and identity: managing and interpreting dark places*. London: Routledge.
- Williams, G. (1984) "The genesis of chronic illness: Narrative reconstruction", *Sociology of Health & Illness*, 6(2): 175-200.
- Yankholmes, A. K., & Akyeampong, O. A. (2010). Tourists' perceptions of heritage tourism development in Danish-Osu, Ghana. *International Journal of Tourism Research*, 12(5), 603-616.
- Young, K. G. (1987). *Taleworlds and Storyrealms: The Phenomenology of Narrative*. Boston: Martins Nijhoff.

“The Art of Making *Batik Garutan*: An Exploratory Study of Its Potential as Tourism Product”

Nungky Puspita
Universitas Pancasila – Indonesia
nungkypuspita@univpancasila.ac.id

Devi Roza K. Kausar
Universitas Pancasila – Indonesia
devikausar@univpancasila.ac.id

ABSTRACT

Garut, a town in West Java, Indonesia is a tourists' destination famous for its numerous hot springs. It is also one of areas where southwest Javanese *batik* is produced. *Batik*, a traditional textile art of Indonesia, comes in various style, including *Batik Garutan* or batik produced in Garut. This study aims to study the potential of Batik Garutan as tourism product. This research, which uses a product development approach, observes the potentials of *Batik Garutan* industry in view of the educational value it can offer to visitors and how the art of making the cloth can be developed and promoted as tour packages. Using qualitative methods such as observation and interview, the preliminary findings of this research show that the producers were quite enthusiastic of the possibility of being more involved in tourism by offering batik-related tour packages. However, lack of experiences resulted in limited knowhow on how to create these packages. Based on observations and interviews with *batik* producers, this research attempts to develop initial products designs emphasizing on cultural experience. However, this research also revealed variations among batik producers in terms of human resource capability, and the capacity and quality of facilities, that should be addressed to achieve quality products.

Key words: batik, Garut, tour packages, product development

INTRODUCTION

Batik is a traditional textile art of Indonesia and a well-known icon of the country in the international forum due to its prestigious status as an Intangible Cultural Heritage. The *batik* process, represented by the word “*mbatik*” etymologically comes from Javanese phrase: “*amba titik*”, meaning “drawing little dots” (Situngkir, 2008). *Batik* is the name given in Indonesia to the process of applying resist-dyed patterns to the cloth, using the *canting* tool (Syarief and Sunarya, 2007). *Canting* is a pen-like tool used to apply liquid hot wax (*malam* in Javanese).

Djoemena as cited in Sinaga (2012) explained that there are three different types of *batik* made in Indonesia today. The first type, which is also the finest, is *batik tulis* (hand-drawn batik) which is drawn by hand using a *canting*. There is also *batik cap* (stamped batik) which is made using a handheld copper stamp to apply patterns and motifs with wax on the fabric. In terms of

price, *batik cap* is not as expensive as *batik tulis*; however, it is of inferior aesthetic quality. The most recent type is *batik* printing, which is actually a fabric printed with *batik* patterns.

There are three main regions of *batik* production in Indonesia, namely central Java, south-west Java, and the north coast of Java (Hitchcock, 1991). The regions of Central Java include Yogyakarta and Surakarta, where the 'court style' *batik* cloth is produced (Sinaga, 2012). The court style *batik* is a style which is orderly, controlled and usually geometric. Both Yogyakarta and Surakarta are well-known for their production of finest *batik* with classic motifs that are full of meaning. *Batik* produced on the north coast of Java, which stretches from Anyer on the Straits of Sunda to Banyuwangi on the eastern coast is known as *pasisir* (coastal) style. In contrast with the *batik* of central Java, *pasisir batiks* are identified by their variety of bright colours and unique motifs (Hitchcock, 1991). *Batik* textiles of southwest Java have combination of the characteristics of both the court and *pasisir* styles. Although southwest Javanese batik use the motifs of central Javanese's, they also use the motifs of *pasisir batik* and bright colours as well the more traditional blue and brown colour (Hitchcock, 1991).

Garut, a town in West Java Province, about 75 km to the southeast of the province's capital Bandung, is one of southwest Javanese *batik* producing area. The town is also renowned as a tourists destination famous for its hot springs, mountains, and traditional sweets called *dodol*. The legendary film star Charlie Chaplin is said to have visited Garut twice (in 1927 and 1935), staying in a hilly resort around 3.4 kilometers from the city center (<https://en.wikipedia.org/wiki/Garut>).

Batik Garutan, as the terms used to represent batik made in Garut, will be the focus of this exploratory study which aims to study its potential as tourism product. The study is conducted as part of a community service activity, which is among three compulsory activities for academics in Indonesia (these activities are education, research and community service). In this community service activity, the authors observe the potentials of *Batik Garutan* industry in view of the educational value it can offer to visitors and how the art of making the cloth can be developed and promoted as tour packages. The authors then try to propose an educational tour package that emphasise on visitors experience in learning about Batik and the process of making this traditional textile art.

Although *Batik Garutan* is quite well known to visitors to Garut who often buy them as souvenirs, the art of making the cloth itself has not been developed into travel itineraries like in other *batik* producing areas such as Yogyakarta (Kurnia, 2013), Solo (Effendi, 2015), and Cirebon (Kompas, 4 January 2016 edition). Husa (2015) stated that souvenir does not just serve the buyer as a token of the trip, but can also represent a significant aspect of the native culture. By developing tour packages that highlight the art of producing Batik Garutan, it is expected that the visitors will have the chance to learn more about the local culture.

LITERATURE REVIEW

As batik is a product of culture in which through its appearance the customs, traditional values, way of life, spiritual meanings, and cultural characteristics of the people who makes it can be excerpted (Syarif and Sunarya, 2007), batik and the art of making the cloth can be categorized as special interest activities within the cultural tourism sphere. Cultural tourism can be defined as a genre of special interest tourism based on the search for and participation in new

and deep cultural experience, whether aesthetic, intellectual, emotional and psychological (Stebbins 1996). Thus, as implied by Stebbins (1996), cultural tourism incorporates visits to museums, galleries, festivals, historic sites, artistic performance, and heritage sites. In the context of this research, tour packages to Batik Garutan producers that will be developed, in which the visitors can gain knowledge, interact with people or artists who are involved in the making of batik, or even try to perform some the batik techniques, can be classified as cultural tourism.

Tour package is a travel product created by a travel agency that has been structured by combining several elements of travel services and priced accordingly (Yoeti, 2006). The package is offered and arranged regularly. It is usually a combination of attractions and services, which reflects the definition of tourism products (Swarbrooke, 2002).

Fiatiano (2012) identified stages for developing tour packages, namely (1) Searching for ideas, with the main source ideas being the needs of tourists; (2) Defining the destination; (3) Observing and collecting data of the key components of tour packages, such as transportation, accommodation, restaurant, attraction, and souvenir shop; (4) Data analysis, in which data that have been obtained from the observation and data collection stage is processed and analyzed. The data analysis is intended to determine the strategy for achieving goals, identifying obstacles that may arise in the process of achieving goals and look for alternatives that might be pursued; (5) Initial product design, which usually consists of preliminary model of tour packages comprising main and supporting components, as well as safety procedures; (6) Product testing, which include testing the tour operations and obtaining some insights from the participants of the product testing; (7) Evaluation, as an important process in developing tour packages it allows tour package developer to analyze feed backs from the previous process; (8) The final design is the results of the evaluation process, in which any shortcomings of the tour package are addressed by making modifications. In this phase, standards and procedures are also specified.

Tour packages according to Fiatiano (2012) should be developed by considering efficiency of route, attractions variety, and order of visits. Whenever possible route should be shaped like a circle route, except if the condition does not allow or because the distance is too close. Attractions included in the tour packages should reflect variations and are carefully arranged in order to enhance the visitors' experiences. Within the tour packages that would be developed, interactions between visitors and actors of *Batik Garutan* industry, such as the artists involved in the making of *batik* will also enhance the experience. Moreover, as Batik Garutan industry is mostly made up of small to medium sized enterprises (SMEs), the involvement of these SMEs as suppliers of tourism products can be said to increase the participation of local people or the community in tourism (Uphoff at al., 1979).

METHODOLOGY

As this research as still an on-going research, this section will explain methods that have been used in this research. This research uses descriptive qualitative research method in which the data was mainly acquired through interviews with people working in the *batik* industry and tourists who were visiting Garut. Interview was also conducted with officials from Garut Tourism Office in order to obtain information on current situation of tourism industry and market. In-depth interviews were carried out to five *Batik Garutan* owners; and a businesswoman who was active in Women Entrepreneur Organization as well as an owner of a *batik* shop, and a *batik* artist herself.

Secondary data was drawn from relevant agencies such as Central Agency of Statistics (BPS) and Garut Tourism Office. Triangulation was done by checking and comparing data that was obtained from several sources. Data obtained from this research went through three steps of qualitative data analysis which involve data reduction, data display and conclusion drawing (Miles, Huberman and Saldana, 2014).

RESULTS & DISCUSSION

In analysing the potential of *Batik Garutan* as a tourism product, it is necessary to observe the profile of this particular industry and how it could be fitted into the travel patterns of visitors to Garut. *Batik Garutan's* motifs is influenced by socio-cultural environment, philosophy of life, and customs of the Sundanese people as the ethnic majority in Garut and West Java in general. *Batik Garutan* industry reached its peak between 1967 and 1985. During this period, *batik* business units reached 126 units, which spread in several areas (Setiawan, 2009: 3).

Batik Garutan started to become popular again in 2000s, after the local government aggressively introduced it to the public through various activities. For example through batik fashion show competition, batik design competition, and by requiring government employees to wear batik in certain days. Nowadays, producers of *Batik Garutan* is generally clustered around Papandayan and Kampung Sisir Street in the town of Garut. From the interviews conducted, it was revealed that the producers were quite enthusiastic of the possibility of being more involved in tourism by offering batik-related tour packages. However, lack of experiences resulted in limited knowhow on how to create these packages.

In terms of the role of local people in the delivery of tourism product, the role of batik makers or artists is to provide insightful information about *Batik Garutan* to the visitors. Hence, to do so they must be equipped with sufficient communication skills and perhaps assisted with interpretation materials. Trainings and workshops on communication and delivering interpretation is therefore needed to prepare them before tour packages are offered to the market. In the tour packages that would be developed, some of the activities that involve *batik* producers are as the following:

1. General introduction about Batik Garutan where tourists will be explained about the brief history of Batik Garutan, motif, coloring, basic materials, manufacturing to marketing.
2. Tour around the facility, where tourists will be taken to see the shop and workshops, see various types of Batik Garutan motifs and observe the production process ranging from pattern making, drawing, coloring and drying.
3. *Batik* Workshop, in which craftsmen will teach visitors about the basic technique of making Batik Garutan

From the research that has been done so far, the initial product designs that are suggested from this research based on observation to batik outlets and interviews with *batik* producers are as follows:

1. First activity is a visit to *batik* outlets that shows different types of *batik* according to the production process, colors and motifs. Visitors can also see apparels made from batik, such as shirts, dresses and party dresses. This kind of visit is expected to increase sales at each outlets.
2. Explanation about the history of *Batik Garutan* and production process.

3. Observing the process of making *batik* where visitors are able to see and communicate directly with batik makers or artists. In this process, visitors can see the stages of batik production, which basically consist of making patterns, drawing, coloring and drying.
4. Workshop on making Batik Garutan where visitors will have a hands on experience performing some of the production process. Visitors will have the opportunity to perform pattern-making, drawing, coloring, and drying in a handkerchief. At the end of the tour package, visitors will have lunch provided by the batik outlet visited.

To be able to provide good quality package, first thing that needs to be considered according to this research is the readiness among batik producers to welcome tourists. The researchers has noticed variations among batik outlets in terms of:

1. The hospitality of their staff

Staff of the batik outlet visited, whether the retail staff or the craftsmens, are quite ready to welcome the visitors with hospitality. They can provide information as well as answer questions from visitors. The craftsmens or batik artists are really keen on introducing *Batik Garutan* to visitors from outside the region. From interviews with Batik producers, it can be concluded that the producers themselves are aware that hospitality should be represented in the knowledge delivery or interpretation, the tangible aspects of their outlets such as interior, layouts and ambience, and the ability to perform some of the production process. However, one issue that needs be addressed is foreign language skills, especially English, which varies among the staff – although in general this skill is still low.



Figure 1 Batik outlet

2. Communication skills

Batik producers that were interviewed agreed that communication is important to attract and retain customers. There are, however, some variations in communication skills across outlets and even among staff within the same outlets.



Figure 2 Discussion with the craftsmen

3. Facilities owned.

Some outlets are capable of accommodating large group while the others can only cater for small groups. At bigger outlets, facilities including the presentation room and production area are comfortable, spacious and clean. But in smaller outlets this is not always the case, which could lead to cases when bigger businesses would be the ones that will get most benefit from tourism.



Figure 3 Batik workshop

The tour organizers should also consider the safety aspects, especially when tour participants observe the production process and try to make their own batik. Second aspect that needs to be considered is how quality products and services can be achieved and bring up to standards across different outlets. Third aspect that needs to be taken into account is marketing of the products, including cooperation with accommodations such as hotels and hot springs resorts in and around Garut.

CONCLUSIONS & IMPLICATIONS

This study aims to study the potential of Batik Garutan as tourism product. Based on data collected through observation and interview with batik producers, the tour package that can be developed include visit to *batik* outlets that shows different types of *batik* according to the production process, colors and motifs, as well as various apparels made from batik. The second activity is explanation given to visitors about the history of *Batik Garutan* and its production

process. The third activity includes observing the process of making *batik* and interacting with batik makers or artists. The last activity is designed to allow visitors to experience *batik* production process by performing pattern-making, drawing, coloring, and drying.

Varying conditions among batik outlets in terms of human resources capabilities, and the capacity and quality of the facilities, are aspects that needs to be considered in developing quality products. The implication is that the batik industry and local government should work together to improve the quality of human resources as well as facilities that will be used by visitors, and work together with the tourism industry to market Batik Garutan tour packages.

REFERENCES

- Effendi, A.B. (2015). Paket Wisata Solo @Kampoeng Batik Laweyan. Retrieved from <http://kampoengbatiklaweyan.org/paket-wisata-solo-di-kampoeng-batik-laweyan/>
- Fiatiano, E. (2012). Tahap-tahap Perencanaan Wisata. Retrieved from http://edwin-f-s-fisip.web.unair.ac.id/artikel_detail-70116-Ilmu%20Pariwisata-TahapTahap%20Perencanaan%20Wisata.html
- Hitchcock, M. (1991). *Indonesian Textiles*. London: British Museum Press.
- Husa, L. (2015). The Commodification of Handicrafts in Southeast Asia – A Social and Economic Historical Analysis. *SDU Research Journal*, Jan-Dec.
- Kompas 4 January 2016 edition. (2016). *Sentra Batik Trusmi Buka Wisata Edukasi*.
- Kurnia, J. (2013). *Museum Batik Di Yogyakarta Sebagai Pusat Edukasi Batik Dengan Konsep One Stop Edutainment*. Undergraduate thesis. Yogyakarta: Universitas Gadjah Mada. Retrieved from <http://etd.repository.ugm.ac.id/>
- Miles, M.B., Huberman, A.M., and Saldana, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook*. Sage Publications.
- Setiawan, I. (2009). *Studi Tentang Sistem Produksi Dan Pemasaran*. Balai Pelestarian Sejarah dan Nilai Tradisional Bandung.
- Situngkir, H. (2008). *Deconstructing Javanese Batik Motif: When Traditional Heritage Meets Computation*. Retrieved from SSRN: <https://ssrn.com/abstract=1312789> or <http://dx.doi.org/10.2139/ssrn.1312789>
- Stebbins, R.A. (1996). Cultural Tourism as Serious Leisure. *Annals of Tourism Research* 23(4), 948-950.
- Swarbrooke, J. (2002). *The Development and Management of Visitor Attractions*. Butterworth-Heinemann.
- Syarief, A. and Sunarya, Y. (2007). The Semantics of “New” Batik Clothes: Identifying Users’ Perception on the Colors and Patterns of Newly Developed West Javanese Batik Clothes. *Journal of Visual Art and Design*. Vol. 1 D, No. 3, 319-329.
- Uphoff, Cohen, Goldsmith. (1979). *Feasibility And Application Of Rural Development Participation: A Satate Of The Art Paper*. New York (As) : Cornell University.
- Yoeti, Oka. (2006). *Tour And Travel Marketing*. Jakarta: Penerbit Pradnya Paramitha.

“Tourism and technology: The Busker and his ‘Special Monkey’ in Melaka”

Zakiyya Moosa, School of Hospitality, Tourism and Culinary Arts,
Taylor’s University
zakiyyamoosa@hotmail.com

Jayasubamani Arvi S. Moganakrishnan, School of Engineering,
Taylor’s University
jayasubamani@gmail.com

ABSTRACT

Making a living and economic growth is United Nation’s sustainable development goal (SDG) for 2030. Tourism transforms lives and many make a living from tourism. Among many, buskers are individuals enhancing tourist experience in many attractions that tourists visit particularly enlivening street scenes. As creative individuals who participate for enhancing touristic experience, they have much to offer including how they explore new ventures to make a living. This paper illustrates an experience of meeting a busker and his creative technology which he uses to enhance the experience of entertainment in the process of making a living. The focus of the paper is relating the role of technology from the user’s end in which he participates in tourism to benefit and provide benefit. It is an instrumental case study on a specific incident used to narrate the engagement of a busker as part of the tourism scene and how the authors benefitted in greater understanding to identify broader issues in supporting such efforts through a social capital. As a unique case which brought tourism and engineering in a bounded context, it spurred discussion with regards to incorporating technology and how facilitation for social exchange using technology could lead to building of social capital. We suggest for tourism development to consider raising awareness on the importance of building social capital for the promotion of technology for social development and consider the issues which could arise for the transdisciplinary effort between engineering and tourism.

Keywords: *tourism, tourism and technology, case study, tourism and engineering, collaboration*

INTRODUCTION

Tourism literature consists of numerous articles on innovation in tourism (Buhalis & Law, 2008). Majority of the research looks into cases of innovation on ICT use in tourism (Aldeberta, et. al., 2010). These include research on innovation of products, processes, management and institution (Hjalager & Nordin, 2011). Though there is limited studies on the grass root services offered by the individuals in the tourism service side such as the street singers that adds value and enhance the experience of the tourists who visits the destinations attractions.

Therefore, this paper is written with a focus on a single case of an innovative busker who creatively use technology to enhance his service of entertaining tourists visiting Melaka, specifically the Melaka River Cruise. The details of meeting the individual is used to discuss how he makes a living and thus, sustains the social exchange. By relating to the concept of social exchange and sustainable development, the current process of exchanging value are detailed and the suggestion to build a social capital which promotes technology in support of such individuals are discussed.

The meeting with the busker by two researchers from the field of engineering and tourism detail their observation and how his good idea inspires them to engage and support such endeavors for the promotion of technology in the field of tourism. Based on the identified premise of supporting development of an individual for making a living as a part of sustainable development goal (SDG), this paper incorporates their ethical discussion on the basis of responding to the possibilities of committing for transdisciplinary efforts between these two fields for sustainable tourism. This paper constructs the possibility to connect tourism and engineering and reconcile with developmental issues such as employment and making a living. Our suggestion for tourism development to consider raising awareness on the importance of building social capital for the promotion of technology for social development and consider the issues which could arise for the transdisciplinary effort between engineering and tourism.

MEETING JOE, THE BUSKER AND HIS 'SPECIAL MONKEY' BY THE MELAKA RIVER



Figure 1: Joe and his 'special' monkey

We were walking, on our way to buy
the tickets at the Melaka River Cruise booth. The scene ahead was the jetty and the

boat passing by with many passengers waving at us. We stopped to wave back at them, who were mostly children.

It was then we met Joe as shown in Figure 1. Joe was very friendly, mainly asking us where we came from but we were reluctant to share information considering we were a group of girls amidst a stranger. He was fixing his “stuff” to draw electrical supply and we guessed it involved some kind of performance. We walked away as if we had seen it all and fearing he would be coaxing us to watch him perform. We reached the ticketing booth and we waited at the long pavement while the others left for the river cruise.

While facing the Hard Rock Cafe with sun scorching on our heads, it seem like it will be a long wait until we heard Joe calling. Joe was coaxing us to come closer to watch him, and we slowly went closer to oblige as he persisted. He started with a well-known folk song “Surangani” which we were both familiar with but to our surprise, we were not familiar with one element in his performance, his ‘special’ orange toy monkey which was ardently moving to the tune. It stopped when he stopped strumming and they gave a very organic performance together in a well-coordinated way.

Out of curiosity, like other passersby, we asked him about the monkey and he replied “I rear him with great affection and I feed him special things”. We were persistent and after ensuring that there were no other customers he might miss, he explained that he had a sensor fitted which specially senses the sound of his guitar within a distance. As he saw our interest on his capacity to create this sophisticated toy, he tried to impress us by saying “Next time, I will fit a sensor which can sense the sound from even further” and showing us the unrealistic distance he intends to put his ‘monkey’ to be attested as to the challenge of sophistication. We responded by affirming that the current distance is the optimum and what made the experience pleasurable. Amidst this conversation, we realized he became disinterested and we strayed back into the background.

Joe continued to impress us with his knowledge of songs from various countries and became a valuable entity adding richness to our memory as we waited for our friends. A group of children were also well entertained but they overwhelmed Joe when they tried to decipher his ‘magic’ monkey. He became restless and we could empathize with his condition of worrying to ensure the security and safety of his resources while providing a service to his customers. Indeed, this was a valuable experience in having an insight on those who form the tourism scene in Melaka. This was not a typical experience from the historical city of Melaka but it could be for the generations to come. We introduced Joe to others in our gang and after a few more minutes of the back to back entertainment, we left to visit other attractions.

INNOVATIVE INDIVIDUAL MAKING A LIVING FROM TOURISM: IMPLICATION TO UNDERSTANDING ON THE VALUE OF SOCIAL CAPITAL

Making a living from tourism is a bounded but varied phenomena in which an individual uses his or her resources to participate in tourism. It is a form of social exchange in which an innovative participant has decided to offer value in return for monetary and attentive value from the visiting tourists, as noted in the details of scenario discussed above. Although Joe is willing to participate, current understanding on his participation may orient that he gains development from his interactions with the tourists. However, we write this paper to assert the complexities of sustaining the social exchange and thus, support is needed in order for development to be possible.

Social capital can be explained as collective actions for mutual benefits within a particular group or community (Jones, 2005). Individuals such as Joe are among those who create using technology, rather innovative but are not privileged to be linked to the more sophisticated yet low tech kind of development as they are not associated with network of individuals promoting technology. Low tech innovations have been instrumental in transforming less resources into appropriate technology bringing meaningful changes to the affected lives (United Nations, 2008). However, without social capital and facilitators of technological development (i.e. engineers, tourism NGO's), we may not be able to bridge them to the appropriate set of individuals who understand the implication of technology on tourism in which Joe is transforming. As a function of trust and norms, social link has been identified as the missing link for support system management (Nakagawa & Shaw, 2004). Technology in particular has impact on the economic, environmental and social dimension in participating for tourism. Leadership is required to support social development for sustainable tourism considering how tourism transforms their lives. Thus, more insights into why they can be dismissed from developmental planning discussions is necessary particularly, discussions that involve both engineering and tourism. Both fields represent the human work boundary in which the individuals are operating in with less insight on how to involve these individuals within technological development.

Discussion of technology has been dominated with the views of producers of technology. Engineers and innovators produce technology thus, it is found valuable by the users. However, discussing technological development from the users end allows contextualization, meaning and appropriateness to be fulfilled. Thus, it also introduces significance into perspectives on technology and building collective perspective on the role of technology as the basis to a social capital promoting technology for sustainable tourism. The elements in the practice of supporting individuals for building social capital are provided in the Figure 2 below.

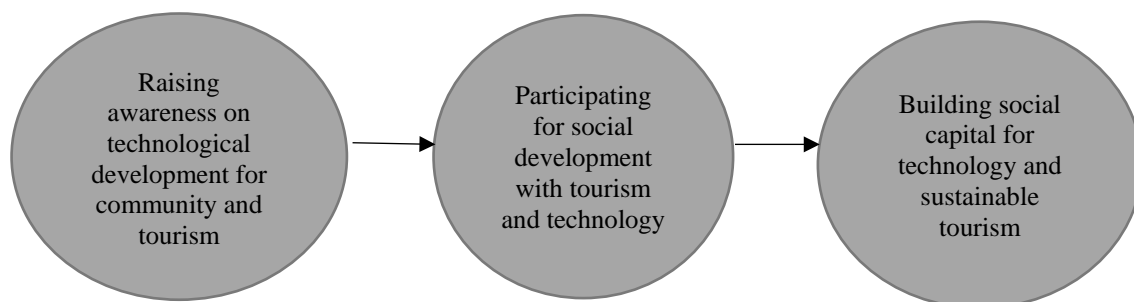


Figure 2: Elements of practice to support individuals to build social capital for technology and sustainable tourism

Joe and his ‘monkey’ raise the call for awareness on the need to change the perspective of technology as merely a tool and thus, incorporate perspective that would help connect technology oriented agent and participants as well as those who are new to technology to benefit from the use. Development of these technologies for societal needs are low tech yet appropriate in which it is meaningful to participating community member and the agent who promote such participation. Discussion on social development and technology are limited to economic dimension and thus, dismissing the passionate, desiring individual who is interested in developing themselves through innovative behavior. In this case, we recognize desire in concurrent with the problem of making a living. Joe enjoys his job as a busker and he entertains with his monkey with a lot of passion. The busker construct, perceives and participates in singing and entertaining tourists. As a user, he needs facilitation understanding of technology which becomes the basis to the perception and construction of value to be exchanged. However, the possibilities of such facilitation it is a complex process of bounding engineering and tourism for the benefit of the user which requires collective action and involvement of innovational agents from these two fields. Nevertheless, the cause which drives our intention is understanding on the link between social exchange and the goal of making a decent living and economic growth as part of the sustainable development goals agenda by 2030.

WHY MAKING A LIVING IS RELEVANT TO SUSTAINABLE TOURISM: UNDERSTANDING A SUSTAINABLE DEVELOPMENT GOAL (SDG) by 2030

Having decent work and being fully employed is a developmental issue which is addressed among the United Nations Sustainable Development Goals (SDGs) with target improvement in 2030 for developing countries. By exploring the way a local makes a living out of tourism, empowerment issues on sustaining such livelihood and how education could be a platform in exploring transdisciplinary intervention for such a cause could be deliberated.

Although making a living is not directly related to tourism, at grassroots level, his or her creation is an avenue to develop more understanding on the potential of incorporating technology as socially accepted tool to enhance the value of his or her service for a better tourism experience. Inclusion of local and indigenous communities in its planning, development and operation, and contributing to their well-being is an essential element of sustainable tourism (GDRC, 1995). Local participants understand the local setting and use their own creation of service as a mode to participate. They interact with tourists as adders of value to the touristic experience. Melaka thrives as an important tourist destination in Malaysia. In what way tourism might contribute to the well-being of its participant’s? In answering the developmental question, a case to capture the dialectics of the ethical dilemma of tourism participants as creative agents who could transform the touristic experience.

One area of needed developmental work related to tourism is busking, often mistaken for beggars, these contributors to tourism are overlooked. They have the power to garner instant rewards from tourists by making them laugh and enjoy (Campbell, 1981). Busking when combined with tourism can have tremendous impact through private, personal commitments (Turcotte, 1993) to enliven the touristic areas and enhance the experience of the tourists. Buskers not only gain a living but provides a service for the tourists, as well as derive empowerment by the choice of space in which they pick to perform (Zainal, nd).

If Joe and his special monkey are adders of value to the tourism scene in Melaka, how can we support him and social development which benefits from innovation?

INNOVATION AS AN INDIVIDUAL ENDEVOUR and INTERACTING WITH TECHNOLOGY

Different ways in which individuals adopt to interact and provide social exchange is what forms as value in the service they provide. They attempt to provide newness and thus innovating to enhance the value of the service they could offer. Newness in tourism can enhance the experience a tourist gains in destinations and create economic value for those individuals as well. Schumpeter (1995), the pioneer of innovation saw innovation very broadly, as encompassing new products, processes, markets, raw materials and forms of organizations. Today, innovation does not identify a big change, it necessitates that uncertainty is accounted for and that it create value which is finally judged by the consumers (Decelle, 2004).

Innovation in this context is not discussed as part of the economic dimension in relation to organizational efforts but rather a personal creative journey to support a human undertakings. It is a psychosocial process in which the participants uses to creativity to translate into aesthetics which forms the apparent value. Innovation provides the agent the capacity to transform resources into intended value.

Traditionally, technology has been viewed as a tool used as part of the service-scape. The innovative participant socially constructs technology to his benefit to support the social exchange. How technology is socially constructed is thus, an important discussion to understand the value of technological development in the lives of the users. This perspective shift the focus away from the tool orientation as well as dependency on the production of technologies and thus developing capacity to innovate technologies for social development. Innovative participants with the support of agents could explore the potential of using technologies in a holistic way to refrain from making decision which has systemic implication on other dimensions of operations such as the natural and social environment.

Within these elements, we intend to identify our roles are observers who found aspiration and thus, consider supporting such endeavors to promote more use of technology.in tourism as low tech innovations have been recognized to spur social transformation. Our discussion are informed by the use of instrumental case study as discussed in the following section.

METHODOLOGY

We use case study as our method of interpreting our qualitative experience of meeting Joe and his 'special' monkey. The aim of using a case study is "to understand human interaction within a social unit" (Stake, 1995). We bounded the case to be studied as that which concerns the act

of busking in which Joe, the busker sings to attract mostly tourists by singing local and international songs accompanied with ‘technological special monkey’ dancing to his tunes.

In terms of types of case study method, while an intrinsic study may be undertaken to study Joe as a unique example as creators of personalized entertainment solutions that we simply want to know more about, an instrumental case study is developed in which the intersections between tourism, engineering education practitioners and tourism participators at grassroots could also be explored.

We undertake the role of researchers in which;

1. The first author is a tourism education practitioner from Maldives, familiar with the tourism scene as the main scene in which people generally make living.
2. The second author is engineering design educator from Melaka interested in sustainable development and the role of engineering in initiating developmental projects.

Together, we were interested to explore this case about those whom we potentially neglect from the tourism scene.

We use the understanding provided by Finnish philosopher Georg Henrik Von Wright (2004) “in which he enlightens readers on the humanist emphasis derived from understanding, moving away from explaining. We were able to empathize with Joe particularly, when he was overwhelmed. We understood his relationship with his “special monkey” which he explains “rears with love thus, dances dearly to his tune” and dramatizes his relationship with his “technological” monkey. We intended to become more aware of what he needed to sustain a decent living from busking.

DISCUSSION ON IMPLICATION TO ENGINEERING AND TOURISM AS A PRACTICE IN SUPPORTING THESE INDIVIDUALS IN A SOCIAL CAPITAL

Our discussion was undertaken after reflecting on our observation from our first meeting of Joe. The main premise of our discussion is considering active participation for social development is rarely found, in order for us to support such individuals as practitioners, certain issues with regards to engineering and tourism as a practice needs to be considered. Our discussions could mainly be categorized as:

1. Building social capital to support innovative individuals to use technology

The role of technology can be perceived negatively or positively as that which can create, enhance or destroy aspects which are valuable in a complex setting in a tourism scene. Development in support of innovational participation refer to the understanding of the problem or desire for newness as well as dialogue and dialectics arising from the use of technology. Technology is not value free thus, has the potential to override social aspects such as aesthetics and symbolism in the name of technical aspects such as functionality (Faste, 1995). Social capital involving engineers and tourism representatives as part of the network in support of technology would promote horizontal learning which are required to address the dialectics. Together, as part of the social capital we could answer the ethical, transdisciplinary question of ‘how can we do what we want to do’ (Spreng, 2014), we connect on understanding how technological development would benefit participants of tourism. We refer to the understanding provided by Spreng (2014) on transdisciplinary generation of knowledge and representative questions.

Joe has a positive attitude with regards to the use of technology although exploring the potential of creating and enhancing rather than limiting it to be a tool for participation in the activity. This could be made possible through connecting with informal agents such as engineering design graduate students responding to societal problems as a context for learning to design for society. Joe's special monkey is a mechanical electronic toy which presents complexity in systemically transforming to project a good aesthetic through design. In engineering terms, this would require multidisciplinary engineering design intervention to work on a common cause for entertaining aesthetics, a qualitative area engineers are not familiar with (Faste, 1995). Engagement through an educational setting in which engineering students could derive understanding on the apparent value of entertainment for tourism. In response, participants such as Joe as stakeholders involved from conceptualization potentially affect the students to be sensitive to the values they are not familiar. In response, Joe could understand limitations of the technology and benefit from the facilitating role of the interactions.

2. Ethical discussion between engineering and tourism: linking unfamiliar partners for building of social capital in promoting technology

As an important aspect of tourism experience, engineers supporting such efforts are new to understanding on developmental requirements in integrating technology into the operational dimension of tourism. The ethics discussion thus, shift from the individual perspective to the macro of view of social responsibility in which a collective voice on the use technology is to be hard (Herkert, 2005). Both engineers and tourism policy makers have social responsibility towards the community which is transformed by the tourism activity and use of technology. However, as the agents who understand technological practice and development thus, positions engineers as facilitators who help build the confidence in technology into a meaningful entity in the lives of participants (Herkert, 2005).

CONCLUSION

In planning sustainable tourism, sustaining the well-being of participants is not only challenging but mainly complex. In the case discussed, a busker created a mechanical electronic monkey which senses the tune played on the guitar and together, entertain the passersby and those who awaits at the Melaka River cruise. His innovation brought us to discuss what a great idea it was for him and for us, the tourists. The write up on the experience of meeting a local participant at the landscape trailing the Melaka River cruise is detailed as part of a tourism scene. The experience is used to form the basis to our collaborative discussion on tourism, technology and innovation. To the busker, his monkey is more than a tool and he is different from other buskers. The role of technology in his life as a creator is a unique case to shift away from traditional tool oriented view which discussions on technology are usually fitted in. In order to further understand his interaction with the tourist and what way social development could be pursued, the concept of social capital is discussed with regards to technology and innovation with regards to supporting individual who innovate with technology by involving engineering and tourism to address relevant SDG goals for sustainable tourism.

We include our personal narratives to show our appreciation for the enlightening experience as well as valuing the presence of Joe in the tourism scene of Melaka.

“I feel proud to be a Malaccan to have discussed deeply about Joe, a busker and his special creation, understanding his technological vision and would like to translate this into our design class. I feel relief in seeing more possibilities for Joe through technology - (Jayasubamani)

We see them on posters, marketing the tourism scene and yet, we dismiss them from tourism planning although they have been actively participating in the tourism scene. I am glad I met Joe and his special monkey. - (Zakiyya)”

REFERENCES

Aldebert, B., Dang, R. J., & Longhi, C. (2011). Innovation in the tourism industry: The case of Tourism@. *Tourism management*, 32(5), 1204-1213.

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism management*, 29(4), 609-623.

Campbell, Patricia J. (1981). *Passing the Hat: Street Performers in America*. New York: Delacorte Press.

- Decelle, X. (2004). *A Conceptual and Dynamic Approach to Innovation in Tourism*. Lugano: OECD.
- Faste, R. A. (1995). The role of aesthetics in engineering. *Japan Society of Mechanical Engineers (JSME) Journal*, 28, 385.
- GDRC. (1995). Charter for Sustainable Tourism Retrieved 10 January 2017. From <http://www.gdrc.org/uem/eco-tour/charter.html>
- Herkert, J. R. (2005). Ways of thinking about and teaching ethical problem solving: Microethics and macroethics in engineering. *Science and Engineering Ethics*, 11(3), 373-385.
- Hjalager, A. M., & Nordin, S. (2011). User-driven innovation in tourism—A review of methodologies. *Journal of Quality Assurance in Hospitality & Tourism*, 12(4), 289-315.
- Jones, S. (2005). Community-based ecotourism: The significance of social capital. *Annals of Tourism Research*, 32(2), 303-324.
- Spreng, D. (2014). Transdisciplinary energy research—reflecting the context. *Energy Research & Social Science*, 1, 65-73.
- Starke, R. E. (1995). *The Art of Case Study Research*. Thousand Oaks. CA. Sage.
- Turcotte, J. (1993). *Street Performers Shine: Final Edition*, 19 May, The Ottawa Citizen, Infomart.
- United Nations. (2008). *Innovations for sustainable Development, Local Case Studies from Africa*. UN. New York.
- Von Wright, G. H. (2004). *Explanation and Understanding*. Cornell University Press.
- Zainal, H. B. (nd). Power, Place and Space in a Sustainable City: A Case Study of Buskers in Singapore's Orchard Road.

EXPLORING LOCAL COMMUNITIES PARTICIPATION IN CULTURE HERITAGE EVENT : THE CASE OF BALI KITE FESTIVAL

Luh Yusni Wiarti, A.Par,SE,M.Par,M.Rech
Bali Tourism Institute , Nusa Dua , Bali - Indonesia
yusni168@gmail.com

ABSTRACT

Bali is a famous island destination for the world tourist. For years, Balinese has chosen to conduct cultural festivals annually to encourage the awareness of culture preservation which became important for tourism purposes.

Community participation in the tourism development process (TDP) has emerged and been refined in the context of developed countries (Tosun,1999). Successful local participation practices can enhance awareness which, in turn, can be used to increase the support of various stake- holders and thereby enhance benefit-sharing (Lagarensen and Walansendow,2015)

The aim of this paper is to explore the kite as part of Balinese culture heritage, maintain and developed further as an international event that creates local communities involvement and participation. The study used an interpretative approach. Participant observation and in-depth interviews with locals were conducted to elicit responses before, during and after the event.

Findings revealed that the event was considered by many as a means to increase the involvement and participation of the local community in preserving the culture altogether with the tourism purposes: bringing the name of the destination internationally through their kites. These findings imply that such an event has potential in generating an opportunity for Bali as a culture heritage destination. However, findings also show that the event could have done better management and marketing.

Key words: community participation, culture heritage event, Bali Kite Festival.

INTRODUCTION

Hindu is the majority of Balinese. Religious life is centered around the temple which has various types such as : family temple, village temple, clan group temples, etc. Therefore, Bali has been known as “The Island of A Thousand temples”.

Regarding to heritage, Bali also has a lot of potencies to be developed as one of the world heritage destination. It has the heritage places (temples, historic monuments, castles ,etc), art and culture (musics, dances, and rituals) , the traditional architecture of Bali, indigenous flora and fauna (white starling / *jalak bali*),etc. Bali has its own specificity of tangibles and intangibles heritage, which have been carried out in the communities’ daily life, even it has not been determined as a world culture heritage yet.

Cultural events also the parts of the revitalization of the Balinese culture where the present generation is continuing the philosophy of the former generation in certain principal or belief of the Hindu Religion. There are some events that intentionally created in relation to conserve and protect as well as regenerate the culture heritage for the future generation.

Those events are: *Ogoh-ogoh* festival, *Gong Kebyar*, Balinese Dance competition, Kite Festival, Bali Art Festival, Kuta Carnival, Nusa Dua Festival, etc.

Bali Kite Festival is one of the festival held in Bali every year, usually in July or August. Some people think that kite is only played by kids. But in fact, it is also the part of their culture heritage. This research covers more on Bali Kite Festival as the part of Bali Culture Heritage and now it becomes an International Events that benefits the development of the tourism in Bali including creating the involvement of the local community participation in the process of preserving the culture heritage

LITERATURE REVIEW

Community Participation in Tourism

Tourism is defined as “the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destination, and the facilities created to cater to their needs” (Mathieson & Wall, 1982,p. 1).Tourism is also described as an inherently spatial concept with various overlapping dimensions (such as economic, environmental and social) and, as such, it is best viewed from a broad perspective (Wall, 2006).

Participation has been variably defined by different scholars. Skeffington (1969) simply defined the public participation as “a sharing action to formulate policies and proposals” while in 1973 a more comprehensive definition provided for public participation, “the means by which people who are not elected or appointed, officials of agencies and of government influence decisions about programs and policies which affect their lives” (Brager et al., 1973). Based on this definition, tourism may act as the program or policy which can influence the host community lives.

In addition, local Participation has been taken into attention from different perspectives; some scholars considered local participation as an effective factor in sustainable development (Gunn & Var, 2002; Mair & Reid, 2007; Mowforth, 2008); and some also believe on catalyzing effect of local participation by enhancing their economic benefits from tourism and investing in other sectors (Stronza & Gordillo, 2008).

Local people as well as tourists play significant roles in the development and maintenance of historic sites. Urban management of the historic environment involves a thorough understanding of the place and the aspirations of the people who live in it (Orbasli, 2000), not only of the tourists. The conservation of historic precinct as a tourism object should direct to enhance local people’s quality of life and environment (Megahed, 2014).

Tourism is undoubtedly important for local, national, and international levels. It should not form the core element of a community’s economy, but is better suited to play a supplementary role to help diversify community economic activities (Godfrey & Clarke, 2000). Community participation in tourism development processes can support and uphold local culture, tradition, knowledge and skill, and create pride in community heritage (Lacy et al., 2002). The goal of community participation is to improve communication between stakeholders in the interest of facilitating better decision-making and sustainable development (Nampila, 2005).

Culture Heritage Event ,Festival, and Tourism

Event has an important role in developing tourism in attracting people to come or built an identity or image for the destination. Getz (1991,p 6) defines :

“special event can play an important roles – as attractions, image makers, animators of static attractions, and catalysts for other developments”

Event-based tourism is now becoming one of the most rapidly growing niche areas of tourism (Getz 2008). Beyond economic benefits, internationally recognized hallmark events often bring intangible value to the host community, including entertainment opportunities, quality of life, and community pride (Gursoy, Kim, and Uysal 2004; Kim and Petrick 2005).

There are various activities which can be included in the type of events, such as: a ceremony, ritual, convention (meeting), festival, media event, party, sporting event, a corporate or business function, etc. While Festival is a kind of event that related to the celebration of unique aspect in the community. The study of the cultural events has in the past mainly centred around festivals (Richard, 2007, p.259.). It has a meaning of gathering and celebrating (such as thanksgiving), or art event to promote a particular idea (Festival of Britain in 1951) or refer to event that arrange in a single cultural product (such as Cannes Film Festival).

According to Handelman (in Richard, 2007,p.265) <<*festivals often consist of both rituals and spectacle. The Ritual elements are linked to transformation and rites of passage, and are geared toward the transformation of society.*>> The festivals in the past were not generated for tourism. They were created by local people and celebrated by the community itself, without any objectives to introduce it for other people. However, in the present time , the festivals are also designed to attract other people including tourists to visit and attract the media to capture them as world communication purposes.

Culture heritage is becoming more and more important in the process of responsible tourism at particular destination. Asworth and Tunbridge (1996) in Leask, Anna and Yoeman, Ian (1999 p.2) have identified five definitions of heritage : (1) Heritage places – objects, sites, town, district, regions(2) Memories – collective and individual (3)Cultural and artistic production (4)Heritage landscapes and heritage flora and fauna(5) The heritage industry- selling goods and services with a heritage component. Furthermore, the heritage as the object of the culture tourism, according to *Ingénieur-conseil en Tourisme* (1998 p.4) are mentioned in both tangible and intangible heritage. The Tangible Heritage includes: the sites devoted to culture achievements of the human such as museum, monuments, city or artistic village with a specific characteristic, archeological and pre-historical sites, gardens, religious buildings, militaries, etc. The Intangible Heritage includes: festivals and events, traditions, the expertise in the past and still continues to be done in the present time.

The form of the culture heritage explained more clearly by Commission Européenne (2002,p. 16) as *“Le terme patrimoine culturel désigne toute forme d’expression culturelle héritée du passé par la société d’aujourd’hui. Elle peut avoir la forme matérielle d’un ouvrage ou d’un édifice, mais revet le plus souvent une forme immatérielle : tradition, savoir-faire, mode de vie, us et coutumes, ou autre.”* It is defined that culture heritage as an expression of culture which has been inherited from the past to the present society. It can be in the form of tangibles like a building’s structure and also in the form of intangible one such as : tradition, way of life, custom , etc.

The tourist attraction based on the culture heritage can be grouped in some point of interest by the *Commission Européenne* (2002,p.43) : *Patrimoin bati (monuments, ruines, chateaux, églises, etc)*, is the heritage buildings include the monuments, ruins, castle, church,

etc; *Petits element du patrimoine* (*fontaines, chapelles, enceintes, etc*), is small elements of heritage includes : fontaines, chapels, etc; *Objets du patrimoine* (*outils, vetements, meubles, tapisseries, etc*), is the object of heritages such as : tools, costumes, furniture, tapestries, etc; *gastronomie* (*produits, recettes et modes de fabrication locaux*), is the gastronomy :foods, recipes, and its traditional methode of manufacturing the gastronomy product ; *and évenement et festivals* is the events including the festivals hold by the destination.

Further description on culture material heritage, mentioned in one article point in the act (*pasal 1 ayat 2*) of *Undang-Undang Republic Indonesia Nomor 11 Tahun 2010*, that : Culture Heritage material is natural material and/or man made material, which is moving or static (not moving), as one unit or group, as part of , or as a residual, that has a close relationship with culture and history of human development process.

In that act, it has been mentioned in details how important is culture heritage to be conserved. It is perishable, unique, limited and non renewable. Thus, it is important to be protected and preserved. Nevertheless, residents are an important stakeholder group, and their involvement in the event could have implications for providing welcoming visitor experiences and increasing the longevity of positive impacts (Gursoy and Kendall 2006). The goal for the host cities, then, is to engage residents and garner their support through nurturing event associated values. Inevitably, perceptions vary among residents, which in turn influence their support behaviors.

METHODOLOGY

This is an exploratory study that adopted an interpretative approach. As a qualitative research, by definition does not involve statistical calculation demanding prescribed levels of precision (Veal, 2006 : 294), In-depth interviews with locals conducted to gain the effort of their involvement and participation in the festival. In this research, interview taken part by deciding the type of criterion informan and then done by snowball method. Individual selected on the basis of criteria: belong to selected local communities (*chairman and member of the kite festival*). Interviewing certain key person with list of questions in an open or closed questions to get the information regarding the events of Bali Kite festival, how are the locals and tourist participated. The interviews were transcribed immediately after the conclusion of the interview based on Gubrium and Holstein's (2001) guidelines for data analysis. A more in depth analysis of the data then followed, in which the researchers read the transcripts again, and segregated the empirical material into meaningful constructs and groups (Jennings, 2010). In the last stage of analysis, emergent themes were identified. Finally, photography and video were also used to complement some of the answers given by the respondents.

RESULTS & DISCUSSION

Bali Kite (Festival) as a Part of Culture Heritage in Bali.

Bali Kite Festival is actually a seasonal religious festival that is intended to do the worship and send a message of thankfulness to the almighty GOD that has already created and given abundant of crops and harvest. For Balinese, the kite has become their agrarian culture. Playing kite is a favourable traditional game of various groups in Bali. The children, old, young, men and women love playing kites. Furthermore, according to Balinese-Hindu beliefs, playing kites has a significant religious meaning. Actually this activity is dedicated to

the *Sang Hyang Rare Angon*, who is believed as personification of *God Siva* and has the power to protect rice field area, so that the rice field won't be affected by plant hopper, pests, or birds. *Sang Hyang Rare Angon* is also a symbol of the proximity of the kite with the Balinese. In the other words, the kite becomes an expression of gratitude and happiness over the success of their crop growers to God Shiva, one of the three manifestations of God in Hindu (<http://balibites.com/bali-kites-festival/>)

Bali Kite Festival usually held in the month of July, August, and September every year, organized by local organizer named PELANGI (*Persatuan Layang-Layang Indonesia*), The Indonesian's Kite Association. The international event held in July, as it is the good season to fly the kite because of the windy weather, besides the other international events held in July (Bali Art Festival) also make this event have a good opportunity to be more well-known overseas. In August or September there will be also a kite competition locally as a part of the other culture event named Sanur Village Festival. In September, sometimes, there is a kite competition organized by regency's association of PELANGI, that could be Gianyar's PELANGI, Badung's PELANGI or the other PELANGI in another regency in Bali. (Interviewed with Kadek Suprpta Meranggi a member of Bali Kite Festival's participant from Sanur, Oct 23,2014)

According to Kadek Dwi Armika (former of the jury of Bali International Kite Festival 2010-2012) the Festival contains some of the competition with 2 categories and the kites' materials can be made of free material and frame structure :

A. Traditional Bali

- *Bebean* (fish-shaped) with the width of 1,5 – 2,5 meters of wings for kids with the voice ornament called *guangan* made from plastic or other material, the size of 4 – 5 meters for adult with *guangan* made from rattan
- *Pecukan* (leaf-shaped) for kids with the size of 1,5-2,5 meters width with *guangan* from plastic materials or others, the size of 4-5 meters for adults.
- *Janggan* (bird/dragon shaped) with the width of 1,5-2,5 meter wings for kids, for adults with the minimum size of 4 meter width with the materials of bamboo and cotton cloth in the colour of tri datu : red, white, and black (also can be added yellow colour to be quartet / Catur Datu)

B. New Creation

- Flat (two dimensional)
- Flat with the load (mix)
- Three Dimensional

Kite flying is steeped in religious symbolism. It was originally used as a way to pass on messages to the Gods, and traditional kites, which take the form of fish (*Bebean*) and birds (*Janggan*) depict Hindu deities. At every stage of the kite making process, blessings and rituals are performed for good fortune in competition.



Figure 1. The head of the kite that is 'sacred'

Source : private photo collection of Kadek Suprpta Meranggi ,Bali.

The figure 1 shown that the head of the kite is 'sacred' as it has been inherited by the

ancestor (*Banjar Dangin Peken, Sanur -Bali* shown in the figure). It was made around 1943 and the head was made around 1951.

From the history known that the kite was made since the kingdoms era, in 1913 with the width of 3 meters. At that time, photography was presented at the first time in. (in-depth interview with Kadek Dwi Armika, Oct 21,2014)



Figure 2. The body of the kite when it will fly over

Source : private photo collection of Kadek Suprapta Meranggi, Bali

The figure 2 shown the body of the kite when installed altogether with the head of the kite and try to be flown away. The head kite ornamen is the hardest part that has a high difficulty to be done. Sometimes the head (the crown) is especially made by the art craftman, while the body is made by the kite maker (*undagi*). The body will be broken in a few years but the head with its crown can be used several times. Before being flown, there will be rituals as a part of the ceremony to pray for the success of the events and an excuse of the Balinese for using the Head of the kite which is actually 'sacred'.

The traditional kite flown in this kite festival are : *Bebean* (fish-shaped), *Janggan* (bird-shaped), and *Pecukan* (leaf-shaped). The *Bebean* is the largest kite, and looks like a broad-mouthed, split-tailed fish. The *Janggan* form has a broad flowing cloth tail that can reach more than 100 metres in length. The *Pecukan* requires the most skill to fly, as its unstable form often tumbles towards the ground. Red, white and black are traditional colours used in the kite's design. Every type of this traditional kite has special designer / traditional architect called *undagi*. The kite is constructed from bamboo and cotton cloth.

From the interviewed done with Kadek Suprapta on Oct 23, 2014, known that *Janggan's* kite was founded in the year of 20's in *Panjer* area (near Denpasar the capital city of Bali). It was developed in Sanur in the early 40's by *Pekak Rengkuh* , a man live in Banjar Dangin Peken Sanur. *Pecukan's* kite develop and characterized more in Gianyar Regency. *Bebean's* kite is the historically mentioned that we are live in the maritime country so that the island is surrounded by the sea and fish is one of our source of life's good so that through *Bebean's* Kite this message try to be send thankfulness to the God for the prosperities given.

In the year of 30's (1930's) , there were several kinds of kites that were developed in Sanur area. *Janggan's* kite was developed in *Banjar Dangin Peken*, *Bebean's* kite was developed in *Banjar Jago Semawang* , *Penyu's* kite (turtle-shaped) was developed in *Banjar Panti Sanur*, and *Jlema's* kite (human-shaped) was developed in *Banjar Medura Sanur*.

In Bali Kite Festival nowadays, *Janggan's* kite and *Bebean's* kite are still used as the main of the competition categories. And *Penyu's* kite and *Jleme's* kite are just now used as the new creation categories in the event.

The Tourism Activity : one of Favorable way to preserve heritage through community involvement and participation in Created/Design Events

WTO mentioned that the development of culture tourism should be based on a good cooperation between cultural space and tourism space, which gives something positive and bring a good value for both of them. It is mentioned that culture heritage would be valued by the culture tourism as an evolution process from the heritage into the capital value. Bali has been dividing their culture into the very sacred one which is untouched by the tourism and should be protected, and the culture which has been transform through tourism into 'capital' which can be modified and commodified.

Based on the interview done with Kadek Dwi Armika (33 years old) founder of Bali International Kite Association and the the chairman of the jury in Bali Kite Festival, this kind of event is a good chance for Bali to be internationally known for their heritage. Besides that, this event also can involve the local communities so that the heritage purpose will be followed by the economic benefits as the aim of the tourism activity such as the development in the home industry for kite making in Bali .

This is in line with a quotation of : a planned event is regarded as one key element in a destination branding strategy (Getz 2005, 2008; Hall 1987). Planned events have been shown to alter tourists' perceived destination images. Bali as one of Culture Heritage destination can be formulated through Bali Kite Festivals. Besides, it is also strongly supported by the result of related studies in the event field, focused on the economic, sociocultural, and environmental effects of these events on the host city or country (Getz 2008), that is in concordance with the facts that Bali Kite Festival also brings economic impact to the local communities so that will be together forming the opportunity to increase their involvement in the event participation.

Kadek Dwi Armika, had won the Dieppe International Kite Festival 2010 in France (which is followed by 43 country all over the world) as the winner of Creative Kite. He explained the different between the Kite in Bali and the kite from other country in term of construction and its philosophy. Kite called '*layang-layang*' in Bali is not just a toys for a kids, but has a special meaning related to heritage (historical and rituals). The word '*layang*' means 'letter' ('*surat*' in old java language '*jawa kuno*'). It means that kite is a tool to express a message and historically in Bali use as a process of ceremony to express the gratitude for the God in harvesting time when the rice production is in good result. In the competition he tried to express the creativity to transfer a message through the kite with the Balinese philosophy that is inherited by the ancestor and combined by the actual condition nowadays. He uses the Concept of 'Back to Nature' in relation with the Global warming issue and connect it with the Balinese Philosophy of "*Tri Hita Karana*" as can be seen in the figure followed:



Figure 3. *Layang -Layang 'Rangda'* in the DIEPPE Kite Festival- France 2010 and Janggan 2016

Source : private photo collection of Kadek Dwi Armika, Bali and Wolfgangbieck, Germany (2016)

Figure 3 shown the kite in the form of *Rangda* (figure of bad spirit for Balinese) made from the nature materials : bamboo tree, dry grass matting , dry palm leaves, and dry banana tree. It is to transfer a message of the anger of the nature because of the imbalance relationship between the human and the environment that caused the global warming. He attached the ornament called '*guangan*' that is an ornament made by dry palm leaf which will be produce a sound of roar/bluster to express the anger of the nature if it is blown by the wind. This is to remind the human to be 'aware' (*eling/sadar*) and keep maintaining the *Tri Hita Karana* concept (three things caused wellbeing / happiness) especially concerning the relationship between the human to their environment.

The involment of the local communities in Bali Kite Festival : *Banjar* activities as an intermediary between The Balinese and Culture Events

Balinese has a very deep relationship with both type of the culture events in Bali : the inherited and created/planned ones. They are doing the rituals as a part of their living activities every day, they celebrate the ceremony in the temples as it is the center of the religious activity, and they also actively participated in the culture events created by the present generation such as Bali Kite Festival.

Shinji Yamashita in the book "Bali and Beyond" translated by J.S Eads mentioned followed :

"Balinese culture is actually created through two devices known as "lomba" (contest) and "pembinaan" meaning 'to set up' , 'create' , 'construct' , 'develop' or foster". It can be translated as 'upbringing' or 'training'. In other words, cultural tradition does not simply exist, but rather the aim is that of a process of creative development, adaped to modern world and based on competition . The regional culture of Bali today is therefore not something that simply function within regional society, but is something that exists through competition, grading and training."(Yamasitha and Eades, p.46)

That explanation reconfirmed that Balinese will show their culture through competition. It is same as Bali Kite Festival which has been done to express the creativity as well as the efforts of developing and conserve it. There are a lot of facts that show the deep relationship between the local people and the culture events. Some regular programs in both customs (*adat*) program and official (*dinas*) program that the community participate through *Banjar*.

The custom programs (called *adat* program) are concerning the rituals and ceremony

includes the activity related to the heritage such as : temples ceremony at the village temples (*Kayangan Tiga : Desa, Dalem, Kayangan*) and Nyepi series ceremony : *melasti, meprani, tawur kesanga*, and *ogoh-ogoh parade* in the area of *Banjar* , *pesamuan / sangkep* (montly meeting of the *Banjar* members), etc.

All the local community as a member of *Banjar* (a group of social community that has band the area, activities, and social life) will participated actively during the preparation of the temple ceremony (*ngayah*) such as preparing the offering and perform the traditional music and Balinese dances. They also implemented all the rituals series in the temples includes : *meprani* (bring the food and the offering to the temple), doing the *melasti* in a parade , and following the *ogoh-ogoh* parade that mainly prepared by the youth member of *Banjar (sekaa teruna)*.

Related to official program (called *dinas* programs), there are some activities that regularly participated by the local community through *Banjar*. There are : *ogoh-ogoh* competition, Balinese Dance for Kids Competition, Female Balinese *Gong* Parade, Kids Balinese *Bleganjur/ Gong Kebyar* Competition, Balinese Dance Competition for Kids, including Bali *Kite* Competition.

Those explanations proved that Balinese also have a deep relationship with created/planned events and *Banjar* is the media for revitalising them as main part of the objectives of creating the '*design*' culture events including the Bali Kite Festival.

CONCLUSIONS & IMPLICATIONS

Bali Kite Festival is one of event held in Bali, every year with the purpose of preserving the Balinese Culture Heritage and for Touristic Purposes. There are two types of the competition done in this event : traditional (locally) and also Internationally that is involving the World Kite's Club from other countries such as : Singapore, Malaysia, Thailand, Australia, New Zealand, France, Germany, Sweden, India, Philippines, and Austria. There are more than 10 national kite's clubs participate in this festival.

This event plays an important role in motivating the local communities to involve in Bali Kite Festival through *Banjar*, through club or *sekehe*, or even personally. Locals actively participated to preserve their culture together in the effort of developing the touristic purposes so that they can get more benefit in doing this event.

Unfortunately, although Bali Kite Festival has already done since long time ago (in the year of 70's) but there is still lack of information regarding to this event. The representative office of PELANGI in Bali also should be built in order to prepare everything related to marketing and managing this event professionally. Furthermore, there should be someone who can control the traffic, which is caused by the convoy of the kite's team to the venue. The knock down system as a must technology applied in the competition should be made in order to minimize the chaos that would appear in this event. Indeed the marketing strategy should be formulated to build a strong recognition and awareness of Bali Kite festival locally, nationally, and even more internationally. Website and social media can be favourable way to spread the information regarding this event in this digital era. During the event, organizers may provide source of written information regarding the event for the spectators to read that illustrate it over all.

REFERENCES

- Adeyinka-Ojo, S.F & Khoo-Lattimore, C, 2013, *Slow Food Events as a High Yield Strategy for Rural Tourism Destination The Case of Bario Serawak*, *Worldwide Hospitality and Tourism Themes* Vol. 5 No. 4, pp. 353-364, DOI 10.1108/WHATT-03-2013-0012.
- Allen, J, et al, 2002. *Festival and Special Event Management*, John Wiley & Son Ltd, Australia
- Berridge, Graham. 2007. *Event Design and Experience*. UK : Elsevier Ltd
- Bali Kite Festival, source : <http://balibites.com/bali-kites-festival/> retrieved 5th Nov 2014)
- Brager, G., Specht, H., & Torczyner, J. (1973). *Community Organizing* (p. 362). New York: Columbia University
- Cooper, Chris et al. 2009. *Tourism Principal and Practice*. Pearson Education
- Commission Européenne, 2002, *le Patrimoine Naturel et Culturel au Service d'un Développement Touristique Durable*, Direction Générale des Entreprises Unité Tourisme, Bruxelles
- Cultural Attractions and European Tourism, CAB International, London, UK,
- Deng, Q & Li, M, 2013, A Model of Event-Destination Image Transfer, *Journal of Travel Research* 53(1) 69–82, DOI: 10.1177/0047287513491331
- De Camargo, P, in Richards, G, 2007, *Cultural Tourism : Global and Local Perspectives*, Routledge, London
- Geertz, C, 1980, *Negara : The Theatre State in nineteenth Century Bali*, Princeton Univ Press, New Jersey
- Getz, Donald, 1991. *Festivals, Special Events, and Tourism*. New York : Van Nostrand Reinhold.
- Gubrium, J.A. and Holstein, J.A. (2001), *Handbook of Interview Research: Context and Method*, Sage, Thousand Oaks, CA
- Gursoy, Dogan, Christina G. Chi, and Pam Dyer. (2010). "Local's Attitudes toward Mass and Alternative Tourism: The Case of Sunshine Coast, Australia." *Journal of Travel Research*, 49 (3): 381-94.
- Gursoy, Dogan, and K. W. Kendall. (2006). "Hosting Mega Events: Modeling Locals' Support." *Annals of Tourism Research*, 33 (3): 603-23.
- Gursoy, Dogan, Kyungmi Kim, and Muzaffer Uysal. (2004). "Perceived Impacts of Festivals and Special Events by Organizers: An Extension and Validation." *Tourism Management*, 25: 171-81.
- Godfrey, K., & Clarke, J. (2000). *The tourism development handbook: a practical approach to planning and marketing*. London: Continuum.
- Ingénieur-conseil en Tourisme*, 1998, Le Tourisme Culturel, Presses Universitaires de France, Paris
- Jennings, G. (2010), *Tourism Research, 2nd ed.*, John Wiley & Sons Australia Ltd, Milton
- Leask, Anna and Yoeman, Ian. 1999. *Heritage Visitor Attractions an Operation Management Prospective*. Great Britain : Redwood Books, Trowbridge, Wiltshire
- Lacy, T. D., Battig, M., Moore, S., & Noakes, S. (2002). Public / Private Partnerships for Sustainable Tourism. In *Delivering a sustainability strategy for tourism destinations: Asia Pacific Economic Cooperation Apec Tourism Working Group*.
- Mathieson, A., & Wall, G. (1982). *Tourism: Economic, physical and social impacts*. Harlow: Longman
- Marciszewska, Barbara, 2001, *The consumption of Cultural Tourism in Poland* in Richards, G, 2001, *Cultural Attractions and European Tourism*
- Megahed, N. A. (2014). *Heritage-based sustainability in Port said: Classification of styles and future development*. *Archnet-IJAR*, 8(1), 94-107.

- Nampila, T. (2005). Assessing community participation—the Huidare informal settlement. University of Stellenbosch
- Orbasli, A. (2000). *Tourists in historic towns: Urban conservation and heritage management*. London: E & FN Spon.
- Picard, Michel, 2006, Bali : *Pariwisata Budaya dan Budaya Pariwisata*, Kepustakaan Populer Indonesia.- Paris , Jakarta -Indonesia
- Picard, M , *Balinese identity as tourist attraction: From 'cultural tourism' (pariwisata budaya) to 'Bali erect' (ajeg Bali)*
<http://tou.sagepub.com/cgi/content/abstract/8/2/155>
- Richard, G, 2001. *Cultural Attractions and European Tourism*, CAB International, UK
- Richard, G, 2007, *Cultural Tourism : Global and Local Perspectives*, Rotledge, New York
- Richard,G, *The Festivalization of Society or The Socialization of Festivals? The Case of Catalunya*, in Richard, G, 2007, *Cultural Tourism* ,The Haworth Press,Inc, USA
- Stock,M, et al, 2003 , *Les Tourisme : Acteurs, Lieux et Enjeux*, Belin Sup, Paris.
- Skeffington, A. (1969). *People and planning. People and planning: report of the Committee on public participation in planning* (p. 71). Scotland
- Undang-Undang Nomor 10 Tahun 2009 Tentang Kepariwisata
- Undang-Undang Republic Indonesia Nomor 11 Tahun 2010 Tentang Cagar Budaya
- Veal,A.J, 2006, *Research Methods for Leisure and Tourism , A Practical Guide*, Pearson Education Limited, England
- Wall, G. (2006). *Tourism, environment and community: Examples from Indonesia*. In J. Cukier (Ed.), *Tourism research: Policy, planning and prospects* (Publication series occasional paper, #20). Department of Geography, University of Waterloo.
- Yamasitha and Eades, *Bali and Beyond*, Berghahnbook

The Philippines' English Proficiency Report Card: Summary of Preliminary Findings (2015-2016)

Ma. Christina Aquino
Lyceum of the Philippines University
christina.aquino@lpu.edu.ph

Rex Wallen Tan
Hopkins International Partners
wallen.tan@hopkins.ph

Ron Haarms
Southville International School affiliated with Foreign Universities
rhaarms@sfu.edu.ph

Melva Diamante
Southville International School affiliated with Foreign Universities
mdiamante@sfu.edu.ph

ABSTRACT

English, as a language choice for instruction in various educational settings and for workplace communication, are well accepted in the Philippines. However, there are no studies available on the English proficiency of students and professionals comparable to international language framework such as the Common European Framework of Reference for Languages (CEFR). With the ASEAN Community of 2015, and the ASEAN Mutual Recognition Arrangement (MRA) for Tourism Professionals signed in 2012, English was chosen as the common language for all ASEAN member states. Using Test of English for International Communication (TOEIC) Listening and Reading test results, it was mapped to the CEFR Framework. This study used results of graduating students from the Philippines who took the TOEIC Listening and Reading test for SY 2015-2016. The study will estimate the current English proficiency of the graduating Philippine Higher Education (PHE) students; determine the English skills-gap between graduating PHE students and industry hiring needs; and determine the English skills between Public & Private PHE students. Preliminary results show that graduating students have “B1” levels using the CEFR Framework, English proficiency is significantly below industry standards and PHE students from private higher English have significantly higher proficiency scores than students from public PHE.

Key words: English Proficiency, TOEIC, CEFR, Philippine Higher Education, ASEAN MRA for TP

INTRODUCTION

The Philippines is a service sector driven economy with contributes more than 57% of GDP. The Export services: IT-BPO, tourism and remittances accounted for the largest portions of the service sector which is estimated to employ roughly 10 million Filipinos. The Philippines principal strength in the export service sector is the large educated workforce with strong English-language capabilities (Mitra, 2013).

In November 2016, Business Mirror published an article that “Singapore and Malaysia now outperform the Philippines in-terms of English proficiency” (Business Mirror, 2016). ASEAN countries Thailand (Maxwell, 2015) and Vietnam (Parks, 2011) are also increasing English language instruction within their K-12 curriculum and adopting international English standards namely the Common European Framework of Reference for Languages(CEFR). Thailand aims for exiting Grade 12 students to reach CEFR B2 Proficiency (Saengpassa, 2016).

The increased efforts by other nations to improve English proficiency while the English proficiency of the Philippines is seen by some studies to be deteriorating would threaten the competitiveness of our export service sector economy greatly.

In the Arangkada Philippines 2010 Business Perspective paper, it was shown that SWS polls from 2000 to 2008 (Forbes, 2010), the data is clear that English proficiency has clearly deteriorated in the Philippines. In 2000, 55% of Filipinos surveyed stated that they speak in English and this figure has dropped to 46% in 2008. It also noted in the same paper that English initiatives were not measured using a standard international test.

In 1998, the People Management Association of the Philippines (PMAP) conducted a skills-gap survey between industry and Academe. One of the salient findings showed the lack of Communication skills resulting as the number one factor why graduates do not get hired. In 2012, PMAP conducted the same research and yielded the same result – still the lack of communication skills (PMAP, 2012).

In 2013, a research conducted by the Business Process Association of the Philippines (BPAP) concluded that of the four basic skills they measured (English proficiency, Cognitive ability, Computer literacy and Perceptual Speed & Accuracy), English proficiency development should be given priority when addressing the supply-demand gap of industry and academe (Barrios et al, 2013).

Studies such as the EF English Proficiency Index and the Business English Index by GlobalEnglish have been peer-reviewed and some have commented that the samples are self-selected with a lack of representative sampling.

An example of this in the Business English Index, includes only Filipinos who are employed in corporations using GlobalEnglish software, and most of these corporations using the GlobalEnglish software are multinational corporations. As Multinational corporations operating in the Philippines tend to select Filipinos who have high English proficiency, the results would not have representative sampling and inaccurately conclude that the Philippines has a high level of English proficiency due to a sample containing sampling bias.

While there are several global rankings of English proficiency per country, upon closer examination these studies may have slight inaccuracies due to sampling bias. This research

study becomes vitally important to the country to create the first meaningful benchmark of the current state of English proficiency with international standards.

As there are limited studies on Philippine English Language proficiency using international standards, this study will be a preliminary study that will provide initial data that can be useful for policy and institutional interventions.

The objectives of this research are as follows:

Objective 1: To estimate of the current English proficiency of the graduating Philippine Higher Education students using international English assessments with a representative sample in various locations in Luzon, the biggest island in the Philippines.

Objective 2: To determine the English skills-gap between graduating Philippine Higher Education students and Philippine industry hiring needs.

Objective 3: To determine the English skills differences between Public & Private Higher education Philippine Higher Education students

LITERATURE REVIEW

Since the 20th century United States occupation of the Philippines, English has been a core component of the country's educational system. Books, instruction, even history was written from the point of view of the Americans, and anything American was used heavily in all levels of education after the Japanese war. Even before the implementation of a K to 12 basic education system, English was taught starting first grade as indicated in the Executive Order No. 210, series of 2003. Some schools even penalized students who would use the vernacular instead of English leading to a mindset that English was the better language and was a good measure for success. The EBE Act of 2013 provided for two big changes in education. The first change was the introduction of K-12, allowing Philippine basic education to be comparable to other countries in terms of duration. The shift from using English and Tagalog, as mandated in the current constitution, to the Mother Tongue Based Multi Lingual Education (MTB-MLE) as part of the Enhanced Basic Education Act of 2013 (2013) reduced the linguistic discrimination and provided other languages spoken in the various parts of the Philippines to be used as medium of instruction. Learners and teachers can now use their Mother Tongue language as a means of developing literacy and better understanding of the curriculum. English is introduced as medium of instruction from fourth grade onwards, as mandated by the Enhanced Basic Education Act of 2013 (Enhanced Basic Education Act of 2013).

English-speaking countries, in the Organisation for Economic Co-operation and Development (OECD) in contrast to non-English speaking countries, were found to be at advantage in the global economy. Even countries whose official languages are linguistically close to English benefit from the special role played by the English language. These results highlight the

importance of the English language in deploying multinational strategies, even in countries whose official language is not English.(Ma, J. & Hejazi, W., 2011).

There is an increasingly international orientation of many higher education institute (HEIs) and the growing role of English as an academic lingua franca. There is need to consider intercultural awareness as a crucial element in preparing students to convey the diversity and fluidity of communicative practices in a transcultural university in which students who move about need equally portable communicative resources (Baker, W., 2016).

The ASEAN Mutual Recognition Arrangement (MRA) for Tourism Professionals has included in several labor divisions a functional cluster in English Language Proficiency competencies in the Common ASEAN Tourism Curriculum (CATC) areas of speaking and listening, reading, and writing. Recognizing that the 10 ASEAN Member States (AMS) have different languages and dialects, and with an international tourist arrivals experienced by the different countries, it was recommended by the ASEAN consultant to use English as a communication language for ease in understanding among the different workers in the organization as well as the customers that they will need to serve. The competencies range from simple to advance as can be seen in the list below.

- **Speaking and Writing**
 - Converse in English at a basic operational level
 - Respond effectively to instructions given in English
 - Start conversations and develop good relations with guests
 - Communicate effectively in English on a telephone
 - Use oral English to convey a complex exchange of ideas
 - Deliver a short oral presentation in English
 - Read and write English at an advanced level
- **Reading**
 - Read and interpret basic instructions, directions and/or diagrams
 - Read general information texts or media
- **Writing**
 - Write a short message in English
 - Prepare a business letter in advanced English

The competencies are included in several labor divisions for different qualifications and thus, Tourism and Hospitality programs must embed these in the functional or core & generic competencies.

Test of English for International Communication

The TOEIC® (Test of English for International Communication™) test (TOEIC User Guide, 2010) is an English language proficiency test for people whose native language is not English. It measures the everyday English skills of people working in an international environment. TOEIC test scores indicate how well people can communicate in English with others in the global workplace. The test does not require specialized knowledge or vocabulary; it measures only the kind of English used in everyday work activities.

The TOEIC test is the world's leading test of English language proficiency in a workplace context. Thousands of corporations throughout the world use the TOEIC test and more than 7 million people take the test every year in 150 countries.

The TOEIC Listening and Reading test was the assessment administered in this study. The TOEIC Listening and Reading test has a total score of 990 points with two sections Listening (0-495) and Reading (0-495). The TOEIC test proficiency table based on Total score is seen below including the CEFR general descriptions.

Table 1: TOEIC Total Score Descriptors and European CEFR Levels

TOTAL minimum TOEIC® scores (10 to 990 pts)	Europeans CEFR levels		CEFR General Description
945 pts	Proficient user - Effective Operational Proficiency	C1	Can understand a wide range of demanding, longer texts, and recognise implicit meaning. Can express him/herself fluently and spontaneously without much obvious searching for expressions. Can use language flexibly and effectively for social, academic and professional purposes. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organisational patterns, connectors and cohesive devices.
785 pts	Independent user - Vantage	B2	Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialisation. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.
550 pts	Independent user - Threshold	B1	Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. Can deal with most situations likely to arise whilst travelling in an area where the language is spoken. Can produce simple connected text on topics which are familiar or of personal interest. Can describe experiences and events, dreams, hopes and ambitions and briefly give reasons and explanations for opinions and plans.
225 pts	Basic user - Waystage	A2	Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment). Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. Can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.
120 pts	Basic user - Breakthrough	A1	Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

(Source: ETS Global. Link: http://www.etsglobal.org/PI/Pol/content/download/4364/45243/file/TOEIC_L_R_can-do_table.pdf. Date accessed: 12/27/2016)

Common European Framework of Reference for Languages

The Common European Framework of Reference for Languages (CEFR) is a performance benchmark for multiple languages. It is widely used to compare language achievement across multiple tests e.g. comparing TOEIC scores to TOEFL scores. It is also used by several organizations and governments to when creating a foreign language policy such as Visa immigration procedures, Global hiring criteria and large Educational initiatives.

The CEFR describes a progression of language proficiency in reading, writing, speaking, and listening on a 6-level scale clustered in three bands: A1–A2 (Basic user), B1–B2 (Independent user), and C1–C2 (Proficient user)(Verhelst,2009) .The CEFR descriptors are found in Table 2.

Table 2: CEFR Descriptors.

Proficient User	C2	Can understand with ease virtually everything heard or read. Can summarise information from different spoken and written sources, reconstructing arguments and accounts in a coherent presentation. Can express him/herself spontaneously, very fluently and precisely, differentiating finer shades of meaning even in more complex situations.
	C1	Can understand a wide range of demanding, longer texts, and recognise implicit meaning. Can express him/herself fluently and spontaneously without much obvious searching for expressions. Can use language flexibly and effectively for social, academic and professional purposes. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organisational patterns, connectors and cohesive devices.
Independent User	B2	Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialisation. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.
	B1	Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. Can deal with most situations likely to arise whilst travelling in an area where the language is spoken. Can produce simple connected text on topics which are familiar or of personal interest. Can describe experiences and events, dreams, hopes and ambitions and briefly give reasons and explanations for opinions and plans.
Basic User	A2	Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment). Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. Can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.
	A1	Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

METHODOLOGY

The results of this research used results of the widely accepted international Test of English for International Communication (TOEIC) and its relationship with the Common European Framework of Reference for Languages (CEFR). These language performance benchmarks are widely used around the world and the TOEIC test has excellent psychometric properties in-terms of validity, reliability and fairness.

The number of students in each strata was estimated using the 2014 CHED Higher Education data. Great care was taken during data collection to create a truly randomized sample of an institution as it is very easy to introduce sampling bias into the research. Low English proficiency scores may reflect poorly on educational institutions and thusly random samples became quite challenging to obtain.

When random sampling was used, the team first obtained the entire list of graduating students and used the fish bowl technique to select which particular students took the TOEIC test. There were cases where the school administration preferred to select their own students, however this was explicitly not allowed by the researchers in this study.

Slovin's formula was used to find the sample size needed in order to estimate the number of samples we need to take from the data.

$$n = \frac{N}{1 + (N \times e^2)}$$

N = Population Size

e = Error Margin

If the population size range is from 150,000 to 4,000,000 and an error rate of .05, Slovin's formula recommends an estimated sample size of n=399. The CHED Higher Education data 2014 shows that there is a total Higher education enrolment of roughly 3.5 million students and we are able to create **Table 3** to determine how many samples to take per strata.

Table 3: Matching Demographic Stratifications with TOEIC Dataset

Demographic Stratification	Closest Matching TOEIC Dataset (from Figure 1)	Number of Samples to take (based on Slovin's)	Actual Number of respondents
Public HEI (Outside NCR)	Public HEI outside NCR in Luzon	152 (38%)	100
Public HEI (Within NCR)	Public HEI within NCR (Metro Manila)	20 (5%)	307
Private HEI (Outside NCR)	Private HEI outside NCR in Luzon	188 (47%)	4,147
Private HEI (Within NCR)	Private HEI within NCR (Metro Manila)	40 (10%)	5,531

RESULTS & DISCUSSION

Objective 1: To estimate of the current English proficiency of the graduating Philippine Higher Education students using international English assessments with a representative sample in various locations in Luzon, the biggest island in the Philippines.

Applying Sampling without replacement to each TOEIC Dataset based on the Number of samples gives the following table as seen below. As different institutions have different student populations, the number of samples is divided equally amongst the institutions in a particular stratification. For example, for Private HEI (Within NCR) 40 samples are taken,

and there are 4 institutions in that stratification, 10 samples from each institution will be taken. How the number of samples taken is seen in the Methodology section of this paper.

Table 4: Estimated TOEIC scores based on the Data set

Demographic Stratification	Matching TOEIC Dataset	N	Avg. Listening Score	Avg. Reading Score	Avg. Total Score
Public HEI (Outside NCR)	Public HEI outside NCR in Luzon	152 (38%)	276.64	259.76	536.41
Public HEI (Within NCR)	Public HEI within NCR (Metro Manila)	20 (5%)	365.25	340.5	705.75
Private HEI (Outside NCR)	Private HEI outside NCR in Luzon	188 (47%)	363.6	295	658.7
Private HEI (Within NCR)	Private HEI within NCR (Metro Manila)	40 (10%)	439.3	387.625	827

Averaging all of the samples in Table 4 (See Methodology section for more details) provides the following TOEIC English Proficiency score averages.

Table 5: Estimated English Proficiency of Philippine Higher Education students (Upper-bound)

English Proficiency Data	Result	Description
Avg. TOEIC Listening	338.2 (CEFR B1)	See Appendix A for the TOEIC Listening and Reading Score Descriptors
Avg. TOEIC Reading Score	293.1 (CEFR B1)	
Avg. TOEIC Total Score	631.4 (CEFR B1)	Independent User B1 – See Table 2 for CEFR Description
Standard Deviation of the Total Score	168.75	To advance by one CEFR language proficiency level requires roughly between 160-325 points (based on the TOEIC Listening and Reading CEFR Mapping) The 168.75 Standard deviation shows that 1 standard deviation is equivalent to roughly 0.5-1 CEFR Language proficiency level.

Objective 2: To determine the English skills-gap between graduating Philippine Higher Education students and Philippine industry hiring needs.

There are a wide variety of industry benchmarks on industry hiring standards based on English proficiency using the TOEIC tests. Simply comparing the TOEIC average total score against industry English proficiency benchmarks will only allow us to describe “Met” or “Not Met” conditions.

We can use the Normal distribution to estimate the number of students who would meet a certain English proficiency benchmark by finding the area in a one tailed Normal distribution (right)

Hopkins International Partners conducted joint research with the People Management Association of the Philippines to partner with leading Philippine corporations who took the TOEIC tests and published public benchmarks of English proficiency to inspire students around the country. Each Philippine corporation was given 100 complimentary TOEIC tests to determine the English proficiency skills of their own employees.

Human Resource Personnel in these Philippine corporations could decide who would take the TOEIC tests and in some-cases, it was done on a voluntary basis, and in other cases it was done through random sampling. . Human Resource Personnel decided the final English proficiency recommendations based on their own judgement and the internal TOEIC results of their employees.

Table 6: TOEIC Results in Selected Positions and Companies

Position Name	Company	TOEIC L&R Total Score	CEFR Equivalent	Estimated Upper-bound of Percentage of Graduating students who meet Benchmark (Using Z-scores and Percentiles)
Front Office	Dusit Thani Manila (Source: PMAP Study)	820	B2	13.5%
Food and Beverage, Kitchen	Waterfront Hotel Cebu (Source: PMAP Study)	750	B1	24%
Front Office & Events Management	Marriott Manila (Source: PMAP Study)	850	B2	9.85%
Customer Care	Startek (Source: PMAP Study)	850	B2	9.85%
Engineering	EEI Corporation (Source: PMAP Study)	700	B1	34.23%

Taxi Driver (English Speaking)	Tokyo Taxi Association (Japan) (Source: Nikkei, 2016)	600	B1	57.14%
International Professional (UNHCR)	United Nations (Source: United Nations, 2016)	945	C1	3.2%

Objective 3: To determine the English skills differences between Public & Private Higher education Philippine Higher Education students

The research looked at English proficiency levels as a function of school location (NCR/Luzon) and institution type (public/private). In order to generalize findings inferential statistics were applied. A two by two between-subject factorial ANOVA is investigated; 2(location: NCR vs. Luzon) x 2(institution type: private vs. Public). Due to large sample size differences the type III calculation for sum of squares is used as it allows for comparisons of unequal groups, i.e. they are invariant to the cell frequencies (Field, 2005).

Table 7 Stratified TOEIC Total Average Results (Public-Private / NCR-Luzon)

Public vs. Private	NCR vs. Luzon	Mean	Std. Deviation
Public	NCR	706.25	135.679
	Luzon	537.48	129.261
	Total	579.15	149.645
Private	NCR	779.27	137.903
	Luzon	704.29	154.615
	Total	746.37	150.149
Total	NCR	777.92	138.201
	Luzon	692.85	158.703
	Total	739.48	153.753

Table 8: Tests of Between-Subjects Effects

Dependent Variable: English Proficiency

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	N
Corrected Model	26067502.137 ^a	3	8689167.379	413.827	.000	.112	100
Intercept	542569098.583	1	542569098.583	25840.163	.000	.724	305
Public vs Private	4195898.070	1	4195898.070	199.832	.000	.020	405

NCR vs. Luzon	4334090.453	1	4334090.453	206.414	.000	.021	5295
PublicPrivate * NCR Luzon	641727.740	1	641727.740	30.563	.000	.003	4141
Error	206548705.687	9837	20997.124				9436
Total	5614039425.000	9841					5395
Corrected Total	232616207.824	9840					4446

a. R Squared = .112 (Adjusted R Squared = .112)

There was a significant main effect of school location, $F(1,9841) = 206.41, p < .000$, such that NCR ($M = 777.92, SD = 138.20$) had a significantly higher English proficiency than Luzon ($M = 692.85, SD = 158.70$). The main effect for institution type was also significant, $F(1,9841) = 199.83, p < .000$, such that private schools ($M = 746.37, SD = 150.15$) had a significantly higher English proficiency than public schools ($M = 579.15, SD = 149.65$). However, the interaction effect was significant, $F(1,9841) = 30.56, p = .003$, indicating the difference in English proficiency was significantly greater for schools in Luzon.

CONCLUSIONS & IMPLICATIONS

Conclusion 1	Objective 1: To estimate of the current English proficiency of the graduating Philippine Higher Education students using international English assessments with a representative sample in various locations in Luzon, the biggest island in the Philippines.
<p>The estimated average TOEIC Total Score for Philippine Higher Education graduating students is 631.4 out of 990 (CEFR B1). A short description of this level of proficiency is ‘Can produce simple connected text on topics which are familiar or of personal interest’ with the full description in Table 2.</p> <p>The estimated average TOEIC Listening Score is 338 out of 495 (CEFR B1) and the estimated average TOEIC Reading score is 293.1 out of 495 (CEFR B1). The descriptors for these scores can be found in the TOEIC Listening and Reading Score descriptors contained in Appendix A of this research.</p> <p>CEFR B1 is also lower than the English language target of Thailand for graduating High school students which is CEFR B2 (Saengpassa, 2016).</p> <p>The estimate should be considered as an upper-bound, as a research study with a more representative sampling of Universities is likely to produce a lower score.</p> <p>Notes: <i>There were several English majors who successfully graduated with a BS in Secondary Education specializing in English from some Universities with a TOEIC score of less than TOEIC 500 (Not proficient yet in English)</i></p>	

Conclusion 2	Objective 2: To determine the English skills-gap between graduating Philippine Higher Education students and Philippine industry hiring needs.
<p>Only 3-24% of Philippine Higher Education students have the skills needed across a wide variety of positions from Engineering, IT-BPO, International work, Hospitality. The Philippine English proficiency benchmarks were obtained through the collaboration of PMAP.</p> <p>More than 90% Philippine Higher Education graduates are not prepared for English speaking roles in the IT-BPM industry.</p> <p>The estimated English proficiency score of a Philippine Higher Education graduate is similar to that of an English Speaking Taxi Driver in Tokyo, Japan. That narrative alone is extremely troubling as English is quite important to our economy. A large portion of our economy is driven by OFW Remittances, Business Process Outsourcing, Tourism, and the Maritime industry. All these economic drivers rely on English proficiency as a key advantage.</p> <p><i>Notes: In a provincial SUC with an average score of TOEIC 502, the Standard Deviation was 83 which means that .0014% or less than 1 in 10,000 can reach a TOEIC 850 (BPO Industry Benchmark)</i></p>	

Conclusion 3	Objective 3: To determine the English skills differences between Public & Private Higher education Philippine Higher Education students
<p>There are significant differences between Public & Private Higher Education students and also additional significant differences were found between Luzon & NCR.</p> <p>The main effect for institution type was also significant, $F(1,9841) = 199.83, p < .000$, such that private schools ($M = 746.37, SD = 150.15$) had a significantly higher English proficiency than public schools ($M = 579.15, SD = 149.65$).</p> <p>The average score difference (381) between the lowest scoring University which was Public (TOEIC Total Score 502 equivalent to CEFR A2) and the highest scoring University which was Private (TOEIC Total Score 883 equivalent to CEFR B2) is very large. CEFR B2 language learners can typically understand the main ideas of complex text while CEFR A2 language learners can only communicate in simple and routine tasks.</p> <p>There is a 6 Year/Grade level difference between the lowest scoring and highest scoring Philippine University in-terms of the CEFR expected outcomes of the Thailand Ministry of Education (Saengpassa, 2016).</p>	

While the general consensus is that the Philippines has superior English proficiency that Asian peers, the results presented in this research show that advantage may be greatly under risk. It is recommended that institutions in the Philippines create international English proficiency benchmarks and policies to assist Educators, Students and Filipinos in setting English proficiency goals.

Many countries are aggressively pursuing English proficiency which may threaten the Philippine IT-BPO and OFW industries. For example, Thailand is setting a goal of CEFR B2 (equivalent to TOEIC 785) for High school students - Mathayom 6 (Saengpassa, 2016) which is higher than the current English proficiency of our Philippine Higher Education graduates (Conclusion 1). Thailand is establishing 18 centers with Foreigners and Master trainers to train 13,500 students. They have already increased English language learning hours from 1 hour a week to 5 hours a week. Vietnam is investing \$440.3 million dollars into its Foreign Languages Project 2020 which uses the CEFR standards (Parks, 2011).

For the Philippines is to compete and keep its IT-BPO industries and OFW industries which are highly dependent on a skilled workforce, it must set competitive goals and standards at par or higher than other countries.

If Academe continually measures and improves the English proficiency of their students then the employability of their students will increase, and the skills-gap will decrease. Using international standards, English proficiency standards and targets can be benchmarked around the world. This recommendation can be summarized by the Peter Drucker quote “What gets measured gets done”.

REFERENCES

- About the TOEIC® Listening and Reading Test. Retrieved from: https://www.ets.org/toEIC/institutions/listening_reading/about. Date accessed: December 24, 2016.
- About the TOEFL iBT® Test. Retrieved from: <https://www.ets.org/toefl/ibt/about>. Date accessed: December 24, 2016.
- Azam, M., Chin, A., & Prakash, N. (2013). The returns to English-language skills in India. *Economic Development and Cultural Change*, 61(2), 335-367.
- Barrios et al. (2013, Oct 1-2). *Competency of Graduating Students and Entry Level workers in IT-BPO Industry* presented at the 12th National Convention on Statistics (NCS) October 1-2, 2013
- BusinessMirror (2016), "Singapore, Malaysia edge PHL in English-proficiency ranking". Retrieved from: <http://www.businessmirror.com.ph/singapore-malaysia-edge-phl-in-english-proficiency-ranking>. Date accessed: December 22, 2016.
- Byram, M., & Parmenter, L. (Eds.). (2012). *The Common European Framework of Reference: The globalisation of language education policy (Vol. 23). Multilingual matters*
- Cambridge English. "Language testing for UK Visas and Immigration - FAQs" . Retrieved from: <http://www.cambridgeenglish.org/images/205198-ukvi-faqs.pdf>. Date accessed: January 5, 2017.
- Chularat Saengpassa. "Ministry unveils ambitious English plan". Retrieved from: <http://www.nationmultimedia.com/news/national/30293997>. Date accessed: January 5, 2017
- Common ASEAN Tourism Curriculum (CATC); Retrieved from: <http://waseantourism.com/ft/CATC%20documentation/A1%20-%20Final%20Technical%20Report%20270907%20CN.pdf>. Date accessed: January 2, 2017
- Comission on Higher Education. "Higher Education Data 2014 (Public and Private HEIs)". Retrieved from: <http://www.ched.gov.ph/wp-content/uploads/2014/temp/10-03/home/Higher%20Education%20Data%202014%20-%20Public%20and%20Private%20HEIs.pdf>. Accessed: June 6, 2016.
- Forbes, J. D. (2010). *Arangkada Philippines 2010: A Business Perspective*.
- Liao, C. W. (2010). TOEIC® Listening and Reading test scale anchoring study. *TOEIC Compendium*, 5, 1-9.
- Liao, C. W., Qu, Y., & Morgan, R. (2010). The relationships of test scores measured by the TOEIC listening and reading test and TOEIC speaking and writing tests. *TOEIC compendium*, 10(13), 1-15.
- Maxwell, D (2015). "Thai schools adopt European framework to boost English language proficiency". Retrieved from: <https://asiancorrespondent.com/2015/04/thai-schools->

- adopt-european-framework-to-boost-english-language-proficiency. Date accessed: December 22, 2016.
- Mitra, R. M. (2013). Leveraging service sector growth in the Philippines. Asian Development Bank Economics Working Paper Series, (366).
- Nikkei. “Hi, where are you going today”. Retrieved from: <http://asia.nikkei.com/Life-Arts/Japan-Trends/Hi-where-are-you-going-today>. Date accessed: Dec 30, 2016
- Papageorgiou, S., Tannenbaum, R. J., Bridgeman, B., & Cho, Y. (2015). The Association Between TOEFL iBT® Test Scores and the Common European Framework of Reference (CEFR) Levels. Princeton, NJ: Educational Testing Service.
- Parks, E (2011) “Vietnam demands English language teaching 'miracle'”. Retrieved from: <http://www.amchamvietnam.com/vietnam-plans-english-language-teaching-miracle>. Date accessed: December 22, 2016.
- People Management Association of the Philippines (2012). From the Hearth.
- People Management Association of the Philippines. “Philippine English Proficiency Benchmarks”, Internal Benchmarking study, (2016).
- Read, J. (2014). The Influence of the Common European Framework of Reference (CEFR) in the Asia-Pacific Region. LEARN Journal: Language Education and Acquisition Research Network, 33-39.
- SurveyLang (2012). First European Survey on Language Competencies. Retrieved from: http://ec.europa.eu/dgs/education_culture/repository/languages/library/studies/executive-summary-eslc_en.pdf. Date accessed: October 26, 2016
- Tannenbaum, R. J., & Wylie, E. C. (2005). Mapping English language proficiency test scores onto the Common European Framework. ETS Research Report Series, 2005(2), i-46
- TOEIC User Guide: Retrieved from: https://www.ets.org/Media/Tests/Test_of_English_for_International_Communication/TOEIC_User_Gd.pdf. Date accessed: October 26, 2016
- United Nations HCR. “Language requirements for positions advertised in the International Professional category”. Retrieved from: <http://www.unhcr.org/admin/jobs/56fd1f996/language-requirements-positions-advertised-international-professional-category.html>. Date accessed: Dec 30, 2016.
- Verhelst, N., et al. *Common European Framework of Reference for Languages: learning, teaching, assessment*. Cambridge University Press, 2009.

Appendix A

TOEIC Listening and Reading Test Proficiency Tables

A.1 TOEIC Test Listening Proficiency Tables

Level	Strengths	Weaknesses
400	<p>Test takers who score around 400 <i>typically</i> have the following strengths:</p> <ul style="list-style-type: none"> • They can infer the central idea, purpose and basic context of <i>short</i> spoken exchanges across a broad range of vocabulary, even when conversational responses are indirect or not easy to predict. • They can infer the central idea, purpose and basic context of <i>extended</i> spoken texts across a broad range of vocabulary. They can do this even when the information is not supported by repetition or paraphrase and when it is necessary to connect information across the text. • They can understand details in <i>short</i> spoken exchanges, even when negative constructions are present, when the language is syntactically complex, or when difficult vocabulary is used. • They can understand details in <i>extended</i> spoken texts, even when it is necessary to connect information across the text and when this information is not supported by repetition. They can understand details when the information is paraphrased or when negative constructions are present. 	<p>Test takers who receive a score at this level <i>typically</i> have weaknesses only when uncommon grammar or vocabulary is used.</p>

A.2 TOEIC Test Listening Proficiency Tables

Level	Strengths	Weaknesses
300	<p>Test takers who score around 300 <i>typically</i> have the following strengths:</p> <ul style="list-style-type: none"> • They can sometimes infer the central idea, purpose and basic context of <i>short</i> spoken exchanges, especially when the vocabulary is not difficult. • They can understand the central idea, purpose and basic context of <i>extended</i> spoken texts when this information is supported by repetition or paraphrase. • They can understand details in <i>short</i> spoken exchanges when easy or medium-level vocabulary is used. • They can understand details in <i>extended</i> spoken texts when the information is supported by repetition and when the requested information comes at the beginning or end of the spoken text. They can understand details when the information is slightly paraphrased. 	<p>Test takers who score around 300 <i>typically</i> have the following weaknesses:</p> <ul style="list-style-type: none"> • They have difficulty understanding the central idea, purpose and basic context of <i>short</i> spoken exchanges when conversational responses are indirect or difficult to predict or when the vocabulary is difficult. • They do not understand the central idea, purpose and basic context of <i>extended</i> spoken texts when it is necessary to connect information within the text or when difficult vocabulary is used. • They do not understand details in <i>short</i> spoken exchanges when language is syntactically complex or when difficult vocabulary is used. They do not usually understand details that include negative constructions. • They do not understand details in <i>extended</i> spoken texts when it is necessary to connect information across the text or when the information is not supported by repetition. They do not understand most paraphrased information or difficult grammatical constructions.
200	<p>Test takers who score around 200 <i>typically</i> have the following strengths:</p> <ul style="list-style-type: none"> • They can understand <i>short</i> (single-sentence) descriptions of the central idea of a photograph. • They can sometimes understand the central idea, purpose and basic context of <i>extended</i> spoken texts when this information is supported by a lot of repetition and easy vocabulary. • They can understand details in <i>short</i> spoken exchanges and descriptions of photographs when the vocabulary is easy and when there is only a small amount of text that must be understood. • They can understand details in <i>extended</i> spoken texts when the requested information comes at the beginning or end of the text and when it matches the words in the spoken text. 	<p>Test takers who score around 200 <i>typically</i> have the following weaknesses:</p> <ul style="list-style-type: none"> • They do not understand the central idea, purpose or basic context of <i>short</i> spoken exchanges, even when the language is direct and no unexpected information is present. • They do not understand the central idea, purpose and basic context of <i>extended</i> spoken texts when it is necessary to connect information across the text or when the vocabulary is somewhat difficult. • They do not understand details in <i>short</i> spoken exchanges when somewhat difficult vocabulary is used or when the language is syntactically complex. They do not understand details that include negative constructions. • They do not understand details in <i>extended</i> spoken texts when the requested information is heard in the middle of the text. They do not understand paraphrased information or difficult grammatical constructions.

A.3 TOEIC Test Reading Proficiency Tables

Level	Strengths	Weaknesses
450	<p>Your scaled score is close to 450. Test takers who score around 450 typically have the following strengths:</p> <ul style="list-style-type: none"> • They can infer the central idea and purpose of a written text, and they can make inferences about details. • They can read for meaning. They can understand factual information, even when it is paraphrased. • They can connect information across an entire text, and they can make connections between two related texts. • They can understand a broad range of vocabulary, unusual meanings of common words and idiomatic usage. They can also make distinctions between the meanings of closely related words. • They can understand rule-based grammatical structures. They can also understand difficult, complex and uncommon grammatical constructions. 	<p>Test takers who score around 450 <i>typically</i> have weaknesses only when the information tested is particularly dense or involves difficult vocabulary.</p>
350	<p>Test takers who score around 350 <i>typically</i> have the following strengths:</p> <ul style="list-style-type: none"> • They can infer the central idea and purpose of a written text, and they can make inferences about details. • They can read for meaning. They can understand factual information, even when it is paraphrased. • They can connect information across a small area within a text, even when the vocabulary and grammar of the text are difficult. • They can understand medium-level vocabulary. They can sometimes understand difficult vocabulary in context, unusual meanings of common words and idiomatic usage. • They can understand rule-based grammatical structures. They can also understand difficult, complex and uncommon grammatical constructions. 	<p>Test takers who score around 350 <i>typically</i> have the following weaknesses:</p> <ul style="list-style-type: none"> • They do not connect information across a wide area within a text. • They do not consistently understand difficult vocabulary, unusual meanings of common words or idiomatic usage. They usually cannot make distinctions between the meanings of closely related words.

A.4 TOEIC Test Reading Proficiency Tables

Level	Strengths	Weaknesses
250	<p>Test takers who score around 250 <i>typically</i> have the following strengths:</p> <ul style="list-style-type: none"> • They can make simple inferences based on a limited amount of text. • They can locate the correct answer to a factual question when the language of the text matches the information that is required. They can sometimes answer a factual question when the answer is a simple paraphrase of the information in the text. • They can sometimes connect information within one or two sentences. • They can understand easy vocabulary, and they can sometimes understand medium-level vocabulary. • They can understand common, rule-based grammatical structures. They can make correct grammatical choices, even when other features of language, such as difficult vocabulary or the need to connect information, are present. 	<p>Test takers who score around 250 <i>typically</i> have the following weaknesses:</p> <ul style="list-style-type: none"> • They do not understand inferences that require paraphrase or connecting information. • They have a very limited ability to understand factual information expressed as a paraphrase using difficult vocabulary. They often depend on finding words and phrases in the text that match the same words and phrases in the question. • They usually do not connect information beyond two sentences. • They do not understand difficult vocabulary, unusual meanings of common words or idiomatic usage. They usually cannot make distinctions between the meanings of closely related words. • They do not understand more-difficult, complex or uncommon grammatical constructions.
150	<p>Test takers who score around 150 <i>typically</i> have the following strengths:</p> <ul style="list-style-type: none"> • They can locate the correct answer to a factual question when not very much reading is necessary and when the language of the text matches the information that is required. • They can understand easy vocabulary and common phrases. • They can understand the most-common, rule-based grammatical structures when not very much reading is necessary. 	<p>Test takers who score around 150 <i>typically</i> have the following weaknesses:</p> <ul style="list-style-type: none"> • They cannot make inferences about information in written texts. • They do not understand paraphrased factual information. They rely on matching words and phrases in the text to answer questions. • They are often unable to connect information even within a single sentence. • They understand only a limited range of vocabulary. • They do not understand even easy grammatical constructions when other language features, such as difficult vocabulary or the need to connect information, are also required.

ISBN 978-967-0173-47-4

